



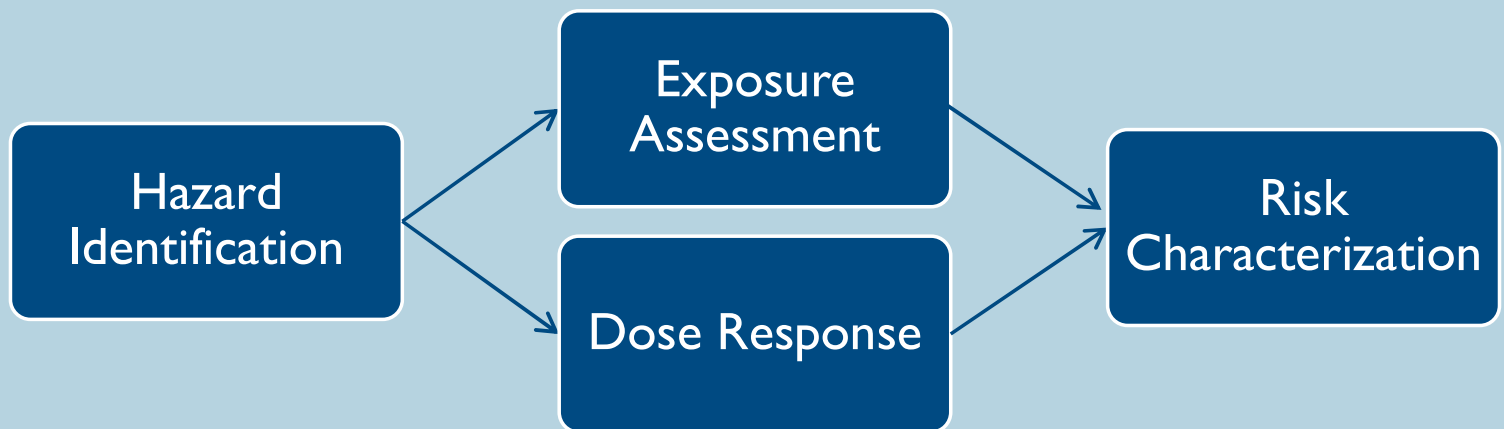
# What is QMRA?

An overview of Quantitative Microbial Risk Assessment

**QMRA** is a tool used to estimate human health risks from exposure to pathogens via various environmental routes, such as food, water & air.

## QMRA can:

- Quantify real-world behaviors and health outcomes
- Predict infection risks in specific environments
- Predict infection risks from hygiene interventions
- Determine needs to meet targeted risk thresholds
- Provide evidence for setting exposure limits



## Benefits of QMRA

- Provides a quantitative estimate of the risk, aiding in decision-making
- Identifies critical points for intervention in the microbial contamination process
- Helps prioritize resources for maximum public health impact

## Targeted Hygiene on the Rise

Targeted Hygiene strategically intervenes at critical points, breaking the chain of infection. It optimizes cleaning, minimizing risks from cleaning product exposure, ensuring effective infection control.