Global Public-Private Partnership for Handwashing (PPPHW)

Global Handwashing Day Report 2013

Image Credit: Anupam Subhadarshan, Programme Officer – Odisha Catalysts for Social Action; Philip Sen, UNICEF; UNICEF Cambodia
Over One Billion People Reached!

109 Countries Participated!
Global Handwashing Day 2013

PPPHW Activities

Events

• ½ Day Session at UNC
• Virtual Celebration via Google Hangout

New Materials

• Social Media Toolkit
• Updated planning pack
• Posters in new languages
• Facebook banners in five languages
• Sesame Workshop video

Social Media

• Facebook & Twitter engagement
• Thunderclap Campaign – reach of 2.5 million!
• Instagram contest
• Continued use of social media game “World Wash Up”
Website Traffic
www.globalhandwashingday.org

• Website traffic down slightly in 2012 & 2013

• Visitors stayed on the website longer in 2013

• Fewer visitors left after visiting one page in 2013

• Significant increase in social media interaction
Website Downloads
September & October 2013

Planning Pack: 299 Downloads, 1,438 Views
Social Media Toolkit: 798 Downloads, 2,818 Views
Facebook Banners: 192 Downloads, 572 Views
Logo: 424 Downloads, 1,329 Views
Poster: 591 Downloads, 870 Views
Planner's Guide: 646 Downloads, 1,360 Views

Updated:
- Social Media Toolkit
- Planner's Guide
New:
- Facebook Banners
- Updated languages
Facebook “Likes” & Posts

Mentions & Posts
October 12-22, 2013

<table>
<thead>
<tr>
<th>Mention/Hashtag</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>“Global Handwashing Day”</td>
<td>233</td>
</tr>
<tr>
<td>“Global Hand Washing Day”</td>
<td>71</td>
</tr>
<tr>
<td>Facebook Posts</td>
<td>53</td>
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Hashtags Used
October 12-22, 2013

<table>
<thead>
<tr>
<th>Hashtag</th>
<th>Count</th>
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</thead>
<tbody>
<tr>
<td>#iwashmyhands</td>
<td>61</td>
</tr>
<tr>
<td>#globalhandwashingday</td>
<td>48</td>
</tr>
<tr>
<td>#ghd</td>
<td>38</td>
</tr>
<tr>
<td>#ghd2013</td>
<td>2</td>
</tr>
</tbody>
</table>

Graph showing the number of likes over years:
- 2009: 2,115
- 2010: 16,152
- 2011: 38,524
- 2012: 86,000
- 2013: 122,545
Hashtags Used
October 12-22, 2013

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
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</thead>
<tbody>
<tr>
<td>10,151</td>
<td>#iwashmyhands</td>
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<tr>
<td>2,934</td>
<td>#globalhandwashingday</td>
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<tr>
<td>926</td>
<td>#ghd</td>
</tr>
<tr>
<td>63</td>
<td>#ghd2013</td>
</tr>
</tbody>
</table>

# of Twitter Followers

On October 14 & 15, 2013 @HandwashingSoap sent 97 Tweets
Sample Tweets

Global Handwashing Day
October 15

FHI 360 @FHI360
Making handwashing with soap a habit in #Zambia. #iwashmyhands

HuffPost Impact @HuffPostImpact
Happy Global Handwashing Day MT @unicef Every year, there are 1.7 BILLION cases of diarrhea in children under 5. Let’s change this stat!

NoMore Pneumo @NoMorePneumo
Global Handwashing Day is tomorrow - October 15! Celebrate with over 1 billion people around the world. #iwashmyhands #GlobalHandwashingDay

Gates Foundation @gatesfoundation
Handwashing is an individual behavior, but all of us must do it to enjoy the community benefits. #iwashmyhands gates.ly/17rU97N

UNICEF @UNICEF
The power is in your hands on Global Handwashing Day - and everyday! #iwashmyhands with soap to save lives thndr.it/153Y0ut

WatSanCollabCouncil @WatSanCollabCou
Happy Global Handwashing Day! Celebrate with over 1 billion people around the world. #iwashmyhands #GHD

United Nations @UN
Tues is Global Handwashing Day! Over 200m people & 1m schools in over 100 countries are celebrating! uni.cf/PXal4V #iwashmyhands

DFID @DFID_UK
INFOGRAPHIC: Handwashing with soap can save 603,000 1-5 yr old kids' lives each year ow.ly/i3qaco #GlobalHandwashingDay @WSUPUK

