

Hygiene Matters

THE SCA HYGIENE REPORT 2010



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Hygiene Matters

– The SCA Hygiene Report 2010

Each year SCA conducts a global survey of people's attitudes and habits regarding hygiene and health and how these relate to other current issues and trends. This most recent survey is about how globalization is influencing health and hygiene around the world, and focuses on the issues of pandemics, urbanization, the school environment and information gathering.

The survey was initiated by SCA and carried out by the business intelligence consulting firm United Minds with the assistance of the Cint research company. The survey encompassed nine countries: Australia, China, France, Germany, Mexico, Russia, Sweden, the United Kingdom, and the United States. Approximately 500* people were surveyed in each country to achieve a nationally representative distribution between men and women and between different age categories. The survey compiled answers from 5,084 respondents.

* In Sweden 1,000 people were surveyed. The answers from Sweden have been weighted in the overall results to represent the same percentage as the other countries. The survey was conducted in August 2009.



Improved hygiene and personal care standards for everyone!

SCA wants to make a difference. As the world's third largest hygiene company, we have unique insights into consumers' wants and needs. By raising the awareness surrounding hygiene and personal care issues on a global basis among decision makers, experts and the general public, we hope to create a better-informed public debate – and improved standards. This report helps us do just that.

Hygiene affects us all – all the time, no matter where we live. Many of us are privileged enough to be able to take high hygiene and personal-care standards for granted – while a much larger number of people around the world still lack the many everyday benefits that products and solutions such as ours bring. But despite higher standards in industrialized countries, people's health is affected by inadequate hygiene procedures there as well.

To shed more light on all this, our *Hygiene Matters* report looks into people's attitudes concerning hygiene and personal care in nine countries. The four chapters each focus on a major city. We see this as a way of delving deeper into the topics.

Globalization makes life and business both more challenging and less complex. On one hand, viruses such as swine flu can spread more easily in today's interconnected world. Here, hygiene in public spaces plays a crucial role, an area addressed in this year's report.

On the other hand, as a result of the size of the product portfolio and the insight-innovation capabilities a global company like SCA has access to, globalization enables us to develop and distribute our hygiene and personal-care products and solutions in close to 100 countries.

For SCA, *Hygiene Matters* is much more than a report published annually – it is a never-ending series of thought and work processes. To make you become an even more active participant in the on-going development in our focus areas, we now also welcome you to www.hygienematters.com.



Jan Johansson
President and CEO, SCA Group

4 focus areas – 4 cities

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The flu pandemic has been a contributory factor in hygiene rapidly becoming a top priority for public authorities around the world. Ordinary hygiene issues have also become a conversation topic. Coughing on the bus, sneezing at work or a dirty toilet at school have prompted questions and discussion. The world learned to wash their hands in 2009.

A pandemic is global, and this was another factor that fueled the debate about hygiene in many countries. People in industrialized parts of the world travel a lot. They encounter other cultures and customs, and questions about hygiene are often raised when different cultures meet. It is not just because we are traveling more that the world is getting smaller. The flow of information in today's world is totally different from 10 years ago. Increasing numbers of people have access to Internet and the colossal amount of information that this brings. What information gets through to us and how do we react to it? Information about hygiene has suddenly become a global issue.

SCA's global survey examines people's attitudes to hygiene in nine countries. In four chapters, each based on major cities, we take a look at some of today's most topical hygiene-related issues.

MEXICO CITY

When the World Health Organization (WHO) classified the H1N1 virus as a pandemic in the summer of 2009, it was the first pandemic in 40 years. Attention quickly turned to Mexico, where the first cases had been noted. Mexico was required to quickly implement a number of measures to prevent the spread. Information and the action taken were key to how the country dealt with the threat of the flu. How do you tackle this in different places in the society; on buses and in public places, workplaces and schools?

LONDON

Most people would agree that the school environment is important to children's learning and health. Unclean toilets with no locks on the doors have an impact on a child's day-to-day life and have been shown to have greater implications for both children and society in the long term than previously thought. In the U.K. hygiene has now been given a greater focus in the school curriculum. The prize for the U.K.'s best and cleanest school toilet was recently awarded to a school in East London. This is a good example of constructive cooperation between charities, authorities and individual participants.

BEIJING



Increased urbanization puts a greater demand on hygiene improvements. Public toilets were a focal issue early on when China was organizing the 2008 Olympic Games. A range of health reforms were also introduced in China in order to raise hygiene standards in the Chinese society. Food safety and restaurant hygiene are two examples of areas covered by the new reforms. The mega-city of Beijing is also an example of how authorities deal with the difficult issue of informing people in a densely populated city with many millions of citizens.



SAN FRANCISCO



New channels for information about hygiene are developing rapidly as increasing numbers of people have access to Internet. New services are being developed and the way people access information is changing as the Internet becomes more accessible. People are increasingly making their own diagnoses by searching online. Meanwhile, the number of websites and sources of information is also growing. How can you rely on the information you find? As the case on San Francisco shows, the hygiene and health information of the future is already starting to emerge.



“For the first time in more than 40 years, humanity was affected by a pandemic and the reason for this was a new mutation of an influenza virus.”



Everyday life in the wake of the pandemic

FOCUS MEXICO CITY

In 2009, humanity was affected by a pandemic for the first time in more than 40 years. The reason for this was a new mutation of the influenza virus (H1N1), better known as swine flu. The first cases of swine flu were noted in Mexico. It is therefore useful to study this country more closely in terms of hygiene and its experience.

SCA's 2010 global survey of attitudes shows in a number of ways how this dramatic event has affected not only the people of Mexico, but also the rest of the world.

On April 24, 2009 the world learned that 81 people in Mexico City had died of what was described at the time as a mutated form of swine flu. It was estimated that there were about 1,000 carriers of the infection in Mexico¹. On April 29, U.S. authorities recorded the first fatal case of the disease outside Mexico¹. On the same date the World Health Organization (WHO) raised its epidemic warning to level five on a six-point scale for the first time since the scale was established in 2005². On June 11, 2009, the WHO decided to classify the outbreak as a pandemic, making it the first in 41 years³.

When the pandemic was declared, health authorities around the world took various kinds of measures to combat the spread of infection and to mitigate its effects. In Mexico, where the first cases were noted, the authorities had to react quickly and firmly. An initial plan of action on how to tackle the threat of the flu was established. As new cases of



NOTE: ¹ WHO, World Health Organization, www.who.int/csr/disease/swineflu/en/ (20090918).

² Swedish Institute for Infectious Disease, www.smittskyddsinstitutet.se/nyainfluensan/.

³ Lacey, Marc, From Edgar, 5, Coughs Heard Round the World.

The New York Times (2009).

75%

OF ALL RESPONDENTS THINK ABOUT HYGIENE MORE OFTEN AND AT MORE OCCASIONS TODAY



swine flu continued to be discovered and fear about the disease spread to other countries, the pandemic posed a tough challenge for Mexico as a major tourist destination⁴.

Increased hygiene awareness

The effects of the flu pandemic and the recommendations issued in Mexico and other countries are still being felt. SCA's international survey shows that on average three quarters of all people in those countries surveyed – from Mexico to Australia to Sweden – now think about hygiene more frequently and in more different situations.

