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ST★R Report

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Driving for GBAC STAR with TRAXX

TRAXX Coachlines, a motor/bus transportation and tour solutions company, provides luxury first-class charter motor coach services throughout Western Canada. Offices are located in Calgary, Edmonton, Medicine Hat, Vancouver, Kamloops and Kelowna. TRAXX, and its parent company, TRAXX Holdings Incorporated, operate more than 160 coaches across Saskatchewan, Alberta, British Columbia, Washington and Oregon.

Innovation is always on the map for this premier bus transportation carrier. In August TRAXX drove for a Guinness World Record by testing a new zero-emission luxury motor coach on a route from Kamloops to Vancouver to measure its range and capabilities. Also on the horizon, TRAXX is examining fuel-cell technology as a way to drive advancements in this segment of the hospitality. Given that impressive transformation is a key part of its business plan, TRAXX reached out to

the Global Biorisk Advisory Council® (GBAC), a Division of ISSA, to achieve GBAC STAR™ accreditation for its company and its fleet of motor coaches. GBAC talked with TRAXX President and Chief Executive Officer Matthew Cox about this process.

Q. What was involved in TRAXX achieving this accreditation?

TRAXX completed the process through Explore Edmonton, and received the accreditation with the City of Edmonton as part of its tourism initiative. In working with the National Hockey League, TRAXX had already introduced several COVID protocols, as well as followed standard OH&S rules and document tracking. As a result, many of the protocols necessary were already in place.

Q. Describe the customer experience TRAXX had with GBAC.

TRAXX has had and continues to have a very positive experience with GBAC.

The staff involved with GBAC has been extremely helpful and understanding and continues to work with us to continue to be compliant.

Q. How do you employ this accreditation to reassure concerned customers that TRAXX is focused on the safety of its employees and guests?

TRAXX has shared our GBAC STAR™ accreditation with all our clients and customers to ensure they know we are taking their safety seriously. We have also used it in multiple request for proposals so that potential customers can have confidence in us, as safety is our top priority.

Q. What would you share with those debating GBAC STAR accreditation?

Protecting employees and customers through enhanced cleaning and disinfecting protocols is the best way to prevent future outbreaks. Since implementation, TRAXX has only



“Protecting employees and customers through enhanced cleaning and disinfecting protocols is the best way to prevent future outbreaks.”

— Matthew Cox, TRAXX President and Chief Executive Officer

received positive feedback, and it has brought peace of mind that safety is an ongoing priority.

Q. Do you have critical learnings to share on achieving GBAC STAR?

TRAXX has learned the importance of documentation accountability and tracking as well as equipping employees with the knowledge to stay informed and empowered to do their jobs safely.

Q. What are the key messages you want readers to remember about this article?

Companies working with GBAC are going above and beyond the standard government expectations to ensure safety. This comes at a cost to the company and no one else, and while times are tough, it is important to put the safety of the employees and customers to the forefront to ensure future outbreaks are limited. ★





2021 in Review and Looking Ahead to 2022

GBAC STAR Report talked with GBAC Executive Director Patty Olinger about her observations on the positives and room-for-improvements for 2021, and what awaits us in 2022.

As we look back on 2021, what stands out from a GBAC point of view?

We have almost 4,000 facilities worldwide that are accredited, in process or recently committed. What we're finding is that people initially thought we could go back to 2019, but that's not possible. Those that are accredited such as arenas, hotels and convention centers have struggled with resources, but they have understood what they need to do to prepare for people

coming back to their facilities. They're recognizing education and training are critical for their front lines, even if it's as simple as pursuing awareness training. People have a hunger for more information, but it must be the correct information.

What did we get right?

At GBAC, we focused on building relationships to create healthy spaces, and this focus will be elevated going forward. We have seen new programs, even disinfectants and cleaners that are safer to use in occupied spaces, and many new technologies such as those focused on better indoor air filtration treatment. The fact that

At GBAC, we focused on building relationships to create healthy spaces, and this focus will be elevated going forward.

we're researching them will provide better services and technologies going forward.

What could we have done better?

From a scientific standpoint, the need for face masks should have been explained better because people have become confused with all the mixed messaging out there. Also, we shared that COVID was an airborne pathogen, but we didn't define the routine cleaning that was needed to combat it. Surfaces matter.

Also, we saw science happen in the moment. Individuals who are not trained in science were looking at it as a definitive, not realizing that we're all constantly learning. With COVID, we experienced it happening right in front of us. For many who didn't understand that science is evolving, it was unsettling. These were communication issues and could have been handled better by the scientific community.

What is ahead for us in 2022?

We must remain vigilant. It's important to remember your vaccination status and the group you're visiting; wash your hands; wear a mask; remember indoor air quality. Concentrate on things we can control. Businesses need to ask, what do I need to build a program to protect employees and customers and be ready for whatever comes next? How do I remain open and bring that confidence to people to say we're here, we're going to be safe and let's do this together?

