



American Restroom Association

America's Advocate for Clean, Safe, Well-Designed Public Restrooms

An independent, 501(c)(3) nonprofit founded in 2004 - EIN # 20-3581202.

ARA eZine

The "Definitive" Issue

January/February 2021

The Definitive Interview? • The Definitive Research? • The Definitive Bathroom Reference Book? • The Definitive Toilet?

de·fin·i·tive /də'finədɪv/ *adjective*

(of a conclusion or agreement) done or reached decisively and with authority. "a definitive diagnosis"

Similar: conclusive, final, ultimate, decisive, unconditional



The Definitive Interview on Public Restrooms? NPR's 1A - January 27, 2021

Produced by National Public Radio's local Washington, DC affiliate, WAMU, and distributed nationally, 1A's website states that its "goal is to act as a national mirror - taking time to help America look at itself and ask what it wants to be."

Host Jenn Wright does just that in what may be the definitive interview program on the needs and challenges of America's restrooms in 2021. The guest line-up featured ARA friends **Lezlie Lowe** (author of "[No Place to Go](#)") and People for Fairness Coalition [Downtown DC Public Restroom Initiative's Marcy Bernbaum](#). Also, participating was **Julie Chou**, senior associate at Magnusson Architecture and Planning. Well worth a 37-minute listen! Click the graphic for 1A's program page.



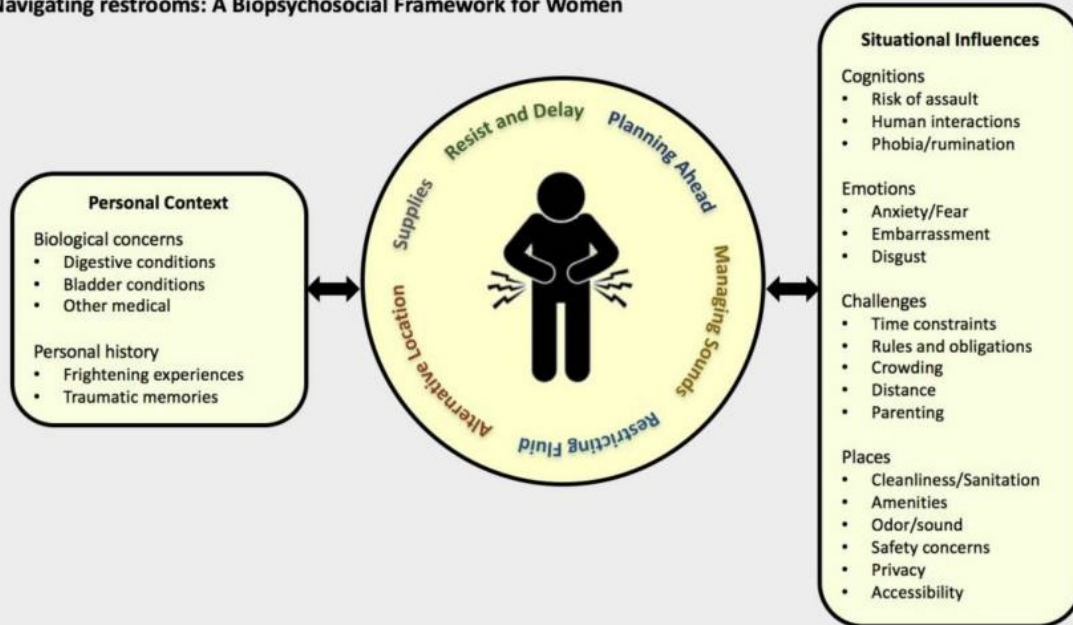


The Definitive Research Study on Women and Restrooms?

The *International Journal of Environmental Research and Public Health* released the definitive study to date on women's thoughts regarding public restrooms. The study by Siobhan M. Hartigan and others is titled, "Why Do Women Not Use the Bathroom? Women's Attitudes and Beliefs on Using Public Restrooms." The study collected more than 12,000 comments from over 5,000 participants. A key outcome of the study is the framework shown below.

(Image Credit: the authors.)

Navigating restrooms: A Biopsychosocial Framework for Women



While the study's participants were women, surely, there are men (including members of the ARA's sibling, International Paruresis Association) who can relate to this framework. The ARA will continue to advocate for "Potty Parity" and public accommodations that address women's needs. Read the full study [at this link](#).

