In 1998, Deirdre and Don Imus founded The Imus Cattle Ranch for Kids with Cancer® in Ribera, New Mexico. The ranch is a pristine, non-toxic environment, serving a vegetarian, organic menu and is the first of its kind. After seeing kids thrive at the ranch, Deirdre was inspired to bring this lifestyle to another healing place: the hospital.

In 2001, Deirdre, President and Founder of The Deirdre Imus Environmental Health Center®, worked with a team of experts at Hackensack University Medical Center, a 501 (c)(3) not-for-profit corporation, to develop the Greening The Cleaning® program.
Our Mission

• The Deirdre Imus Environmental Health Center® at Hackensack University Medical Center represents one of the first hospital-based programs whose mission is to identify, control and ultimately prevent toxic exposures in the environment that threaten our children's health.

• The Greening The Cleaning® program strives to eliminate all cleaning agents containing hazardous ingredients and replace them with environmentally-responsible, less toxic products.

• 100% of all profits from our products go to the Center for supporting the Greening The Cleaning® program in addition to funding education and research.
Legislation

Efforts at the Center have resulted in “Green Cleaning” Executive Orders from governors in multiple states - including New York, New Jersey and Connecticut - as well as related legislation in 10 states.
Growing Green

According to the *Facility Cleaning Decisions 2015 Reader Survey*, respondents indicated that green cleaning and the implementation of sustainable initiatives within custodial departments continues to grow as appropriate products and equipment become both more readily available and more cost friendly.

- **79%** do whatever they can to incorporate green cleaning products into their cleaning program.
- **70%** say the most beneficial aspect of using green cleaning products is improved health among building occupants and cleaning workers.
- **66%** are happy with the results they see from the use of green cleaning products.
Green for Good Health

A study published in the *American Journal of Industrial Medicine* found that janitorial workers experience the highest rates of occupational asthma, twice the rate for other workers. Because industrial cleaners are widely used in public buildings, including schools, children are also exposed to these products daily.

• **5 BILLION** - pounds of chemicals used by the institutional cleaning industry annually.

• **64 MILLION** - the number of Americans that have complained of Sick Building Syndrome (SBS) style symptoms. 23% of those 64 million report that their symptoms improve after leaving their work environment.

• **14 MILLION** - the number of school days lost each year among children ages 5 to 17. Asthma is the leading cause of school absences from a chronic illness and accounts for more hospitalizations than any other childhood disease.

• **10 MILLION** - outpatient hospital visits attributed to asthma annually.

• **10 MILLION** - missed days of work for adults each year due to asthma.
OSHA Statistics

- The most recent OSHA data from 2010 states that the healthcare industry has more injury and illness cases than any other industry - **653,900 annually**.

- Data from 4 states indicates that work-related asthma cases among healthcare workers represented **16%** of the total illness number.

- Work-related asthma cases were **2x** greater for employees with exposure to general cleaning products and disinfectants.

- Respiratory irritation and skin irritation and sensitization are the primary concerns for employees exposed to cleaning products and disinfectants.

Source: *Infection Control Today*, October 11, 2012: *Occupational Health: Protecting Workers Against Chemical Exposures*
Greening The Cleaning®

• In 2001, Hackensack University Medical Center implemented the Greening The Cleaning® program to minimize the risks associated with exposure to traditional cleaning products for employees performing the vital role of protecting the health of our patients, team members and visitors.
• 16 of 20 Greening The Cleaning® products are third-party certified through UL EcoLogo or Green Seal.
Greening The Cleaning®

• To the greatest extent possible, Greening The Cleaning® products contain naturally-derived, plant and mineral-based ingredients that deliver the maximum level of efficacy at the least level of toxicity.

• Greening The Cleaning® products are never tested on animals and are not formulated with animal-derived ingredients or known human carcinogens, mutagens, teratogens or endocrine disruptors.

• Greening The Cleaning® products have been implemented in hospitals, schools, day care centers, government facilities and businesses nationwide.

• Greening The Cleaning® Program Benefits:
  • Reduced Toxicity
  • Improved Indoor Air Quality*
  • Improved Worker Health and Safety**
  • Demonstrations, Training and Dispensing Systems Provided

* [http://www.ewg.org/research/greener-school-cleaning-supplies/study-findings#_WZXrFwGOUk](http://www.ewg.org/research/greener-school-cleaning-supplies/study-findings#_WZXrFwGOUk)
** [https://www.osha.gov/dsg/safer_chemicals/why_transition.html](https://www.osha.gov/dsg/safer_chemicals/why_transition.html)
While The Deirdre Imus Environmental Health Center® strives to use only naturally-derived, plant and mineral-based ingredients wherever possible, effective replacements are not available for every type of ingredient at this time. For this reason, the Center has established 3 categories for our products: the DIN Product Category, the DIC Product Category and a category for Disinfectants and Sanitizer.