Any last words for the GBAC Family?

Omicron is the new variant that has everyone concerned. Even though we want to forget the last year and a half and bury our heads in the sand, we must be vigilant because COVID is not going away. We must remember what we have learned and use the resilience we have built up to continue

moving forward. This is where GBAC STAR accreditation for facilities is so important. It's a continually improving program that offers third-party accreditation focused on infection-prevention measures, providing that wellness piece. For service providers, we must think about how to create those safe spaces and provide the reassurance that we're here and we're ready for whatever comes next, whether it be a new variant or a new virus that threatens our ability to stay open and keep economies going. This is the focus I see for 2022. We're going to be resilient going forward and work with our family — our community — to make sure they're ready for what's next. ★

Where Do We Stand

GBAC STAR Facility Reaccreditation

GBAC STAR Facility Reaccreditation is an annual process that builds on an initial accreditation to ensure facilities continue to evolve, improve and advance with the performance-based GBAC STAR program elements. More than 4,000 facilities make up the GBAC STAR Family and many are in the process of reaccreditation, while others are initially becoming accredited.

GBAC STAR Family

As of December 15, 2021

83% of facilities committed to reaccreditation

310 facilities reaccredited

To learn more about this process, contact GBAC Sales at <https://gbac.issa.com/contact>.

GBAC[®]tv

Taking a Look at 2021

It makes good business sense for you and your team to devote time to watch BioTalk, a GBACtv webcast series produced by the Global Biorisk Advisory Council™ (GBAC), a Division of ISSA, and ISSA Media. The latest edition focuses on what went well and what did not in 2021.

Patty Olinger, Executive Director, GBAC, and Dr. Paul Meehan, former Head of Safety, U.S. Centers for Disease Control and Prevention, and Member, GBAC Scientific Advisory Board, discuss cleaning industry learnings as it transitioned from the first pandemic year to the second. Olinger and Meehan also discuss what the industry needs to know



right now and the possibility of an end to this pandemic.

This webcast, moderated by Jeff Cross, ISSA Media Director, also digs into the science and the layered support for cleaning, disinfection and air purification, and how the omicron variant should not be considered just another type of "cold."

All episodes of BioTalk are available at <https://gbac.issa.com/media/gbactv>. This webcast is sponsored by Breezy One™, an economical method for routine disinfection of large spaces. ★



Cleaning for Health with GBAC

New GBAC Course Teaches Infectious Disease Awareness in the Workplace

The global COVID-19 pandemic continues to challenge us with the emergence of new variants, and has forced businesses and organizations to reconsider and reconstruct long-established cleaning and disinfecting procedures. As a result, cleaning for health, rather than cleaning for appearance, must be prioritized to protect all stakeholders.

The Global Biorisk Advisory Council™ (GBAC), a division of ISSA, has launched a new online course in the GBAC Academy called Infectious Disease Awareness in the Workplace: COVID-19 Considerations. The goal is to help businesses and organizations and their frontline workers understand

the basics of infectious diseases, with a special emphasis on COVID-19, and how to mitigate infectious diseases in the workplace. This course enables individuals in any business environment to understand infectious disease principles, and how cleaning and disinfection support health and safety.

“The Infectious Disease Awareness in the Workplace course will cover how infectious diseases spread and make people sick. From there, we’ll discuss the chain of infection and the importance of breaking that chain with effective cleaning and disinfection practices, indoor air quality considerations and other key mitigation strategies,” Melissa Wernersbach, GBAC Academy

Education Manager, said. “We’ll also explore the importance of an infectious disease or communicable disease prevention program in the workplace, and how it will not only help with mitigation or prevention plans to stop the spread of infectious diseases like COVID-19 in the workplace, but also how it may help with regulatory compliance.”

According to Wernersbach, also included in the 30-minute course will be risk assessment, hierarchy of control, personal protective equipment or PPE and many more areas. She points out that anyone, including colleagues, vendors, students, co-workers or customers, can carry an infectious disease into work or school environments, and negatively impact the well-being of those surroundings. This risk heightens the need to protect various stakeholders with improved hygienic cleaning and infection prevention with a workforce that is highly trained. Infectious Disease Awareness in the Workplace: COVID-19 Considerations helps companies meet that challenge.

While COVID-19 has been at the forefront of prevention discussions,

more common diseases such as influenza, pertussis, tuberculosis and more affect millions of people every year and can quickly spread through an organization. Educating frontline workers such as cleaning professionals can assist in halting the spread of these diseases throughout the workplace. Training and education is a critical and necessary step.

“The goal of this course is to help facilities prepare and provide their staff with education and training for infectious disease prevention and containment,” Wernersbach said. “In addition, the training will provide education and learnings to understand the importance of risk assessments, and a layered response protocol to protect customers, visitors, employees and the community at-large.”