Concern has increased most about public restrooms. They are symbols of public health and hygiene so it is in this area that peoples' concerns about hygiene have increased most. It is here that we see the greatest changes in behavior compared with 2008. Awareness has also increased in other public places that experience a large flow of people.

The fact that people's own hygiene and that of others has begun to be questioned shows that more people have realized that it is we humans that carry bacteria and viruses and who either directly or indirectly spread infections. Greater awareness about restaurant environments and the food they serve also highlights the importance of a continued focus on the issue of hygiene in regard to food, the preparation of food and the restaurant industry.

Worries change behaviors

The consequences of the new influenza situation, however, have differed from country to country. A closer analysis of the results shows that the Chinese and Swedes are at different ends of the spectrum in terms of hygiene concerns. SCA's international survey shows that

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How personal hygiene has changed*

1. Eight out of ten people now wash their hands more frequently
2. Five out of ten people use more antibacterial soap
3. Four out of ten are more careful about contact with other people

* Percentage of people who have made changes to their personal hygiene

The flu pandemic has raised awareness of hygiene around the world. Areas where people's awareness has increased the most:

The level of hygiene of public toilets	44%
The level of hygiene in other public places	41%
My personal hygiene	41%
Hygiene when preparing food/handling food	39%
The hygiene of other people	38%
The level of hygiene at restaurants	38%

hygiene awareness has increased most among the Chinese, and it is also the Chinese who have changed their hygiene behavior most. Their day-to-day behavior has been influenced more by increased concerns about hygiene than in any other country. Swedes, on the other hand, are among the least concerned and are not as easily influenced by events relating to the flu.

The survey also shows that, irrespective of country, women and highly educated people are more likely to have reacted to the flu pandemic, resulting in greater awareness and in changes in behavior. More highly educated respondents also appear to be more concerned about hygiene in general – both personal hygiene and that of others – and they have also reduced social activities and travel.

It is, age that appears to be the factor that has the greatest affect on individuals' level of concern. Put simply, young people are more concerned than old people, while older people are concerned less and on fewer occasions, and are less likely to change their behavior.

Information campaigns

The authorities responsible for health and hygiene issues in Mexico City, with its nine million inhabitants, rolled out a huge information campaign early on to reduce the spread of infection. Large workplaces were provided with information about how to behave in an environment with lots of employees, how people should wash their hands, open doors and how people should sneeze and cough in the vicinity of other people (the President himself demonstrated on TV how to cover one mouth when sneezing). People were also informed that anyone with a fever, cough, sore throat, breathlessness or muscle or joint pain should seek medical attention⁵.

The country's largest employers and many other companies told employees to work at home if they had the slightest symptoms of something that might be flu. Many public places were also closed and people were advised against going to the cinema and theatre⁶.

85%

RECEIVED INFORMATION ABOUT SWINE FLU ON TV.

Swine flu was front-page news across all forms of media for a long time. People read about it in newspapers, saw reports about it on local and international news programs, and discussed it on Internet chat forums and used Google frenetically in order to keep up to date. But despite us living in the age of the Internet, SCA's international survey shows that TV is still by far the main means for providing people around the world with information about the flu.

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From where have you mainly received information about swine flu?

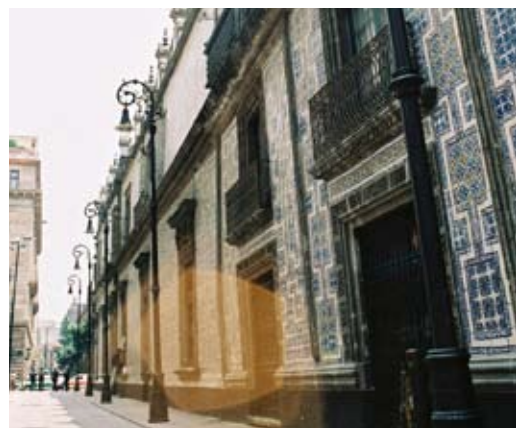
1. TV (85 %)
2. Official sources on the Internet (31 %)
3. Newspapers and magazines (27 %)
4. Blogs, forums and other sources on the Internet (27 %)

In Sweden and the U.S. more people received information via Internet-based blogs or forums than via official (authorities') websites.

NOTE: ⁴⁾ Walser, Ray, Mexico's Swine Flu Crisis: Expert Political and Economical Fallout. The Heritage Foundation (2009).

⁵⁾ Mendoza, Martha, Wash your hands? Wear a mask? Facing next swine flu wave, Mexico benefits from experience. Associated Press (2009).

⁶⁾ Gould, Jens Erik and Black, Thomas, Mexico Swine Flu Outbreak May Deepen Economic Decline (Update 1). Bloomberg.com (2009).



“The pandemic is spread all over the world. It is not the actual traveling that is the real problem, but rather how people behave when they travel. Travel means that it is hard to avoid large crowds of people. It can also be harder, for example, to maintain good hand hygiene. The risk of infection is, in principle, the same, whatever country you travel to. Certain regions, however, have been affected earlier, like Mexico, and have therefore probably gone through the worst phase and implemented new procedures. So these might be a better travel option than other destinations.”

Bertil Kaijser, Professor of Clinical Bacteriology, Sahlgrenska Hospital, Sweden

Have you changed how you travel lately?

Swine flu has also affected travel all over the world. The long-term effects for the tourist industry remain to be seen. It is quite likely that we will see a greater focus on hygiene and health issues from travel companies in order to assure consumers of the quality of their services.

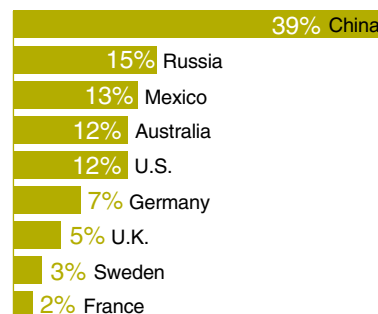
Chinese travel has been hardest hit, according to the survey. The Chinese are traveling less and to fewer places. People are refraining completely from using certain forms of transport. The survey results indicate that the experiences from the outbreak of SARS in 2003 and the situation with bird flu in 2007 have provided the Chinese with experience that makes them more prepared than any other nationality to face the threat of the spread of an infection such as swine flu.

The Mexican authorities are making a determined effort to lure tourists back and increase travel, but many ordinary people can also contribute to this by showing that they won't allow themselves to be scared. Six out of ten Mexicans travel exactly the same as usual, both within the country and abroad.

Key learnings

All of Mexico soon became aware of the aggressive flu virus. From Chiapas to Jalisco, from Mexico City to Yucatán. From children at nurseries to university students. In total, seven million young people in the country's capital and some 33 million across the country stayed home from school during the first weeks of what the news media referred to as the largest national closure of schools since the major earthquake of 1985⁷. On the streets, at bus stops and underground entrances the military handed out surgical masks to the population. People also wore surgical masks at airports, banks and other public institutions to protect themselves from coughing customers⁸.

