



Prepare Now for Peace of Mind Later

A family health and safety guide



American
Red Cross

Dedicated to a Healthier World™

Clorox proudly supports the American Red Cross

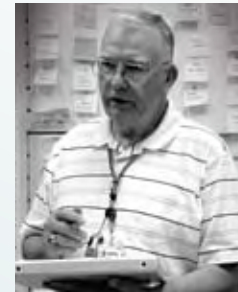
When emergencies happen, the Red Cross mobilizes to provide shelter, food, counseling and other lifesaving services. Companies like Clorox respond, too, donating bleach, disinfecting wipes, trash bags and other household items. Again this year, Clorox will join the American Red Cross to help families like yours prevent, prepare for and respond to emergencies. To find out more, to volunteer or to donate, visit RedCross.org or contact your local chapter.



To clean up after a disaster, “Bleach is the name of the game”

From hurricanes to wildfires, Red Cross volunteer Bob Scheifele has seen a lot of disasters — and helped provide a lot of relief — in his 15 years with the American Red Cross. As a volunteer supporting mass care and sheltering, Bob helps coordinate emergency sheltering and feeding of thousands affected by disasters.

Bob and his crews use Clorox® Regular-Bleach* to disinfect mobile kitchens, sleeping areas, bathrooms, emergency response vehicles and more.



“When you’re mixing large numbers of people, you’re just inviting another disaster without good sanitation,” Bob says. “Clorox® Regular-Bleach kills germs such as bacteria and mold, and that’s the name of the game.”

With widespread flooding in the wake of Hurricane Katrina, mold became a serious hazard in homes and an obstacle to rebuilding.

Bob and other volunteers distributed Red Cross clean-up kits — mops, brooms, sponges, pails, gloves, sanitation instructions and Clorox® Regular-Bleach — to thousands of Gulf Coast residents. When folks asked Bob how to kill common germs or get rid of mold, he gave them one simple piece of advice: “Clobber it with bleach.”

*Use as directed

Big or small, prepare for it all

From the flu virus to natural disasters, life is full of the unexpected. But one thing is certain. Being prepared makes life's challenges easier to handle. A little planning can help your family be ready for whatever comes along.

Use this guide to learn how to:

Be Red Cross Ready — Prepare your family for an emergency.

Become a lifesaver — Save a life with CPR/Automated External Defibrillator (AED) and first aid training for choking.

Be a cold virus buster — Minimize the spread of flu and cold germs.

Make sports safety your goal — Help young athletes avoid injuries and ailments.

Responding to need

The Red Cross responds to more than 70,000 disasters every year — from an entire region devastated by a hurricane to a single family left homeless by a house fire.



Emergency disinfection of drinking water

If water supplies are compromised and you are unable to boil water for one minute (three minutes at high elevation), you can create potable water by using disinfecting bleach. Here's how: Filter all suspended particles or let them sink to the bottom, then pour upper portion into clean container. Add 8 drops (1/8 tsp.) of bleach per gallon of water. Let sit for 30 minutes. Properly treated water should have a slight chlorine odor. If not, repeat dosage and let sit another 15 minutes. It can then be made palatable by pouring it between clean containers several times. For cloudy water; use 16 drops (1/4 tsp.) per gallon of water and let sit for 30 minutes.



Be Red Cross Ready

Your family is prepared for the little everyday emergencies, but would you be ready if a disaster struck close to home? One easy way to plan for the unexpected is to get your family Red Cross Ready for emergencies.

You can get your family up to speed with three simple steps:

Get a kit — Put together an emergency preparedness kit that includes food; water (at least 1 gallon per person, per day); extra cash; a first aid kit; a flashlight; a radio; a multipurpose tool; medications and medical items; copies of personal documents; a cell phone with chargers; a map of the area; an emergency blanket; emergency numbers; sanitation supplies such as disinfecting bleach; and other essential items.

Make a plan — Develop a plan for family communication in the event of an emergency. Agree on evacuation routes so everyone knows what to do and where to go.