The Definitive Restroom Nonprofit?

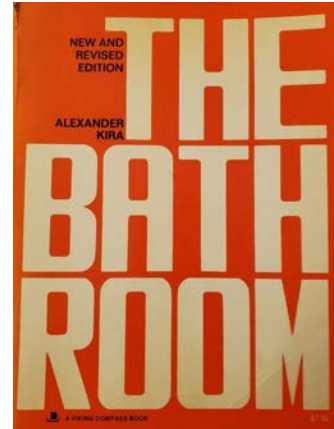
In many respects, the American Restroom Association is like a 16-year-old "start up." Through generous support from its sibling nonprofit, the [International Paruresis Association](#), the ARA is embarking on an ambitious growth plan for 2021.

In motion even before COVID-19, the ARA - in conjunction with its many restroom rights friends and partners - is poised to expand the voice of Americans in demanding access to clean, safe, and well-designed public restrooms. Won't you join us on this quest with a tax-deductible membership gift of at least \$50? Click the button below to make your gift through our official giving portal, Network for Good.



The Reading Room: Kira's "The Bathroom"

Many people ask us, "So, what's in your reading rooms?" Right now, we're reading what could be called the definitive work on bathroom design: "**The Bathroom**" (Viking Press, Rev. Ed. 1976) by Alexander Kira. Why is it definitive. 1. It's out of print, so that lends an air of mystery to its history. 2. It is quoted in nearly all "toilet" tomes that followed. 3. It was a first of its kind study that looked at how people conducted their activities of daily living through detailed motion and measurement studies. If you appreciate that the recommended heights for bathroom sinks have increased, you have Kira to thank. Chapters cover these topics and more:



- Historical Aspects of Personal Hygiene Facilities and Public Facilities
- Social and Psychological Aspects of Body Cleansing and Care
- The Anatomy and Physiology of Cleansing, and most significantly,
- Recommended design criteria for each of the daily aspects: cleaning hands, face, hair, body (bath/shower); perineal cleansing, defecation, and urination.

It really is a fascinating read and one of historical import. If you can find one, grab it. It has not yet been scanned by google books. A special thank you to Dr. Steven Soifer, ARA Co-founder and President, for snagging the ARA a copy.



(Credit: Alexander Kira, 1976)



While you are searching unsuccessfully for Kira's out-of-print book, you should know that AmazonSmile is a program that donates 0.5% of your eligible purchases on Amazon to a charity of your choice. All you need to do is start your shopping at smile.amazon.com. **The donation will be made at no extra cost to you.** Click the graphic to start supporting the American Restroom Association with your purchases!

Now Trending:

Quick hits from the web and interesting items from the ARA Inbox.

AirVote Restroom Feedback Tool

We are all public restroom users - it is inevitable. The customer experience is critical to businesses' livelihoods, especially today. The ARA learns each week about new technological solutions that are being implemented for the betterment of all. Industry readers, here's another shared this week by AirVote. It is a "fully contactless tool for gathering and analyzing real-time feedback" from customers. Is it the "definitive" tool? You tell us! Learn more at air-vote.com or click on the graphics.



The Definitive Toilet? Analyzes Your . . .

Check out this article from *PC Magazine's* Michael Kan about what possibly could be the definitive toilet. Toto, historically one of the leading innovators when it comes to toilet technology, is now going the extra mile with a toilet that will analyze your waste and make suggestions regarding your diet. Just like those fancy car show concept cars, it's a test - but is this innovation in your future? (3 min. read)



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Watch this space for more innovations for both consumer and commercial applications.

Have a new solution? [Contact us!](#)

See what's happening and follow the ARA on our social sites:
Instagram coming soon!



Office Hours: Monday - Friday 10:00 a.m. to 6:00 p.m. ET
800-247-3864 or 443-315-5250
getinfo@americanrestroom.org

About American Restroom Association (ARA): a nonprofit founded in 2004, ARA advocates for the availability of clean, safe, and well-designed public restrooms. Accomplishments include successfully advocating for enforcement of and revisions to the International Plumbing Code, congressional testimony on gender equity in public restrooms in US Federal Buildings, and representing the USA in educating international audiences at Summits and Conferences of the World Toilet Organization (WTO). ARA brings together an independent and multidisciplinary team from architecture, engineering, education, academia, and social work. Learn more at <https://americanrestroom.org/>.

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