Countries where the epidemic warning has resulted in changes in travel behavior. The results on respondents travelling less now than before:



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Swine flu has had the following affects on travel:

- 15 % of people say that they are not traveling abroad following the flu outbreak compared with before
- Roughly one in ten people:
 - Are traveling less
 - Are traveling less by certain forms of transport
 - Are no longer traveling to certain places

Chinese travel have been affected the most:

- 50 % of Chinese state that they no longer travel to certain places
- Four out of ten travel less than before
- Three out of ten currently refrain from using certain forms of transport
- Three out of ten no longer travel abroad

Question: Have you changed how you travel because of the swine flu pandemic?



So far the authorities' national information campaign has been shown to be effective. The blue masks that were previously a common sight on the streets are now rarely seen outside hospital and the population has started shaking hands once again, and even kissing one another on the cheek⁹.

By focusing on hygiene and increasing the public's level of knowledge about the issue, information about hygiene became a weapon in the fight against the pandemic and was a way to face the threat to society's most important functions and infrastructure in a crisis situation.

In addition, swine flu has put a spotlight on globalization in an entirely new way. It has shown how increased movement across national boundaries can contribute to a local outbreak of flu quickly turning into a pandemic. But it has also indirectly shown the importance and strength of international cooperation on issues of hygiene and health, which can no longer be viewed as the domain of an individual country.

NOTE: ⁷⁾ Mendoza, Martha, Wash your hands? Wear a mask? Facing next swine flu wave, Mexico benefits from experience. Associated Press (2009).

^{8, 9)} Gould, Jens Erik and Black, Thomas, Mexico Swine Flu Outbreak May Deepen Economic Decline (Update 1). Bloomberg.com (2009).



Hygiene in the school environment

FOCUS LONDON

Most people would agree that the school environment is important for children's learning and health. Their social lives and everyday reality is affected by the environment in which they spend many of their waking hours. Unclean toilets without locks on the doors can cause school children to avoid going to the toilet throughout the school day. That is a problem that can have significant consequences.

In the U.K. a number of interesting projects are underway to raise hygiene standards in the school environment.

Schools in the U.K. vary in size and standards, and consequently present different conditions. These relate to the age of the buildings, the local environment, the atmosphere, the staff and the number of pupils. While schools may differ greatly, there are many things that schools as a work environment have in common. Many pupils are happy with their school, but it is also very common for pupils to experience deficiencies in their work environment. Common problems include high levels of noise, unpleasant and rowdy dining halls, poor air circulation in classrooms and unclean and unsecured school toilets¹⁰.

School children's well-being

A number of studies have shown that hygiene in schools is important for both children's health and how happy they are at school, which consequently affects children's ability to learn and develop. This is also indicated by the answers given by people from all over the world in SCA's international survey.

NOTE: ¹⁰ Bog Standard Campaign – better school toilets for pupils. Bog Standard (2009).





“Our school’s toilets are a complete disaster. I don’t think I’ve used the toilets during the three years I’ve been here. I’d rather wait six hours til I get home.”

Janet, aged 14.

School’s responsibility

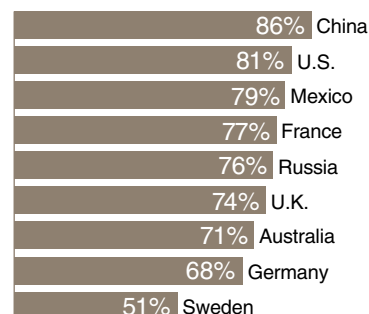
Three out of four respondents believe that one of a schools’ most important areas of responsibility is to ensure that a good standard of hygiene is maintained. This view is deeply embedded in certain countries. In China, nine out of ten people (86 percent) agree with this. The survey shows that many people believe that schools and nurseries still have a lot to do to achieve an acceptable level of hygiene. Almost half (46 percent) of the respondents in the nine countries believe, for example, that the hygiene standards of toilets are too low.

Parents in China, Mexico and Sweden are the most concerned about how deficiencies in hygiene standards in schools affect children’s school work. More than half of those questioned in these countries agree that this impinges on children’s ability to do well at school.

The issue of schools is also one of the top priorities in terms of those areas where respondents in the countries surveyed think hygiene most needs to be improved. After public toilets, no other area is considered to be in more need of improvements in hygiene standards.

A school survey of pupils showed that it was the sensory impression – the look and smell – that had the greatest impact on children’s perception of toilets and the likelihood of them using the toilets. The sight of

One of schools’ most important areas of responsibility is to maintain a high level of hygiene standard



TOILET CAMPAIGN

A campaign in the U.K. called Bog Standard is working to raise public awareness of how improving toilets for pupils can benefit children’s health and learning. The work with the Bog Standard campaign is run by ERIC (Education and Resources for Improving Childhood Continence), a national charity that provides information and support relating to bed-wetting, incontinence and constipation for families and healthcare staff¹⁴.

urine and feces on the toilet rim, the floor and walls, and a bad smell, were shown to have an impact on the toilet habits of children of all ages¹¹.

Insecurity during visits to the toilet is also a problem and toilet door locks appear to be of particular importance. Many children have difficulty in locking or unlocking toilet doors. They are also concerned that someone else will manage to open the door if the lock is unreliable. Children also explained that they are concerned that the bad smell of the toilet will be associated with them and that they would rather avoid going to the toilet than risking this¹².

Better school toilets for pupils!

Children and young people need to drink water regularly throughout the day. They also need to go to the toilet regularly¹³. Since children and young people spend at least half their waking hours at school, how much they drink and how often they go to the toilet are important health issues. But since school toilets often don't even meet the most basic requirements, many children put off going to the toilet throughout the day until they get home.

The impact on society

The physical discomfort of somehow avoiding the school toilets can affect children's ability to concentrate during lessons. This has an effect on their ability and desire to learn. Doctors and nurses in the U.K. often encounter children and young people with conditions such as bed-wetting, urinary tract infections and constipation. Bed-wetting alone affects about half a million children between the ages of five and 16¹⁴.

The physical and psychological effects on children can be devastating. Negative psychological consequences can include the development of various kinds of phobias. One example of such phobias is paruresis: the difficulty or inability to urinate in the vicinity of other people, which may be related to experiences of school toilets, particularly during puberty. These types of disorders can have long-term implications and can consequently be costly for institutions and authorities. During this period of swine flu it is worth pointing out that school hygiene is also important in the broader social perspective. Poor hygiene in school toilets can lead to more infections and diseases, such as bacterial diarrhea and hepatitis A – conditions that often spread beyond schools¹⁵.

NOTE: ^{11, 12} You're in Trouble if You Want to Go to the Loo – a report on the school work environment. Sweden's Child Ombudsman, BR2006:01 (2006).

^{13, 14, 15} Bog Standard Campaign - better school toilets for pupils. Bog Standard (2009).

¹⁶ Ibid

"Pupils have had input about the toilets' colors and design, which makes them more active in looking after the new toilets. The whole project has raised the issue of hygiene at school, and that is something that will hopefully be passed on to future pupils at the school."