Be informed — Learn which disasters may naturally occur in your area and what actions to take to protect yourself. Make sure that at least one member of your household is trained in first aid and CPR and knows how to use an automated external defibrillator (AED).

Learn more at [RedCross.org/BeRedCrossReady](https://www.RedCross.org/BeRedCrossReady). There, you'll find an online education module with more information about what you can do today to prepare yourself and your family for an emergency.

Because it's easier to meet life's challenges when your family is prepared.

Become a lifesaver

Whether it's your toddler at home or a stranger in a restaurant, know what to do when someone is choking. With CPR/AED and first aid skills taught by the American Red Cross, you can help save a life.

First aid for choking children and adults (age 1 and up)

- If the person is coughing forcefully, tell him to “keep coughing.”
- If the person cannot cough, speak or breathe, have someone call 9-1-1.
- Lean the person forward and give five back blows — with the heel of your hand — between the shoulder blades.
- If the object isn't forced out, stand the person up, place the thumb side of your fist against the middle of his abdomen (just above the navel), grab your fist with your other hand and give five quick, upward abdominal thrusts.
- Continue sets of back blows and abdominal thrusts until the object is forced out, the person can breathe or cough forcefully, or becomes unconscious.
- If unconscious, administer CPR if you are trained to do so and look for an object in the mouth.

NOTE: A different technique is used for choking infants and separate training is required.

Hands-on training will give you the confidence to help someone when they need it. Take an adult, infant and child CPR/AED class from your local Red Cross chapter to learn the skills that could one day save a life.

Take a class

In 2008, more than 5 million people learned how to save lives by taking Red Cross courses in first aid, CPR and the use of AEDs. The Red Cross offers hundreds of classes on topics ranging from first aid and CPR/AED to kids' health, safety and hygiene, plus special training for babysitters, lifeguards and sports coaches. Contact your local Red Cross chapter for details.





Disinfect at home

For Clorox® Regular-Bleach, to kill germs on hard plastic toys, first wash, wipe or rinse items with water. Soak items in a solution of 3/4 cup disinfecting bleach per gallon of water for five minutes, then rinse and let air dry.

Be a cold virus buster

The little things you do to take care of your family — like gently reminding them to cover their mouths when they cough and to wash their hands — really can make a difference. That's because when your family learns to help reduce the spread of germs that can cause colds and flu, you can help keep your home healthier. Here are a few simple ways to make a difference:

- Get a flu shot every year.
- Wash your hands regularly with soap and water for at least 15 seconds.
- If you don't have a tissue, avoid coughing or sneezing into your hands. Use the inside of your elbow or upper arm instead.
- Keep hands away from your eyes, nose and mouth.
- Help reduce surface-to-surface spread of germs in your home, office and classroom by using disinfecting products such as disinfecting wipes on frequently touched surfaces.
- Eat balanced meals, get plenty of sleep, and exercise to stay fit.
- If you're feeling sick, stay home so that you don't expose others to illness.



Make sports safety your goal

Whether your young athlete gets a kick out of karate or soccer, protecting your active family from sports-related injuries and ailments is no game. When it comes to prevention, a good defense is always the best offense. Here are some guidelines:

- Prevent heat-related emergencies by keeping athletes well hydrated before practice and competition. Encourage them to take frequent water breaks and to wear net-type or lightweight, light-colored clothing.
- Greatly reduce the risk of injury by ensuring that each workout begins with at least 10 minutes of warm-up and ends with at least 10 minutes of cool-down activities.
- Discourage an injured athlete from returning to play simply because pain is minimal — absence of pain may not mean the injury is not serious. For injuries causing pain, swelling or redness, do not instruct the athlete to “walk it off.” Movement may aggravate the injury.
- Help prevent “staph” bacteria, including the potentially fatal MRSA (methicillin-resistant *Staphylococcus aureus*), by reminding your athlete to:
 - Never share towels or personal sports gear such as helmets, mitts or shin guards.
 - Put a towel down on benches or exercise machines before using them.
 - Wash sports clothing after each use.

