

**Norovirus is a serious issue** for food safety managers. Reports of norovirus outbreaks in restaurants, schools and cruise ships drive national headlines and serve as warnings for the foodservice industry. Outbreaks can happen anywhere. The best defense is a good response plan for vomit and diarrhea events. Body fluid spill kits are a key part of risk management programs and include surface disinfectants that kill and prevent the spread of norovirus. Investing in **PURELL™ Body Fluid Spill Kits** can be a cost saving decision.



# PURELL Body Fluid Spill Kits

## 5 Business Costs of Norovirus Outbreaks

### 1. Reputation Damage

Word spreads quickly. News of a norovirus outbreak can lead to lost business and require significant marketing investments in order to regain lost consumer trust.

### 2. Store Closings

Organizations are unable to generate revenues in the immediate aftermath of a norovirus outbreak. Delays associated with decontamination services and, in some cases, clearance from the health department can impact the bottom line in a meaningful way.

### 3. Health Department Scrutiny

Norovirus outbreaks can result in more frequent oversight by local and state health departments charged with public safety. Additional compliance burdens can represent lower productivity and additional costs.

### 4. Decontamination Services

Decontamination services performed by professional service firms can be expensive and disruptive. Because norovirus spreads easily and survives on most hard surfaces, comprehensive decontamination efforts can be intrusive.

### 5. Foodborne Illness Litigation

A norovirus outbreak can affect hundreds of customers and employees before the pathogen is properly contained. Food litigation lawsuits are increasingly common and can result in costly settlements.

#### Important Norovirus Facts:

- Leading cause of foodborne illness
- Spreads easily from contact with contaminated surfaces, food & water and infected people
- Can survive on hard surfaces for weeks
- Causes acute vomiting and diarrhea for up to 3 days
- Up to 21 million cases in the US each year