**Mary Morrison, Headmistress
of Bower Park School, London**

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Common problems with school restrooms:

- Dirty, smelly toilets.
- Damaged toilet seats, doors, toilet paper holders, taps, etc
- Deficiencies in school standards – not enough toilet paper, no soap, no hot water, no paper towels or sanitary waste basket.
- Lack of respect for privacy – doors that can't be locked and that can easily be looked into from above or below, urinals that do not feel "secure".
- Older, rowdy pupils that hang around the toilets.
- Limited access to toilets – sometimes locked during lesson time, breaks too short to go to the toilet, too few breaks in the afternoon, etc.¹⁶.

“I’m happy that we’ve been able to cooperate with schools in so many EU countries in order to develop e-Bug. If we are going to deal with global health issues, such as the current spread of swine flu, it is vital that we work across borders.”

Dr David Heymann, Chairman of the Health Protection Agency (HPA)

School project

Another campaign is the web-based teaching project e-Bug, which was initiated by the Health Protection Agency, which is a public body and part of health authorities. The aim is for school pupils in England (but also elsewhere in Europe) to learn how to protect themselves from influenza and other infectious diseases. The program provides online learning games about hygiene, antibiotics and vaccines. The program also includes lesson plans and other teaching material. e-Bug has been developed by a team of experts on hygiene and health issues at the HPA’s Primary Care Unit in Gloucester. HPA’s development of e-Bug has been supported by eighteen European countries. The aim is to implement e-Bug as an integral part of the school curriculum, from 2009 in the U.K., followed by other participating European countries¹⁷.

More education wanted

If the respondents to SCA’s international survey are to go by, more projects like e-Bug are needed. Respondents want to see more education about hygiene issues in schools. More than half of those surveyed (55 percent) agree that children don’t learn enough about hygiene and health issues. However, respondents don’t seem to think that this is due to any lack of knowledge on the part of teachers. Some 85 percent believe there are no major deficiencies in teachers’ knowledge about hygiene and health issues. There is a desire for a combined effort within society with regard to these issues.

Best school toilet in the U.K.

At Bower Park School in Romford, East London a fully refurbished toilet room was unveiled at the start of 2009¹⁸. This was the first of its kind in the U.K., and has been installed in accordance with new national guidelines for school toilets. The government’s work on new standard specifications, designs and dimensions for school toilets began in March 2007. The Bog Standard campaign developed recommendations and guidelines for the work in close cooperation with central authorities, architects and members of the construction industry. The entire project was also carried out in consultation with pupils and schools¹⁹.

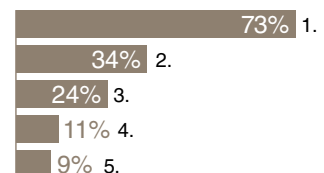
76%

THINK THAT IT IS IMPORTANT THAT PARENTS THAT HAVE SICK CHILDREN STAY HOME FROM WORK.

Hygiene in schools and nurseries is not just a matter of children’s health. A child that gets ill at school often passes the infection on to siblings and parents, leading to a chain reaction. Parents of sick children will often then go to work, where they can infect colleagues.

SCA’s survey shows that this is something that most people understand. Should people who are able to work from home and who have sick children stay at home in order to not infect their colleagues? Eight out of ten (76 percent) of those surveyed think that it is important that parents in this situation should stay at home, even if there is someone else who can look after the children, specifically so that they do not run the risk of infecting colleagues. This is actually considered almost as important as colleagues who are ill themselves staying home from work (82 percent).

When would you keep your children home from daycare or school?



1. When I know that the 'flu is going around
2. When I've heard that children at daycare or school have become ill
3. When I notice that my child is getting a cold or becoming ill
4. When I am ill
5. Never



The new toilets are designed and equipped in a way that encourages pupils to feel respect for and pride in the toilets. The toilets and hand basins are positioned to provide children with a better view of the room to feel more secure. All the interior surfaces are easier to clean with, for example, wall-mounted toilet bowls that avoid bacteria and dirt gathering around the base. The taps are controlled by a sensor to prevent the spread of bacteria and to stop water being wasted. Liquid soap is available in special dispensers. A sign on the wall right next to the hand basins provides information on how to best wash one's hands. School and health authorities from both the U.K. and other EU countries are now studying how this project is received. The new toilets are a pilot project and, clearly, the hope is that more schools will follow this example²⁰.

The WHO has ruled that access to proper toilets is a basic human right. Many countries could learn from the British example²¹.

NOTE: ¹⁷⁾ Primary Care Unit E-Bug Project. Health Protection agency (2009).
^{18, 19, 20)} UK's best school toilet opens in Havering – Press release 13 February 2009. Bog Standard (2009).

²¹⁾ WHO, World Health Organization (2009).

²²⁾ Bog Standard Campaign – better school toilets for pupils. Bog Standard (2009).

PROPOSED POLICY FOR SCHOOL TOILETS

(Source: ERIC and Bog Standard)

- Pupils must be able to go to the toilet when they need to.
- There needs to be a sufficient number of toilets and toilet cubicles for girls and boys
- Toilets must have doors that can be locked.
- Pupils with special requirements must have suitable toilets that they can use easily.
- Toilets must be cleaned properly and not smell.
- There must be hot water and soap, as well as paper towels or some other way to dry one's hands.
- There must always be sufficient toilet paper.
- In toilets for girls from age eight, hygiene products and sanitary containers must be available.
- There should be no bullying and no smoking in the toilets.
- Schools must have a policy for keeping toilets for pupils clean and in good condition.
- Pupils must help to look after and improve their toilets.
- All complaints about toilets must be taken seriously²².



Hygiene information for the masses

FOCUS BEIJING

Hygiene is becoming an increasingly important issue in our societies, both at a political and personal level. SCA's international survey shows that changes that political representatives can deal with and what effects this can have for public health are important issues that people around the world want decision-makers to deal with.

In this context it is interesting to take a closer look at Beijing and how the Chinese authorities implemented a range of measures to improve hygiene conditions in the city in the run up to the 2008 Olympic Games.

With a population of almost 15 million, strong economic growth and a society undergoing major cultural changes, Beijing is a dynamic city experiencing rapid transformation that is being watched with interest by the rest of the world. Part of these changes are the result of the city's improvement work ahead of the 2008 Beijing Olympic Games. But that is just part of a bigger picture. Most of the improvement in standards is linked to the incredible economic development that China has experienced over the past 30 years, with average annual GDP growth of eight percent. China is now the world's largest exporter and the world's third-largest economy²³.

Increased urbanization – greater demands for improvements

By the year 2050 it is estimated that 75 percent of the world's population will live in cities²⁴. Even by 2015 the UN estimates that the number of mega cities – cities with over 10 million inhabitants (such as Mexico City

NOTE: ²³ Economywatch

²⁴ The Endless City – The Urban Age Project by LSE's and Deutsche Bank's Alfred Herrhausen Society (2007).



[22.9 million] Beijing [13.2], Shanghai [17.9] and Guangxhu [15.3] in China)²⁵ – in the world will have risen from 23 to 36. This will further increase the pressure on some of the Earth's most populated areas. Key to the success of planning and implementing future public hygiene-related projects around the world will be how well authorities listen to citizens in order to meet their expectations, and thus gain their support for the work towards higher hygiene standards, improved health and better quality of life for citizens. This is shown by SCA's international survey.