EveryWomanEveryChild @UnfEWEC
The power is in your hands - on Global Handwashing Day. Oct 15, will you pledge to wash your hands WITH SOAP? #iwashmyhands
### Geographic Locations

with the most Facebook or Twitter posts in 2013

<table>
<thead>
<tr>
<th>Facebook</th>
<th>Twitter</th>
</tr>
</thead>
<tbody>
<tr>
<td>United States</td>
<td>United States</td>
</tr>
<tr>
<td>India</td>
<td>United Kingdom</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>Indonesia</td>
</tr>
<tr>
<td>Philippines</td>
<td>Thailand</td>
</tr>
<tr>
<td>South Africa</td>
<td>Philippines</td>
</tr>
<tr>
<td>Thailand</td>
<td>India</td>
</tr>
<tr>
<td>Argentina</td>
<td>Canada</td>
</tr>
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<td>Spain</td>
<td>Spain</td>
</tr>
<tr>
<td>Indonesia</td>
<td>Nigeria</td>
</tr>
<tr>
<td>Kenya</td>
<td>South Africa</td>
</tr>
<tr>
<td>Nigeria</td>
<td>Netherlands</td>
</tr>
<tr>
<td>Belgium</td>
<td>Mexico</td>
</tr>
</tbody>
</table>
Blogs & News Coverage

Celebrating around the globe!

From Anguilla to Zimbabwe, Global Handwashing Day was mentioned in over 200 blogs, news articles, or video segments.
Photo Contest Winners

Photo by Bridget Teirney
World Vision, Bangladesh

Photo by Mediar

Global Handwashing Day
October 15
Virtual Celebration

- Connected Katie & Hanna at UNC Water & Health Conference with Sadhvi Bhagawati Saraswati (Global Interfaith WASH Alliance) and Dr. Alfonso Contreras (Pan-American Health Organization)
- Broadcast live at UNC Water & Health Conference
- Launched Sesame Street Video collaboration
- Showcased social media activity
- 240 views on YouTube (as of 1/14)
- Can be viewed [here](#)
Global Handwashing Day Map

globalhandwashing.org/ghw-day/activities

- 151 Activities submitted by users
- 56 Countries represented, with India & Pakistan uploading the most events
- Events uploaded represent handwashing messages that reached over 53 million people
- Over 150 individual organizations represented as co-hosting events
2013 GHD Stories: Flashmob in Sierra Leone

• While Sierra Leone has participated in previous Global Handwashing Days, in 2013 they hosted Sierra Leone’s first flashmob to raise awareness about the day & the importance of handwashing with soap

• The event was organized by the Ministry of Health, Ministry of Water Resources, and five NGOs comprising the Urban WASH Consortium

• Approximately 250 dancers in Freetown were taught a simple dance choreographed by members of the Sierra Leone Dance Troupe

• The flashmob was broadcast on screens around town and observed by approximately 500 people

• A video (right) was created by Concept Multimedia, and the event received media attention

Sierra Leone Facts

• One of the highest under-5 mortality rates in the world
• One UNICEF study found that only 10.2% and 19% washed their hands with soap and water before touching food & after fecal contact respectively²

2013 GHD Stories: Zambia

- At the national commemoration in Zambia, 3,000 students from 11 primary schools were joined by over 1,000 community members. Handwashing events were also held at schools throughout the country. Over 12,000 students participated.

- The event was planned by a collaborative group including the private sector, the government, and NGOs. Each sector contributed in various ways, such as government officials speaking at the event, and the private sector donating soap and refreshments.

- By partnering on a Global Handwashing Day celebration, these stakeholders created stronger bonds with one another, which will hopefully lead to further collaboration amongst the public and private sectors around handwashing.

Tapping into traditional leaders

Unlike in past years, four traditional leaders who have embraced a Community-Led Total Sanitation program were at the celebration. Their presence helped encourage their communities to construct toilets and promote handwashing with soap.

All photos credit Rufus Eshuchi, UNICEF
2013 GHD Stories: Pan-American Health Organization

- The Pan-American Health Organization coordinated an attempt at breaking the Guinness World Record for the most number of people handwashing consecutively in different countries. The previous record was set in 2011 with 740,870 handwashers. In 2013, PAHO attempted to have 1 million handwashers.

- Official numbers aren’t available for Cuba and Colombia, but it is estimated that over two million handwashers participated in these two countries.

<table>
<thead>
<tr>
<th>Country</th>
<th>Handwashers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Argentina</td>
<td>1,659</td>
</tr>
<tr>
<td>Costa Rica</td>
<td>311,839</td>
</tr>
<tr>
<td>Guatemala</td>
<td>5,510</td>
</tr>
<tr>
<td>Panama</td>
<td>1,033</td>
</tr>
<tr>
<td>Uruguay</td>
<td>3,824</td>
</tr>
</tbody>
</table>

All photos rights & credit: Departamento de Promoción de la Salud. Michoacán, México.
In many countries around the world the private sector sponsored events, donated soap, and raised awareness about the importance of handwashing with soap for child survival.

• In Nigeria, Unilever, the Osun State Government, and the Partnership for Child Development signed a Memorandum of Understanding, which outlines a commitment to increasing hygiene among schoolchildren.

• To remind children and parents about the importance of handwashing after playing, Safeguard (Procter & Gamble) launched “Handventure Land” at a mall in Quezon City, which included fun games and handwashing stations.
Thank You!

For more information on Global Handwashing Day, contact the Global Public-Private Partnership for Handwashing (PPPHW) at:

www.globalhandwashing.org

or

contact@globalhandwashing.org