

# NOROVIRUS CONTROL PROGRAM

Providing the education, training and tools to help protect your guests, your employees and your brand against norovirus.

## OUTBREAK PREVENTION + INCIDENT RESPONSE



A norovirus outbreak threatens the safety of your guests and employees and can damage your brand and impact your bottom line.



Most restaurant operators don't realize norovirus poses the highest risk of foodborne illness or know how to prevent it.



Most norovirus outbreaks are caused by human behavior which can be corrected through education and training.

## NOROVIRUS IS PREVENTABLE. ARE YOU DOING ALL YOU CAN?

The EcoSure Norovirus Control Program helps drive behavior change and minimize risk against foodborne illness.



### Education and training

- ▲ Educate managers on the risks, causes and best practices regarding norovirus and train them on prevention and response.
- ▲ Establish a norovirus champion at each location to train employees and promote a culture of prevention.



### Prevention and response tools

- ▲ Equip employees with essential information, practical and easy-to-use tools and step-by-step instructions to prevent and respond to a norovirus event.

## DID YOU KNOW?

#1 | Norovirus is the LEADING CAUSE OF FOODBORNE ILLNESS IN THE U.S.

Source: Centers for Disease Control and Prevention

58% of foodborne illness outbreaks ARE CAUSED BY NOROVIRUS

Source: Centers for Disease Control and Prevention

20M CASES  
70,000 HOSPITALIZATIONS  
800 DEATHS  
caused from norovirus annually

Source: Centers for Disease Control and Prevention

1/3 OF FOOD SAFETY PROFESSIONALS failed to name norovirus as one of the 3 most common foodborne pathogens

Source: Journal of Food Protection, 2014

### CONTRIBUTING FACTORS TO RESTAURANT OUTBREAKS

- #1 Handling by infected person
- #2 Bare hand contact
- #3 Inadequate cleaning

Source: Gould, et al. 2013 JFP 76 (11): 1824.

\$75,000

The average cost of a foodborne illness outbreak

Source: National Restaurant Association

Contact us to learn more about EcoSure's Norovirus Control Program.  
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