Beijing is a good example of just how fast cities can develop. People who visit it now after an absence of 30 years barely recognize the place. The streets of Beijing have changed radically. More and taller buildings, more traffic, an apparently endless stream of people and a mass of restaurants and shops sporting international brands are evident. Many of Beijing's old traditional buildings have been replaced to make way for wide streets, highways and tower blocks.

The standard, however, still varies across the country. There are great differences in hygiene standards if one compares e.g. remote villages in the countryside with newly built tower blocks in a business district. Relatively simple toilets can still be found, but overall things are progressing.

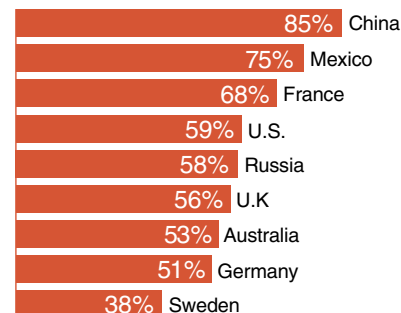
Hygiene and politics

As with many other political issues, there is an ongoing debate about where resources can be used best and most effectively. What hygiene-related improvements in society have the greatest impact on people's quality of life? An analysis of the answers to this year's international survey by SCA shows that the majority of people want to see hygiene



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Countries where politicians face most pressure to make the issue of hygiene more of a priority:



Question: Do you think that hygiene issues should be given greater priority in society, e.g. by politicians and the media?

99%

IN CHINA WOULD LIKE TO HAVE STRICTER HYGIENE RULES IN THE BIGGER CITIES

THE SCA HYGIENE REPORT 2010

Countries that want tougher hygiene rules in cities*?

1. China	99%
2. Mexico	97%
3. Russia	96%
4. France	91%
5. Australia	85%
6. U.K.	85%
7. U.S.	81%
8. Germany	79%
9. Sweden	66%

*Percentage that has responded absolutely or partly.

higher up the political agenda. Six out of ten, believe that politicians and the media should pay more attention to hygiene issues. The greatest pressure is on authorities in China and Mexico, where 85 and 75 percent of people, respectively, want the issue of hygiene to be higher up the political agenda.

China and Mexico are also two of the world's 18 countries with mega cities. The very size of these cities means that the need for and amount of information on hygiene and public health is growing to huge proportions.

Hygiene in big cities

Hygiene in cities is an issue that concerns participants in SCA's international survey. Should there be tougher regulations and laws about hygiene in cities, where so many people live in such close proximity? Definitely, according to half of those surveyed, and most people (87 percent) agree that some form of special regulations are necessary.

Whose responsibility – the society or the individual?

Another important issue is that of responsibility. Where should the greatest responsibility lie with regard to hygiene – with society and public authorities or with private individuals? On the issue of what measures people believe would make the greatest difference in raising hygiene standards and improving local public health, there are clear differences among the different age groups of respondents. As the age of respondents increases there is a stronger belief in the responsibility of the individual and the ability to make a difference. Older people also believe that more education about the subject will lead to better hygiene and health.

There is also a notable difference in attitudes among countries. On the one hand, there are those who believe in the ability and responsibility of individuals to improve hygiene standards. On the other hand, there are those who believe that rules and laws are the best means of changing and improving hygiene standards in society. In Russia, Mexico and China the majority of people would like to see more and clearer legislation and rules on the issue of hygiene, as they considered this to be the most effective way to bring about change. Others believe in focusing on individuals. In all other countries, the factors deemed most important in improving hygiene are personal responsibility and better public toilets.

THE SCA HYGIENE REPORT 2010



Legislation and rules, or taking more personal responsibility in hygiene issues. What would make the greatest difference in improving public health?

	Legislation that provides tougher and clearer regulation of hygiene issues	Individuals taking greater responsibility
1. China	53%	14%
2. Mexico	42%	18%
3. Russia	38%	33%
4. France	27%	60%
5. Germany	24%	39%
6. U.K.	21%	52%
7. Australia	17%	41%
8. U.S.	15%	55%
9. Sweden	13%	61%

Question: What measures do you think would make the greatest difference in raising hygiene standards and improving the health of people where you live?

What measures do you think would make the greatest difference in raising hygiene standards and improving the health of people where you live?

What do men think?*

- Better water and sewer systems
- Legislation that provides tougher and clearer regulation of hygiene issues

What do women think?*

- Individuals taking greater responsibility
- Better standards of hygiene in public toilets

* Areas where men's and women's opinions differ most.

NOTE: ²⁵⁾ Th. Brinkhoff: "The Principal Agglomerations of the World", (2009-02-27).

64%

IN CHINA THINK THAT RESTAURANT
HYGIENE IS THE MOST IMPORTANT
AREA WHEN IT COMES TO HYGIENE
IMPROVEMENTS



New reforms

The Chinese government has promised to spend 850 billion Yuan (about 123 billion U.S. dollars) through 2011 in reforming the country's healthcare system, which has long been the cause of public discontent in the country. China's healthcare system has suffered from rising healthcare costs and a lack of services at reasonable prices, and there is also a need for a new insurance system. The complete overhaul of the system will also impact the important issue of hygiene in many ways. One example of a hygiene reform that has already been implemented are the new regulations on the production and distribution of agricultural products. The new regulations are seen as being among the largest reforms ever introduced in this area. The aim of the new rules is to ensure the quality of products from plow to plate. The reforms being planned and implemented in China have attracted a lot of international attention, which is understandable from an economic point of view²⁶. When a country with a population of 1.3 billion people introduces major changes this often leads to increased demand for both domestic and foreign goods and services.

What areas of hygiene should be prioritized?

An analysis of the responses to SCA's international survey also leads to a number of conclusions about the demand among people for publicly financed improvements in hygiene. People primarily want improvements to public toilets, better hygiene standards in schools, nurseries, hospitals and other public places. But although there is agreement over a general need for a higher priority for hygiene, views differ on where improvements are primarily needed. Hospital hygiene is one such example. Of those British people surveyed, 56 percent consider better hygiene within healthcare as one of the most urgent issues. That is almost twice as many as the average of the survey (31 percent) and almost three times higher than for Australians (20 percent).

Between 2001 and 2004 the Beijing authorities invested more than 65 million dollars in improving the city's toilets. One of the aims was for it never to take more than ten minutes to reach a public toilet²⁷. Even more money was invested in the city's hygiene facilities in conjunction with the preparations for the 2008 Olympic Games. This clearly shows the central importance of the issue of hygiene in the develop-

"For Beijing the 2008 Olympics acted as a strong catalyst and was something that the whole city could rally around. With such a large project providing the momentum it was easy to introduce new norms and gain access to investments for upgrading the city's public toilets"

Jack Sim, Chairman of the World Toilet Organization

WORLD TOILET ORGANIZATION

The World Toilet Organization (WTO) was founded in 2001 as global network and platform that enabled various institutions, authorities, UN agencies and individual participants to work together to promote good sanitary and public health policies. Jack Sim, the founder of the Restroom Association of Singapore and the World Toilet Organization, was one of the first people to break the taboo over the vitally important issues of toilets and sanitation. The World Toilet Organization and Jack Sim played an active role in raising the standard of Beijing toilets ahead of the Olympic Games. The WTO is now a growing network of 186 organizations in 56 countries.



ment of Chinese society, as well as its symbolic value for authorities in setting out their ambitions for both their own citizens and foreign visitors.

