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IN THE WAR AGAINST THE FLU YOUR HOME IS A MAJOR BATTLEGROUND

**New Scientific White Paper Suggests Humidity Levels In Your Home
Play a Role in Reducing the Life of Flu Virus on Surfaces and In the Air**

*Report comes from independent team of scientists and researchers hailing from
the **Harvard School of Public Health** and leading consulting firm,
Environmental Health and Engineering (EH&E)*

Story Description:

It's prime flu season, and each year we hear the same advice: get your flu shot, wash your hands frequently and cover your mouth when you sneeze. Flu particles can linger in the air and on the surfaces we touch day in and day out, from computer keyboards and TV remotes to the kitchen sink or refrigerator door handle. Now, after evaluating a number of published, peer-reviewed studies conducted over the last 70 years, a new scientific white paper has been released that suggests humidity may also play an important role in the survival of the flu virus on both surfaces and in the air.

Most homes in the winter months can reach as low as 20% relative humidity. The research suggests that homes kept at 40-60% relative humidity are likely to have fewer flu viruses lingering in the air and on surfaces like sink faucets, door handles, and countertops. The research indicates that influenza virus survival in the air and on surfaces can be drastically reduced by using humidifiers in households, schools and offices. The typical flu virus can survive in the environment at least 24 hours. In more humid environments, the virus survival time is markedly decreased.

The report comes from an independent team of scientists and researchers. The lead scientist and researcher creating the report hail from the Harvard School of Public Health and a leading consulting firm, Environmental Health and Engineering (EH&E).

This story is available on the Pathfire DMG

*On the **News/Video News Feeds Section** at **D S Simon Productions**
Tab: **Medical Story** Slug: **Humidity and Flu** Story Number: **3PR6***



To obtain a broadcast copy of the video, get a copy of the press release or additional media materials or view the video go to: <http://media.dssimon.com/3pr6>

This B-Roll Plus Soundbites Features:

- Interview with Jim McDevitt – instructor at the Harvard School of Public Health.
- Interview with Dr. Ted Myatt, Sc.D – senior scientist at Environmental Health and Engineering, Inc.
- Interview with Dr. Jennifer Trachtenberg, MD, FAAP – pediatrician at The Mount Sinai Medical Center
- Footage of humidifiers in a home environment with infants, children, and adult and use of a hygrometer, a device used to measure relative humidity.

*Station Note: The funding sponsor is **Kaz Inc., manufacturer of Vicks humidifiers***

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