

Kimberly-Clark Partners With APIC To Support International Infection Prevention Week

ROSWELL, Ga., Oct. 16, 2012 /PRNewswire/ -- In recognition of the important role that professionals, clinicians, consumers and industry partners play in infection prevention, [Kimberly-Clark](#) announced today its partnership with the Association for Professionals in Infection Control and Epidemiology ([APIC](#)) as a "Champion" for International Infection Prevention Week ([IIPW](#)), October 14-20.

(Logo: <http://photos.prnewswire.com/prnh/20110928/DA76879LOGO>)

Hundreds of millions of patients are affected by healthcare-associated infections (HAIs) worldwide each year, leading to significant mortality and financial losses for health systems. Approximately 1.7 million hospital patients in the U.S. contract an HAI each year while 4.1 million patients in the EU are affected by HAIs each year. Many of these infections are preventable. IIPW provides a focal point for those dedicated to preventing the spread of HAIs to shine a light on infection prevention and its power to save lives.

Kimberly-Clark is a leader in HAI prevention offering products, timely and relevant education and facilitating information sharing to help healthcare professionals, patients and visitors reduce the risk of acquiring or spreading an HAI. Kimberly-Clark provides HAI prevention resources and training to clinicians and healthcare organizations through the website www.haiwatch.com. The Company also hosts the yearly HAI Watchdog Awards to recognize the efforts of dedicated healthcare professionals working to prevent HAIs in their healthcare facilities and to facilitate the sharing of best practices. Entries for the 2012 awards are now being accepted at www.haiwatchdog.com. Continuous education around infection prevention practices is vital and Kimberly-Clark is supporting a [clinical seminar](#) on HAI prevention for healthcare professionals in acute and ambulatory care settings on November 8 and 9. Additional complimentary accredited educational webinars are available at www.kcknowledgenetwork.com. To empower patients and families on infection prevention, Kimberly Clark's HAI Patient Education Program includes a toolkit, support for community events and information on mandatory reporting and infection prevention at www.preventinfections.com.

"Supporting APIC's International Infection Prevention Week is a wonderful opportunity to demonstrate our shared commitment to advancing the field of infection prevention and increasing awareness of the need to combat infections worldwide," said Joanne Bauer, President, Kimberly-Clark Health Care. "We can all do a better job of protecting patients. This is an opportune time to celebrate the work underway to reduce HAIs in our community and to further involve consumers in their own care."

APIC is using IIPW to remind consumers of three simple steps to prevent infection:

- [Wash your hands and cover your cough.](#)
- [Ask your healthcare providers to do the same.](#)
- [Speak up if you have any questions about your care.](#)

"We are happy to have the generous support of Kimberly-Clark for IIPW," said Katrina Crist, CEO, APIC. "APIC welcomes the healthcare organizations and companies who have joined IIPW as [Partners](#) and [Champions](#). Their generous support is helping make IIPW a movement that will influence change and save lives. We invite others to [support IIPW](#) by learning and teaching, collaborating on spreading the message of infection prevention and

sponsoring the week as a corporate Champion."

Kimberly-Clark in the Healthcare Environment

Around the world, medical professionals turn to Kimberly-Clark for a wide portfolio of solutions that improve the health, hygiene and well-being of their patients and staff. As part of their healing mission, caregivers rely on Kimberly-Clark to deliver clinical solutions, hygiene & cleaning offerings, and educational resources that they can depend on to prevent, diagnose and manage a wide variety of healthcare-associated infections. This more than \$1 billion global enterprise of Kimberly-Clark Corporation holds the No. 1 or No. 2 market share position in several categories, including infection control solutions, surgical solutions, pain management, hygiene solutions and digestive health. And throughout the care continuum, patients and staff alike trust Kimberly-Clark medical supplies and devices, KLEENEX tissues, KLEENEX & SCOTT skin care products and SCOTT towels for day-to-day needs. For more information, visit <http://www.kchealthcare.com> and <http://www.kcprofessional.com>.

About Kimberly-Clark

Kimberly-Clark and its well-known global brands are an indispensable part of life for people in more than 175 countries. Every day, nearly a quarter of the world's population trust K-C's brands and the solutions they provide to enhance their health, hygiene and well-being. With brands such as Kleenex, Scott, Huggies, Pull-Ups, Kotex and Depend, Kimberly-Clark holds the No. 1 or No. 2 share position in more than 80 countries. To keep up with the latest K-C news and to learn more about the company's 140-year history of innovation, visit www.kimberly-clark.com.

About International Infection Prevention Week

IIPW raises awareness of the role infection prevention plays to improve patient safety and promotes the belief that infection prevention is *everyone's* business. Established in 1986 by President Ronald Reagan, APIC has spearheaded the annual effort to highlight the importance of infection prevention among healthcare professionals, administrators, legislators, and consumers. It is now formally recognized in many areas around the world including the U.S., Australia, the United Kingdom, the Middle East, and Southeast Asia. As IIPW expands, more patients benefit from safer healthcare practices and reduced threat of healthcare-associated infections. Learn more about IIPW on [Facebook](#) and [Twitter](#) (#IIPW).

SOURCE Kimberly-Clark

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