Improved restaurant hygiene

The issue of toilets received a lot of attention in the run up to the Olympic Games, but the Chinese authorities also introduced health reforms in other areas. Food safety was a key factor in the planning for the Olympic Games²⁸. The Beijing Olympic Organizers (BOCOG) introduced a system under which all restaurants in the capital were graded on hygiene, crockery and service according to a four-point scale from A (excellent) to D (not acceptable). The aim was to encourage those restaurants with low scores to improve their standards of hygiene. Those restaurants that did not meet the requirements had to close down. As part of the campaign a searchable database was also developed that allowed guests to quickly check the hygiene standards of local restaurants²⁹.

The Chinese authorities' need to focus on improving restaurant hygiene in cities is reflected in responses to the survey. The Chinese place restaurant hygiene highest on the list of hygiene improvements. As many as 64 percent of respondents say that this is the area with the greatest problems. The opposite appears to be the case in Russia, however, where the vast majority seem satisfied with the level hygiene in restaurants. Russians instead want to see better hygiene in schools and nurseries. Seven out of ten Russians think that this is the area most in need of improvements, compared with a survey average of 45 percent.

NOTE: ²⁶⁾ Paddock, Catharine, China plans 120 Billion Dollar Health Reform by 2011. Medical News Today (2009).

²⁷⁾ Leong, Bernard, In Conversations with Jack Sim, World Toilet Organization. World Toilet Organization (2009).

²⁸⁾ Food safety before the Olympics: Interview with Beijing 2008 Olympics food safety expert Cai Tongyi. People's Daily Online (2007).

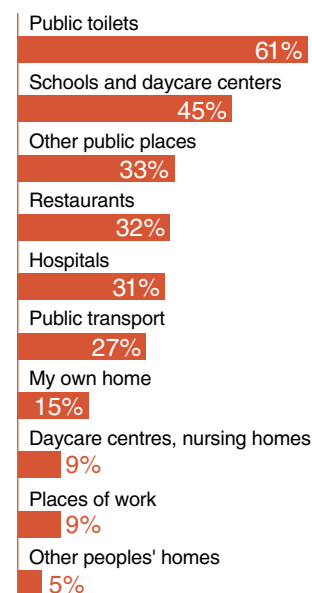
²⁹⁾ Beijings eateries graded A-D according to hygiene level. China Daily/ANN (2008).

56%

IN THE UK THINK THAT
IMPROVED STANDARDS
OF HYGIENE IN HOSPITALS
IS THE MOST IMPORTANT
AREA

THE SCA HYGIENE REPORT 2010

In which areas of society do
standards of hygiene mainly
need to be improved? All respondents



“Increasing numbers of people have Internet access, and this is something in which authorities and organizations that work with online health information are taking an active interest.”



Hygiene and health information of tomorrow

FOCUS SAN FRANCISCO

E-patients, e-Health and Health 2.0 are concepts that are very likely to be a big part of the world's future hygiene and health information. California has taken a leading role in this area. Located between San Francisco and Santa Clara to the north is the area known as Silicon Valley, the home of modern information technology. It is here that some of the most innovative ideas in IT have originated, and it is here that companies like Apple, Google and Facebook have their creative "labs."

It is also here that many of tomorrow's digital applications and concepts within health and hygiene are being developed.

Mobile phones and Internet access now enable us to be "always on-line" and this is also something that is changing the way we use the Internet. More bandwidth and faster networks also mean that more people are looking for health information online. e-patients, e-Health and Health 2.0 are new concepts that tell us something about the future of hygiene, health and healthcare. It is believed that an impending generation shift and an increasing amount of mobile and wireless communication will have significant implications for the link between social media and healthcare.

Being anonymous

Why do so many people look for help on the Internet? One reason may be that the Web offers information for those who dislike going to the see the doctor or do not want to talk about what often may be private and sensitive issues. The 2009 survey shows that there is a group of people that use the Internet specifically because it offers anonymity. Of those asked, 14 percent say they have used the Internet to find answers to hygiene and health questions for the above reasons.

In SCA's international survey of attitudes for 2008, 67 percent, almost seven out of ten, said they would have difficulty talking to someone if they suffered from problems with incontinence. In the same survey 18 percent answered that they did not want to discuss hygiene problems in general, even with their doctor.



“The level of knowledge and education is a factor. Those people who read a lot about health and hygiene in newspapers and on the Internet and participate in various discussions generally have a better level of hygiene awareness”

Bertil Kaijser, Professor of Clinical Bacteriology, Sahlgrenska Hospital, Sweden

Generally, more than half (54 percent) of the respondents choose to first look for information on the Internet for hygiene- and health-related issues. In Sweden, as many as three out of four (73 percent) use the Internet first when seeking advice.

Dr. Google

It is no exaggeration to say that the Internet, and the changes in behavior that this has generated among recipients of healthcare, has led to a paradigm shift. Doctors are encountering increasingly informed patients. Of those questioned in SCA's international survey, 28 percent have found information on the Internet before visiting the doctor. Some (15 percent) had even established their own diagnosis before seeking medical treatment. Clearly, this makes new demands of doctors. And they can be fairly certain that the advice they give will be checked and compared several times on the Internet after the patient's visit, since the survey shows that almost half (44 percent) of those questioned have used the Internet to check and add to the information they have received from their doctor's visit.

The results also show a strong correlation between the level of education and Internet use in these questions. For example, over half of university-educated respondents (52 percent) say they have used the Internet to find information in addition to the information they received from their doctor or healthcare service, which compares with 31 percent of people with a lower level of education.

Eight out of ten Internet users have searched for hygiene and health information online. In the U.S. the term “e-patient” is used for this rapidly expanding group³⁰.

Skepticism over the quality online

The Internet is a colossal source of information and it is often difficult to know where to look for the information required. And that the information is absolutely accurate. People need to be wary of the new aggressive flu virus, but they also need to watch out for errors, disinformation and misunderstandings³¹.

56%

OF THE RESPONDENTS VIEW THE INTERNET AS THEIR FIRST CHOICE FOR HYGIENE INFORMATION SEARCH

THE SCA HYGIENE REPORT 2010

If you need information about hygiene issues (your personal hygiene, health issues, etc.), what is your first port of call? All respondents

- | | |
|---|------|
| 1. Official sources on the Internet (healthcare services websites, etc) | 39 % |
| 2. Healthcare services | 16 % |
| 3. Other sources on the Internet (blogs, forums, other websites, etc.) | 15 % |
| 4. TV & radio | 15 % |
| 5. Family and friends | 6 % |
| 6. Magazines and newspapers | 4 % |
| 7. Book (reference or professional medical books) | 3 % |
| 8. Other | 2 % |

“As a source of information the Internet has been something of a double-edged sword during a health crisis such as swine flu. It is encouraging to see that people all over the world want to become informed and educate themselves about the symptoms and treatment, but the Internet should never replace treatment by trained healthcare staff.”