**DIN Product Category** - All 12 Products Third-Party Certified
These products are formulated with naturally-derived, plant and mineral-based ingredients that help minimize the hazards normally associated with traditional cleaning products. Some DIN products may contain 0.01% of FD&C (food grade) dyes for use in institutional settings.

**DIC Product Category** - 4 of 8 Products Third-Party Certified
Our DIC Products, to every extent possible, are formulated with naturally-derived ingredients, however may include some synthetic ingredients for which effective natural substitutes have yet to be developed.

**Disinfectants and Sanitizer** - EPA Registered
Products

- **DIN 1**: All Purpose Cleaner
- **DIN 2**: Laundry Detergent
- **DIN 7**: Basin, Tub & Tile Cleaner
- **DIN 8**: Clinging Toilet Bowl Cleaner
- **DIN 10**: Luxurious Foaming Soap
- **DIN 12**: Hand Soap
- **DIN 13**: Glass & Window Cleaner
- **DIN 14**: Heavy Duty Degreaser & Cleaner
- **DIN 15**: Winter Wash Neutral Floor Cleaner
- **DIN 20**: pH Neutral Floor Cleaner
- **DIN 21**: Cream Cleanser
- **DIN 23**: Carpet & Upholstery Extraction Cleaner
- **DIN 69**: Pot & Pan Detergent

- **DIC 1**: Spray Disinfectant  
  *EPA REG. NO. 1839-83-83908*
- **DIC 4**: Air Freshener & Deodorizer
- **DIC 8**: Clear Cut Floor Stripper
- **DIC 11**: Stainless Steel Cleaner & Furniture Polish
- **DIC 12**: Zinc-Free Floor Finish
- **DI 18**: Sanitizer  
  *EPA REG. NO. 1839-86-83908*
- **DIC 24**: Graffiti Remover
- **DIC 26**: Carpet / Fabric Stain & Spot Remover
- **DIC 53**: Spray Buff
- **DIC 54**: Foothold Floor Restorer
- **DI 256**: Neutral Disinfectant  
  *EPA REG. NO. 1839-167-83908*
Awards and Recognitions

HackensackUMC was chosen to receive an ‘Excellence in Patient Care’ award from the Studer Group. The hospital was presented with the recognition at the eighth annual *What's Right in Health Care Conference* for its exemplary ‘cleanliness’ rating on the HCAHPS patient survey. 2010

The New Jersey Chapter of the U.S. Green Building Council (USGBC) bestowed its first Green Product Award on the Greening The Cleaning® line of commercial cleaners from The Deirdre Imus Environmental Health Center®. 2008

The U.S. Environmental Protection Agency recognized The Deirdre Imus Environmental Health Center® at HackensackUMC for its contributions to environmental health with a Region 2 Quality Award. 2006
Practice Greenhealth

For the past five years, Hackensack University Medical Center has been named as one of the top 25 hospitals in the country for our distinguished work in pursuing environmental excellence. Based on a rigorous scoring system, this award honors the breadth of success in sustainability programs including Leadership, Waste, Chemicals, Greening the Operating Room, Food, Environmentally Preferable Purchasing, Energy, Water, Climate and Green Building. As Practice Greenhealth’s highest honor, this award recognizes the best of the best in health care environmental stewardship.
Published Health Research

As part of one of the nation’s premier research and teaching hospitals, the Center aligns with HackensackUMC’s commitment to discovering effective disease treatment and prevention strategies. Recently published studies include:

• The Efficacy and Safety of 100% Dimethicone for the Treatment of Head Lice in Children

• Mapping Contaminants Associated with Autism: A Public Health Pilot in New Jersey

• Environmental Chemicals and Estrogen Metabolism in Children: A Pilot Study
Social Responsibility

Founded in 1929, the Central Association for the Blind and Visually Impaired (CABVI), a not-for-profit organization, provides comprehensive rehabilitation programs annually to more than 1,100 people who are blind or visually impaired in an 8 county region of upstate New York. Through Central Industries, their manufacturing division, they employ 167 people, 71 of whom are blind or visually impaired.

In 2007, the Center partnered with CABVI as a master distributor for Greening The Cleaning® products. In 2010, CABVI’s role expanded to filling jugs and pails of Greening The Cleaning® products on state-of-the-art equipment in addition to handling all customer service from its warehouses in Utica, NY. As part of New York State Industries for the Blind (IBNYS), CABVI is a "preferred source" for all NY state and New York City government services and agencies, as well as all state-funded public school systems.
Thank You

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