

## **WFBSC Business Plan: Scoping Document**

### **Cleaning for Health**

#### **Background**

On 9<sup>th</sup> February 2011, the WFBSC Biennial Congress in Auckland, New Zealand, resolved to make Cleaning for Health a key priority in the coming years.

The Secretariat of the WFBSC was invited to draw up a business plan and on the basis of that plan solicit funding from building service contractors, their associations, suppliers and clients to drive forwards the role of the cleaning industry in the promotion of public health.

This paper is the initial scoping document that outlines the key issues. It is designed to solicit funding from earlier adopters to pump prime the development and implementation of the wider business plan and its implementation.

#### **Current Position**

Currently, it is widely accepted that within healthcare settings, cleaning is an important aspect of the key task of infection control. However, in some countries, cleaning budgets are under threat and despite the recognition of the importance of eliminating healthcare associated infections, the rate of such infections remains stubbornly high.

Outside the healthcare environment, the position of cleaning and cleanliness is much less clear. While recent influenza outbreaks have brought some focus on hand hygiene and hand sanitization gels, this has not yet led to a wider re-evaluation of the cleaning industry and its role in promoting a healthy and hygienic everyday environment.

#### **Key Objectives**

The key objectives for this new WFBSC initiative are therefore:

1. To ensure that the global healthcare industry remains focused on the importance of cleanliness in the fight against healthcare associated infections.
2. To ensure that the wider world of facility providers develops a focus on the importance of cleanliness in the provision of a healthy and hygienic environment for all facility users.
3. To provide resources for the global building service contracting industry to use to promote cleaning for health.
4. To see increased resources allocated by facility owners and managers in the above areas.

#### **Key Tasks**

The business plan will encompass the following key tasks:

1. To recruit further staff resource into the WFBSC to lead the project;

2. To establish a steering group (sub-committee of the WFBSC Board) to oversee the project.
3. To gather existing data that shows the importance of cleaning for health, outside the healthcare setting
4. To source new research where there are gaps in the existing research
5. To publish the data and research in a form that is accessible to BSCs and their clients. This should be in the form of a world standard, supported by the World Health Organisation;
6. To establish and maintain a website to bring together all advice on cleaning for health
7. To promote the website to BSCs and their clients across the globe
8. To support BSC's in their discussions with clients by providing evidence of the importance of cleaning for health.
9. To lobby global and national institutions on the importance of cleaning for health using data gathered
10. To promote the WFBSC as the central source of information on cleaning for health issues

The likely timelines for these tasks is dependent on the funding available, but an indicative position would be:

0 – 2 months	Secure pump priming funding and recruit project intern
2 – 6 months	Intern to undertake desk research on existing information. Website to be created and early information posted; full funding to be secured on the basis of full business plan and early promotion to start
6 – 12 months	Staff member recruited on 1 year contract, gap analysis undertaken of current research, new research commissioned, marketing plan written and being implemented to contact BSCs clients and suppliers
12 – 18 months	Results from new research available and integrated into marketing plan and information available online
18 months onwards	Report to Curitiba Congress on achievements so far. Steady state updating of review of progress and revamp information and marketing
By New York 2014	Review of progress and development and launch of phase II

## Next Steps

The immediate next steps are to secure sufficient funding to recruit the intern and begin the desk research, web design, early promotion and full business plan. The estimated initial sum required is £12,000, although a minimum of £100,000 will be required to complete the work.

The suggested donation for those wishing to participate in the work is £1,000.