Dr. Allison Aiello, expert on infectious diseases, Assistant Professor of Epidemiology at the University of Michigan School of Public Health, member of the Tork Green Hygiene Council



“Over the past ten years the Internet has changed from being a slow, rigid provider of information to becoming a fast, dynamic system for information and communication. Internet users expect to find an answer to their search after just a couple of clicks. Americans’ great demand for health information will probably only increase as our population ages and encounters a greater number of chronic conditions. The question isn’t how we can stop the “Dr. Google” phenomenon but rather how we can guide people to the right information, at the right time, for the right person.”

**Susannah Fox, Associate
Director, Pew Internet &
American Life Project**

A U.S. study has found that the majority of Americans start by searching for user-generated health information. This may be other peoples’ comments or experiences with health issues in a news group, a website or a blog. But despite this, it appears that the public at large are not entirely ready to adopt this kind of information on social networking sites such as Facebook and Twitter, despite their increasing popularity. For young people, however, this kind of search for information is already happening. By reading the views of many different people on a health issue, these people can quickly obtain a more comprehensive picture and a broader knowledge. This makes it easier to form one’s own opinion about an issue³².

More information not always a good thing

The increased flow of information, however, also has a downside. With more and more sources of information available to the public and with non-experts searching for information about what are sometimes complex issues relating to hygiene and health, it can often be difficult to sort the information and judge the quality of its sources. SCA’s international survey shows that over one fifth (22 percent) of those asked think that it is actually more difficult now to decide what is right and wrong from the information available.

PEW INTERNET & AMERICAN LIFE PROJECT

The Pew Internet & American Life Project is one of seven projects that makes up the Pew Research Center, a non-political, non-profit “fact tank” that develops information about issues, attitudes and trends that are helping to form the U.S. and the world. The project’s research topics include the Internet’s impact on individuals and society, work and home, education and healthcare. The project aims to be a reliable source for the further development of the Internet, and this is particularly interesting with regard to hygiene and health³³.

NOTE: ³⁰⁾ Fox, Susannah och Jones, Sydney, The Social Life of Health Information. Pew Internet & American Life Project (2009).

³¹⁾ Deshpande, Amol and R. Jadad, Alejandro, Trying to measure the Quality of Health Information on the Internet: Is It Time to Move On? The Journal of Rheumatology 2009; 36:1 (2009).

³²⁾ Fox, Susannah and Jones, Sydney, The Social Life of Health Information. Pew Internet & American Life Project (2009).

³³⁾ Pew Internet & American Life Project (2009).



The Internet has become a platform that brings together people with common concerns, and in that respect it can develop health information that is more relevant for consumers. Social networking sites, including everything from Facebook to websites relating to specific hygiene and health issues, are developing so quickly that new services are already under development to help e-patients navigate and find the right information.

Doctors and experts provide reassurance

Nevertheless, for older Americans it is still the experts that are the most authoritative and most trustworthy source of information. They are used to first consulting healthcare staff or a close friend or relative on these issues. It is for this reason that researchers say that all online resources that provide health and hygiene information need to be based around these requirements³⁴.

Most adult Americans' relationship to healthcare could be summed up as being deeply rooted in the real, "off-line," world. The Internet has a supporting role to play. But there are indications that this could change. Older people are increasingly using mobile phones for services other than phone calls. Mobile phones, and wireless access in general, encourage interaction with social media and a faster exchange of information³⁵. Mobile Internet access means that we are more likely to contribute comments and reviews online in a constant discussion about health and hygiene.

The future

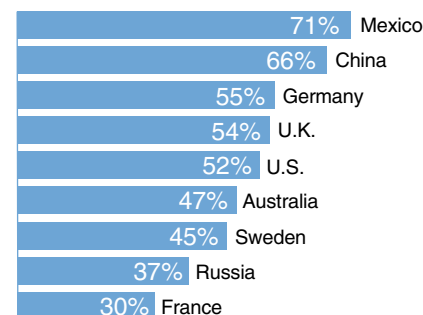
Increasing numbers of people have Internet access, and this is something in which authorities and organizations that work with online

42%

IN RUSSIA FEEL THAT IT IS MORE DIFFICULT TODAY TO DECIDE WHAT IS RIGHT AND WRONG INFORMATION RELATED TO HEALTH AND HYGIENE

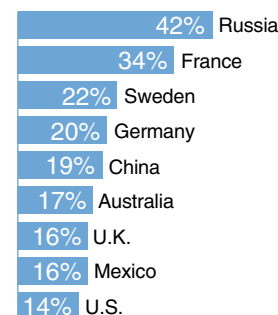
THE SCA HYGIENE REPORT 2010

Countries where the availability of Internet-based information about hygiene and health has resulted in the largest positive change:



Question: There are now more sources of information than ever about hygiene, health and illnesses. How are you affected by this?

It is more difficult to decide what is right and wrong:



Question: There are now more sources of information than ever about hygiene, health and illnesses. How are you affected by this?

health information are taking an active interest. San Francisco-based Health 2.0 has been organizing conferences since 2007 in San Francisco, San Diego, Boston and Paris around the theme of Health and the Internet. While Pew Internet Project is a fact tank, Health 2.0 is something of a think tank – a forum for researchers, entrepreneurs, companies and institutions to discuss future online hygiene and health care in panel debates and workshop scenarios³⁶. Studying what they and the Pew Internet Project have to say about trends and newly launched projects provides a good picture of what the health information of tomorrow may look like.

Examples of projects that have been recently introduced or that are planned in the near future include the following: the FDA (U.S. Food and Drug Administration) and CDC (Centers for Disease Control and Prevention) are working together to spread information about food, drugs and health via their YouTube channels. When the U.S. was hit by a serious salmonella epidemic in 2009, campaigns were coordinated across various social media in order to provide information about food hygiene. CDC made early use of the Internet to distribute information about the new A(H1N1) flu virus. This information was disseminated via Twitter, Flickr, MySpace and Second Life. In addition, it has 700,000 followers on Twitter and over 17 million people subscribe to the RSS feed from their A(H1N1) blog³⁷.

Another example using mobile phones is the text message campaign used by the Center for Connected Health in 2009. The message may not have been remarkable, but it was important. It consisted of a weather report and a reminder to use sun screen, and the campaign led to increased use of sun screen³⁸. What other reminders or warnings can be sent by text message? One idea may be to send reminders about washing one's hands during peak flu periods.

With increasing numbers of people accessing the Internet using mobile devices it is inspiring to think about the opportunities, mobile phones and social media will present healthcare authorities with in the near future. Clearly, the U.S. is far ahead in this area³⁹, but rapid development in this field is also underway in other parts of the world. Step by step the world is learning more about the importance of hygiene for improved health and better quality of life.

"At the moment we are studying people who live with chronic conditions, and their families. What we are seeing is that those with Internet access often interact with all sorts of social media relating to hygiene and healthcare. People help one another to collect, create and share content³⁶."

Susannah Fox.
Associate Director,
Pew Internet & American
Life Project.



NOTE: ³⁴⁾ Deshpande, Amol och R. Jadad, Alejandro, Trying to measure the Quality of Health Information on the Internet: Is It Time to Move On? *The Journal of Rheumatology* 2009; 36:1 (2009).