To learn how to prevent injuries and how to respond to emergencies, attend a Sports Safety Training or First Aid/CPR/AED program offered by your local Red Cross chapter.

Help keep germs from spreading

For Clorox® Regular-Bleach, help reduce the spread of MRSA (methicillin-resistant *Staphylococcus aureus*) by regularly disinfecting hard, nonporous sports equipment and shared facilities with a mixture of 3/4 cup disinfecting bleach per gallon of water. First wash, wipe or rinse items with water, then apply disinfecting bleach solution. Let stand five minutes. Rinse thoroughly and air dry.



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For generations, Clorox has proudly supported the American Red Cross, donating money and products to help with disaster readiness and relief efforts. This year, Clorox has again pledged to help the Red Cross continue its lifesaving programs and to help families like yours stay safe and healthy. Visit www.clorox.com/redcross to learn more about our partnership, download a preparedness guide or make a financial donation to the Red Cross.

For more information about Clorox disinfecting programs, visit www.clorox.com.

“Challenges can bring out the best in people. Standing together with the American Red Cross, we share our strength and provide hope for a healthier world.”

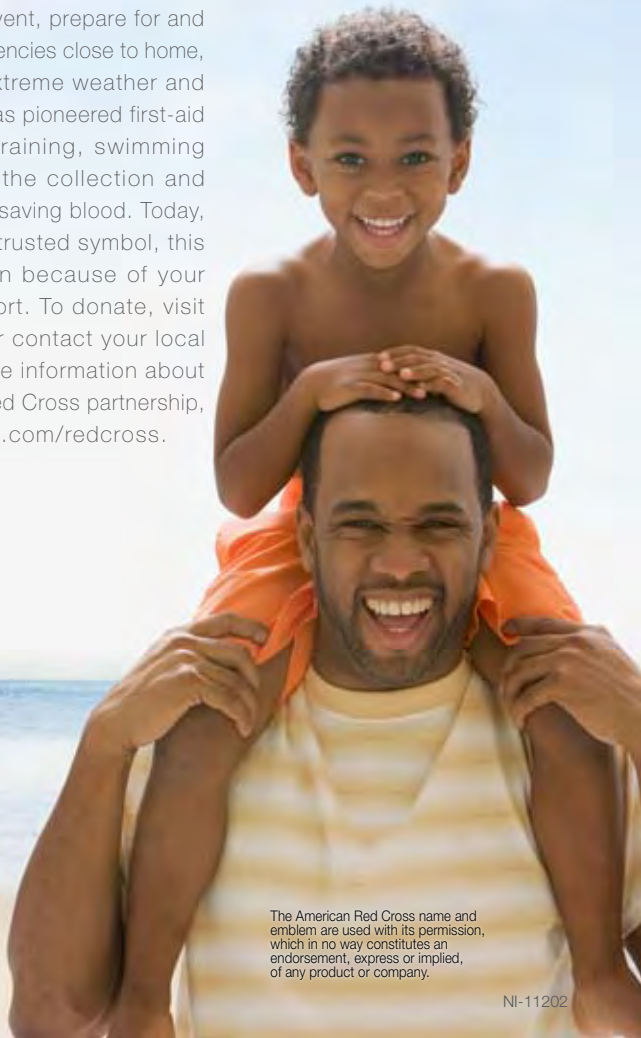
Don Knauss

CEO, The Clorox Company



Clorox salutes the American Red Cross

In 1881, Clara Barton and her friends founded the American Red Cross. Ever since, it has helped families and communities prevent, prepare for and respond to emergencies close to home, such as fires, extreme weather and earthquakes. It has pioneered first-aid and CPR/AED training, swimming instruction and the collection and distribution of lifesaving blood. Today, under the same trusted symbol, this tradition lives on because of your continued support. To donate, visit RedCross.org or contact your local chapter. For more information about the Clorox and Red Cross partnership, visit www.clorox.com/redcross.



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