The GBAC STAR Community and members of ISSA can enroll in Infectious Disease Awareness in the Workplace: COVID-19 Considerations for \$49. You will need to obtain a coupon code for this special pricing by emailing gbacademy@issa.com. Nonmembers will be charged \$99. To register, visit gbacademy.org/awarenesscourse. ★

GBAC Academy Webinars

Hundreds of individuals have participated in GBAC Academy webinars over the past year. Employees on the front lines of protecting their workplaces have expanded their knowledge and experiences through the critical learnings offered by the GBAC Academy webinars. For 2022, the webinar series is expanding its educational foundation to better meet the needs of its viewers.

“We want to expand conversations and offered discussion topics for this year,” Melissa Wernersbach, GBAC Academy Education Manager, said. “Empowering companies with more knowledge of the latest innovations, ideas and information can make a difference in global health.”

Better meeting the needs of attendees

“The GBAC Academy offerings provide key information through internal and partner engagement,” Wernersbach said. “The development of courses, webinars and educational material through expert collaboration empowers attendees to appreciate the development, adoption and practicality of technologies and programs.”

Expanding conversations is critical to GBAC’s ability to meet the needs of the GBAC Community. This model for education empowers companies to bring together all employees, divisions, clients and partners to grow their knowledge and experience. By expanding conversations and key offerings, GBAC provides timely and valuable content.

The GBAC Webinar series can be found at www.gbacademy.com, with a new webinar offered each month. Stay tuned to the Academy website for registration details. ★

Resilience requires awareness

New Online Course:

Infectious Disease Awareness in the Workplace: Covid-19 Considerations

LEARN MORE

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GLOBAL BIORISK ADVISORY COUNCIL
Advancing Clean. Driving Innovation.

ISSA
Advancing Clean. Driving Innovation.



Looking Ahead

Sign Up Now for GBAC STAR Bootcamp

The next session of the GBAC STAR Virtual Bootcamp is set for January 24-25 from 2-4 p.m. EST each day. The Virtual Bootcamp is limited to 100 participants, and signing up early is highly encouraged. This course is a two-day digital briefing that reviews the accreditation process and takes a deep dive into the 20 elements, with an extensive opportunity for questions and answers. The course readies clients for the task of gathering their documents for accreditation. To learn more about GBAC STAR Virtual Bootcamp and register, visit <https://gbacacademy.issa.com/product/for-gbac-star-accreditation-applicants-only-gbac>.

Shout Out to Reaccreditation

Hundreds of facilities have received their GBAC STAR Reaccreditation, while 83% of those in the GBAC STAR Family have committed to reaccreditation as more facilities mark their first anniversary of accreditation and work to renew it for the next 12 months. Given that most of the initial accreditations took place last fall and winter, the reaccreditation process marks an incredibly busy timeframe in early 2022.

"The reaccreditation process still continues to be very busy for us. For many facilities, there is a strong desire for more education and improving the processes that they developed through the initial accreditation program," Katie Cook, Program Manager, GBAC, said. "We have received great feedback so far from those that have gone through the reaccreditation process."

Why Does a Company Need Reaccreditation?

GBAC STAR is a continuous improvement program, designed to ensure facilities and service providers continue to evolve, improve and advance with the performance-based GBAC STAR program elements. Reaccreditation is the next step in maintaining improvements for these documents and processes that were put into place throughout the last 12 months. Those renewing can build on an established

foundation, so the process will not be as intensive as when facilities received their initial accreditation. More than 4,000 facilities make up the GBAC STAR Family at this time.

"There are many companies that are facing external issues, such as budgets for cleaning/disinfection being cut, as well as staffing issues," Cook said. "Having the appropriate programs in place, that have been developed through the 20 elements of the GBAC STAR Accreditation program, help to streamline some of these issues. Having the data to show the effectiveness of the cleaning, disinfection and infection prevention activities being done can help reinforce the budget. Training new staff is also more efficient. Those are just two out of many real-world examples that we have seen from many of our facilities."

What's New?

The reaccreditation process includes these new learnings:

- Updates to Element 16, which strengthens infection-prevention measures and highlights indoor air considerations
- The highly demanded GBAC STAR Guidance for Indoor Air Considerations whitepaper
- Multi-year discounts for GBAC STAR reaccreditation

- Updated GBAC Fundamentals Course with new guidance and best practices
- GBAC Academy — Virtual and hands-on training and education opportunities
- GBAC Webinar Series (free to the GBAC STAR Family)
- GBAC Registered Programs and Technology
- GBAC Coaching Services.

Cook added that continuing accreditation through the GBAC STAR Family offers extensive benefits, especially the new webinar series and new training opportunities. More benefits are anticipated in the future.

"Many have been launched already and people have been taking advantage of them," Cook said. "Lots of exciting things are coming from the academy and webinar series soon."

To learn more about this process, contact GBAC Sales at <https://gbac.issa.com/contact>. ★



GBAC STAR

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