³⁵⁾ Fox, Susannah, Associate Director Digital Strategy, Pew Internet & American Life Project, intervju per e-post (20091015).

³⁶⁾ Health 2.0, www.health2con.com/ (2009).

³⁷⁾ Fox, Susannah, Uncle Sam and Social Media. Pew Internet & American Life Project (2009).

³⁸⁾ Center for Connected Health, Second Life, www.connected-health.org/programs/second-life.aspx (2009).

³⁹⁾ Fox, Susannah och Jones, Sydney, *The Social Life of Health Information*. Pew Internet & American Life Project (2009).

Hygiene Matters for everyone

– Overview of SCA's work with hygiene around the world

SCA contributes in many ways to raising both standards and awareness of good hygiene around the world, both locally and internationally. Through its different brands SCA often participates directly in local initiatives by working with local organizations, schools, institutions and various interest groups and industry organizations. Below are some of our projects.

- The Tork Green Hygiene Council™ was created by Tork (away from home tissue products) in the U.S. to enhance global awareness of good sustainability and hygiene standards to make the world a greener, safer and cleaner place. The council is made up of professional and academic experts that help businesses create sustainable and healthy work and home environments.
- TENA (incontinence protection products) started the “Train the Caregivers” project to “revolutionize” home care in Russia and to train caregivers with a limited health care education on successful incontinence management. The first 100 students have taken the course in St. Petersburg.
- Sorbent (toilet paper and facial tissues) is working with The Cancer Council and the Daffodil Day initiative, one of the largest national fundraising events for resources for cancer research, education and patient support services. This partnership has raised in excess of AUD 250,000. (Australia)
- Long-term cooperation between SCA and Familia Sancela in Latin America, which aims to reach out to small, local family-owned shops. These small neighborhood shops are located in both cities and small towns. They sell all the everyday items that local people need. Many customers only buy what they need day to day, such as one or two nappies or a roll of toilet paper.
- Every second year SCA arranges the Global Forum on Incontinence (GFI). GFI is an international platform for debate and education. Its purpose is to enable decision makers in issues relating to incontinence to share the latest findings in order to meet the clinical, financial and ethical challenges ahead.
- SCA and Men's Health in the U.S. are starting a website – www.LockerTalk.com – for men about incontinence. While the site and this cooperation aim to raise awareness, the main objective is to reduce the taboos surrounding this subject. Through greater knowledge, the right type of product and the ability to talk about one's problems, SCA hopes that many men's daily lives can be improved.



“Hygiene is an important issue, in all parts of the world – at different levels. That is why we are constantly working to break down taboos surrounding important issues and provide correct and relevant information to ensure that this reaches people. Hygiene is everyone's responsibility, and we try to take ours.”

Jan Johansson,
President and CEO SCA Group

- Tork presents its Tork Hygiene program in a number of markets in order to increase understanding about good hand hygiene. This program consists of various films about hand-washing, posters and tips about how best to wash one's hands to reduce the risk of infection.
- The Libresse (sanitary towels and panty liners) "Voice Battle" campaign is aimed at breaking down taboos and giving girls and young women the opportunity to express their thoughts about an important time of life – their teens. Users of Libresse's Nordic websites can create their own pages with words and pictures on themes such as love, friendship and periods. (Scandinavia)
- SCA's cooperation partner in Colombia, Familia, is starting "Growing up with Familia," an education program for nursery children between the ages of one and five. This 'potty-training' program teaches children in a fun and imaginative way the right way to use a toilet and to look after their own hygiene. So far 100,000 children have taken the program.
- SCA and Tork support the non-profit organization Healthy Schools Campaign (HSC) in the US by addressing environmental health and wellness in schools. As a leading hygiene expert, SCA and Tork assist in its commitment to providing environmentally responsible and hygienic away-from-home washroom solutions, and has also delivered quick and easy guides to cleaning in schools.
- SCA is an active member of EDANA, the international association serving the nonwovens and related industries. EDANA represents the industry on issues relevant to absorbent hygiene products such as nappies, incontinence protection or feminine hygiene and strives to be sought out by stakeholders for its views and the quality of the information provided.
- Oxfam Novib and SCA are contributing to good daily hygiene in Africa by helping people on the ground with both educational material and hygiene products and the installation and construction of toilets and hand-washing facilities in schools. Support is also being provided for young women. A number of SCA's brands are involved in this work.
- TENA is helping elderly care and pensioners in Taiwan. In conjunction with the celebration of Senior Day, SCA initiated a charity campaign in collaboration with a charitable organization. The campaign involved a website that encouraged members of the public to donate money for medicine and incontinence products, and also involved contributions from the sale of TENA products.
- SCA has entered a partnership with the ministry of Health in the Guangzhou region in China to educate 1,200 nurses in Incontinence care management. This is a great step forward in the relationship building with the Chinese Health care authorities, and the initiative could ultimately result in educating 200,000 nurses nationally.
- Libresse is launching programs for schools in Russia aimed at teenage girls. This involves psychologists talking about the physiological and emotional changes that girls experience during puberty and shows the positive connection between hygiene, the right products and a modern lifestyle.

To read more about our hygiene work and related projects, please visit www.hygienematters.com.



SCA in brief

SCA is a global hygiene and paper company that develops, produces and markets personal care products, tissue, packaging solutions and solid-wood products. SCA is the world leader in incontinence care products with its global TENA brand. In the personal care area, we also produce and market diapers and feminine care products under the well-known Libero, Libresse, Saba, Libra, Drypers, Nana and Bodyform brands. In the tissue arena, we develop and produce toilet paper, kitchen rolls, handkerchiefs and napkins, together with services, for consumers and the Away-From-Home (AFH) tissue segment. Examples of best-known brands are Tork, Tempo, Zewa, Regio, Velvet and Sorbent. Our packaging solutions include consumer packaging, industrial packaging, protective packaging and transit packaging. Forest products include publication papers, pulp and timber and the business group is a key part of the Group's raw material flow. SCA is the largest private forest owner in Europe. SCA is included in the Dow Jones STOXX Sustainability Index and Dow Jones Sustainability WORLD Index and the FTSE4Good Index measuring sustainability performance.

Market

Europe and North America are SCA's main markets, although the Group also holds strong positions, primarily in the hygiene segment, in Latin America, Asia and Australia. SCA is continuing to expand its operations in mainly Asia, Latin America and Central and Eastern Europe. SCA's ten largest markets, in order of size, are: Germany, the United Kingdom, France, the United States, Italy, Sweden, the Netherlands, Spain, Denmark and Australia.

Environment

SCA products are produced almost exclusively from renewable and recyclable materials. Equal quantities of recovered and fresh wood fiber is used in production.

SCA in figures

- 52,000 employees
- Production in 60 countries and sales in approximately 90 countries
- Annual sales of approximately EUR 11.5 bn
- Percentage of net sales per business area:
Personal Care 23 percent; Tissue 37 percent;
Packaging 25 percent and Forest Products 17 percent.

Contact

For more information visit www.hygienematters.com, our homepage www.sca.com or send us an email to info@sca.com.



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