

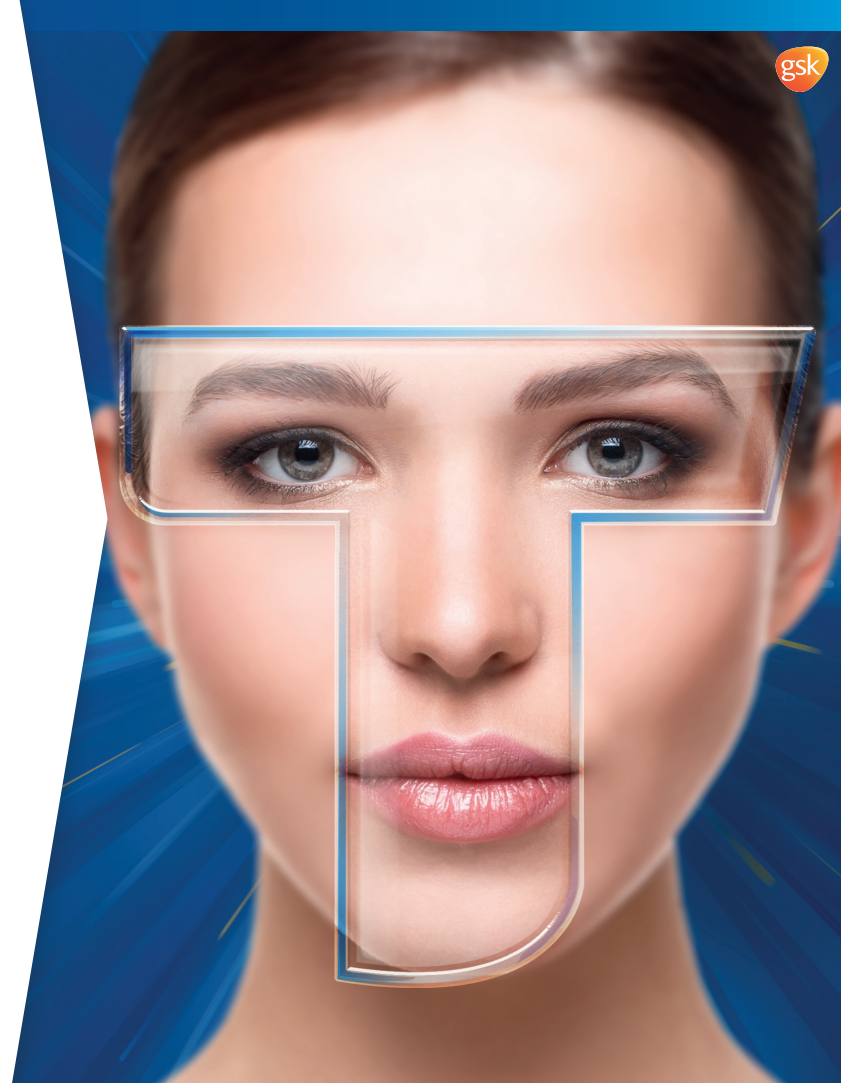


DON'T TOUCH THE T-ZONE!

PROTECT YOURSELF AGAINST SEASONAL FLU

Flu - a highly contagious viral infection of the respiratory tract¹ - can be spread:

- 1 Through direct personal contact²
- 2 By touching contaminated surfaces³
- 3 Via moisture droplets in the air⁴



CAN YOU BREAK YOUR T-ZONE HABIT?

ONE TOUCH IS ALL IT TAKES

So, protect yourself⁶:

- > Avoid close contact with people who are sick
- > Wash hands often with soap and water
- > Carry and use alcohol-based sanitiser
- > Regularly clean surfaces and objects
- > Avoid touching your facial T-Zone

1

Ask friends, family and colleagues to spot each other, calling **'Face!'** whenever they see hands reaching for the T-Zone.⁸

2

Lock your own arms in a **folded** position, holding your biceps so your hands can't slip free and you won't touch your face.⁸

3

Keep your hands occupied! **Find** something else to do, maybe keep fingers and thumbs together, or play with a small ball.⁸

23x
per hour⁷

Face touching is a frequent, unconscious habit, with research showing some people touch their faces as many as 23 times per hour.⁷ That's a lot of opportunities to infect yourself with seasonal flu!

¹ World Health Organization (WHO). Influenza Fact Sheet. Available at: [https://www.who.int/en/news-room/fact-sheets/detail/influenza-\(seasonal\)](https://www.who.int/en/news-room/fact-sheets/detail/influenza-(seasonal)). Last accessed: May 2020. ² Pandemic Influenza Preparedness Team. Routes of transmission of the influenza virus: scientific evidence-based review. London: Department of Health; 2011. Available at: https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/215667/dh_125332.pdf. Last accessed: June 2020. ³ Centers for Disease Control and Prevention (CDC). Environmental NPIs. Surface Cleaning. Available at: <https://www.cdc.gov/nonpharmaceutical-interventions/environmental/index.html>. Last accessed: May 2020. ⁴ CDC. Catching the Flu. Available at: <https://blogs.cdc.gov/niosh-science-blog/2013/01/15/catchingtheflu/>. Last accessed: June 2020. ⁵ WebMD. How Does the Flu Spread? Available at: <https://www.webmd.com/cold-and-flu/qa/how-is-the-flu-transmitted>. Last accessed: May 2020. ⁶ CDC. Prevent the Flu. Available at: <https://www.cdc.gov/flu/prevent/actions-prevent-flu.htm>. Last accessed: May 2020. ⁷ Kwok YL, Galton J, McLaws ML. Face Touching: A Frequent Habit that Has Implications for Hand Hygiene. Am J Infect Control. 2015;43(2):112-114. doi:10.1016/j.ajic.2014.10.015. Available at: <https://pubmed.ncbi.nlm.nih.gov/25637115/>. Last accessed: June 2020. ⁸ The Behavioural Insights Team. How to Stop Touching Our Faces in the Wake of the Coronavirus. Available at: <https://www.bi.team/blogs/how-to-stop-touching-our-faces-in-the-wake-of-the-coronavirus/>. Last accessed: June 2020. Copyright © GlaxoSmithKline 2020. All rights reserved. August 2020 | PM-GL-PCF-20-00015