



For Immediate Release

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New Health Threat Provides Knock Knock Opportunity to Revisit, Redouble Cleaning Efforts

Providing clean, germ-free play always a priority for Knock Knock staff

Baton Rouge, LA (March 3, 2020) Long before Knock Knock opened its doors to hundreds of thousands of children and adults, the ability to keep the museum clean and as germ-free as possible has been a constant concern. With 18 Learning Zones, countless Lego pieces, art supplies, cars, trucks, a crane, a two-story Storybook Climber, and nearly 400,000 visitors, it didn't take a new health scare for the administration and staff at Knock Knock to realize the proper cleaning regimen was vital to preventing the spread of illness and disease.

"Playing with a purpose means that children and adults of all ages touch, hold, feel, and play with every surface, every block, every lever, and cable—basically every single thing in the museum—and that's exactly what we want them to do. But for us, it means we have to be completely committed to our cleaning protocols," said Executive Director Peter Claffey. "There are no excuses when it comes to cleaning Knock Knock. We go from top to bottom multiple times a day to ensure all visitors, from babies to grandparents, are experiencing the cleanest, germ-free museum possible."

According to early childhood education expert, author, and founding member Cate Heroman, before the first shovel of dirt was ever turned, the Founding Ladies were focused on the best ways to clean and disinfect the museum.

"I can assure you, the way we clean this museum was designed just as deliberately, and with as much thought and study as our 18 Learning Zones. We evaluated the best practices of other children's museums around the country and the world, consulted healthcare professionals from several different disciplines, and worked directly with our exhibit fabricator to develop a customized cleaning routine specifically designed for Knock Knock," said Heroman. "Of course, nothing is 100%, not even hospitals, but we are very confident in our procedures and our staff to ensure the safety of our visitors."

Manager of Visitor and Volunteer Services, Diana Barnes, says the entire museum is cleaned from top to bottom every single day with heavily used areas wiped with disinfectant clothes multiple times a day. She says even the Legos are disinfected and sanitized daily.

"We have procedures for every possible scenario, and we train our playworkers to respond quickly," said Barnes. "It can be as simple as removing a toy that has found its way into a little one's mouth for special cleaning later or as big as a potty accident that may require a learning zone to be temporarily closed. Our staff understands the consequences of failing to clean every surface in the museum properly."

While the Knock Knock staff has been focused daily on ensuring the museum is as germ-free as humanly possible every day since the museum opened, the threat of coronavirus (COVID-19) has prompted everyone at the museum to re-evaluate all current cleaning and disinfecting procedures.



“Although we are certainly following the situation very closely, we have been assured that all of our current cleaning methods are extremely effective in eliminating harmful germs throughout the museum,” said Claffey. “Our staff is hyper-focused on keeping Knock Knock disinfected and sanitized. But this is nothing new for this conscientious crew.

“We will continue to keep a sharp eye on the situation and follow all CDC guidelines, along with any federal, state, and local directives that may be issued. But right now, Knock Knock is the perfect place for your school group, family, or friends to gather and play with a purpose. Remember: It’s always fun—and clean—at Knock Knock!”

Knock Knock Children’s Museum Daily Cleaning procedures:

- All hard surfaces from the car in the Go-Go Garage to every book in the Storybook Climber are wiped down thoroughly with disinfectant wipes. Playworkers constantly disinfect these areas throughout the day.
- Small items, like Legos, toy cars, plastic dishes and play food, etc. are sanitized and disinfected.
- Soft items, like aprons, uniforms, life jackets, and plush animals, are washed, dried, and sanitized daily.
- Door handles, chairs, benches, bathrooms are meticulously cleaned and disinfected.
- Floors are mopped and vacuumed.
- Items that find their way into little mouths are pulled and sanitized before being placed back in the learning zone.

Recommendations:

- Use alcohol-based hand sanitizer periodically throughout the day. Knock Knock has two free hand sanitizing stations available. They are located near the elevator on each floor.
- Wash hands frequently for at least 20 seconds. An easy way to remember is to sing the Happy Birthday song twice. Each bathroom has fun handwashing tips near each sink. Please be sure to help the little ones who may not understand how important this is to keep them and others healthy.

About Knock Knock Children’s Museum:

Knock Knock Children’s Museum is a community spark for engaging, playful learning experiences that inspire and support lifelong learning. The museum is comprised of hands-on, interactive exhibits called “Learning Zones,” focusing on the development of the whole child with the goal of increasing early literacy skills and raising interest in STEAM subjects and careers, especially among children from under-represented populations.