



Global Handwashing Day October 15

Making Global Handwashing Day
More Than Just a Day:

Governments Take Action



About the Global Public-Private Partnership for Handwashing (PPPHW)

Every day, families around the world battle communicable diseases such as diarrhea and acute respiratory illnesses. Annually, these two illnesses kill more than two million children under the age of five. Every family can follow basic steps to prevent these diseases, including simply washing hands with soap at critical moments.

To promote this simple solution, the world's leading hygiene and sanitation experts from the public and private sectors have joined together in the Global Public-Private Partnership for Handwashing (PPPHW). Established in 2001, the PPPHW leverages its members' resources to implement effective approaches and methodologies for achieving large-scale handwashing behavior change.

About “Governments Take Action”

Since the creation of Global Handwashing Day in 2008, an increasing number of national and local governments have begun implementing policies and programs that promote handwashing with soap. In response to this trend, the PPPHW has developed a brief to highlight a few examples of the roles governments can play in handwashing behavior change around the world. The brief is the beginning of a discussion and analysis of government actions related to handwashing. The goal is to inspire all governments to take action by promoting handwashing with soap.

Global Trends

Each year, more and more governments committing resources to promote handwashing with soap in their countries and regions. We have seen governments play an important role in bringing handwashing with soap to scale in a sustainable way. A topic that once wasn't taken seriously, handwashing behavior change is now a strategic government priority in many places. A few government-based handwashing trends include:

- Political leaders publically promoting the importance of handwashing with soap
- Handwashing behavior change integrated into preschool and school curriculum and teacher training programs
- Handwashing stations built alongside new latrines
- Global Handwashing Day adopted as a national celebration
- Ministries of Health, Education, and Environment becoming the most common champions within governments
- Specific budget line items dedicated to handwashing behavior change

There are three main ways in which governments are promoting handwashing:

- 1 Policy supporting handwashing at scale:** Handwashing-related policies are one of the most common actions that governments take to promote handwashing behavior change. These include stand-alone handwashing policies and policies that integrate handwashing into sanitation, health, or other topics. In Peru, for example, over the past three years, national, regional, and local governments have passed 131 policies that include handwashing.
- 2 Political leadership for handwashing**
Political leaders who are handwashing champions are critical to accelerating the passage of handwashing-related policies and allocating government resources to the issue. Many times, Global Handwashing Day has served as a catalyst for high-profile events where government leaders have announced a new handwashing initiative or policy. In the Philippines, for example, a coalition of organizations along with national and local government departments used Global Handwashing Day 2010 to collectively pledge to promote handwashing with soap as part of a healthy school environment for all children nationwide.
- 3 Integration of handwashing into government programs**
Handwashing with soap is an important behavior on its own, but it's also an integral part of successful sanitation, nutrition, education, healthcare, and other programs. Governments most commonly integrate handwashing into education and sanitation programs, but are starting to integrate the behavior into other programs like food security and nutrition as its importance is recognized. In Mali, for example, handwashing stations along with latrines are a requirement for communities pursuing an open defecation free certification.



Examples of Government Action in Handwashing Behavior Change

MEXICO

Global Handwashing Day served as a component of Mexico's H1N1 prevention campaign.

The Department of Education promotes the celebration of Global Handwashing Day in schools.

Department of Health booths have been set up throughout the country to encourage improved handwashing practices.

PERU

131 national, regional, and local policies that include handwashing since 2008.

Handwashing behavior change included in national teacher training program on environmental education.

Ministry of Women and Social Development launched six pilot activities that integrate handwashing into a food security program.

The Ministry of Health leads an annual national week-long celebration of Global Handwashing Day.

BURKINA FASO

Global Handwashing Day was celebrated alongside World Toilet Day so as to coincide with the President's launch of the National Sanitation Campaign.

The National Sanitation Campaign includes handwashing behaviour change activities.

SIERRA LEONE

District health plans include community-led total sanitation, which promote handwashing stations with latrines.

Handwashing stations are required for open defecation free declaration in communities. District council members take part in the verification and monitoring of this status.

GHANA

Handwashing included in Ghana's National Development Policy Framework Agenda.

Handwashing is integrated in the National Strategy for Sanitation, the curriculum for School Health Education Program and the Communication for Development Strategy of the Health Promotion Unit of Ghana Health Service.

Handwashing is mainstreamed in all water and sanitation projects. It is a major focus area in the National Project Implementation Manual for the National Community Water and Sanitation Programme.

The designs for school toilets include handwashing facilities.

MALI

Government of Mali co-funded Global Handwashing Day 2010 activities across the country, including concerts, football matches, quizzes, road-show and theater performances.

Handwashing stations have been integrated into the national community-led total sanitation program and, in addition to latrines, are required for communities to obtain open-defecation free designation.

UGANDA

Launched by the First Lady of Uganda in 2010 and led by district councils, a national handwashing campaign targets mothers and caregivers of children under five.

Handwashing behavior change is included as a budget line item in sanitation programming.

The national handwashing Steering Committee mobilizes political leaders to support handwashing at national and district levels.

MADAGASCAR

Handwashing integrated into the Ministry of Water's national campaign to eliminate open defecation by 2018.

BANGLADESH

The National Handwashing with Soap Campaign was officially launched by the Prime Minister on 26 October 2010, focusing on handwashing with soap, cleanliness/maintenance of latrines and use of safe drinking water. Political leaders at all levels expressed a strong commitment towards handwashing with soap.

All district administrations and primary and secondary education offices were mandated to celebrate Global Handwashing Day in 2010. All 83,000 primary and secondary schools in the country observed the occasion.

The government has mandated that handwashing stations be included with any latrines built by any program.

PHILIPPINES

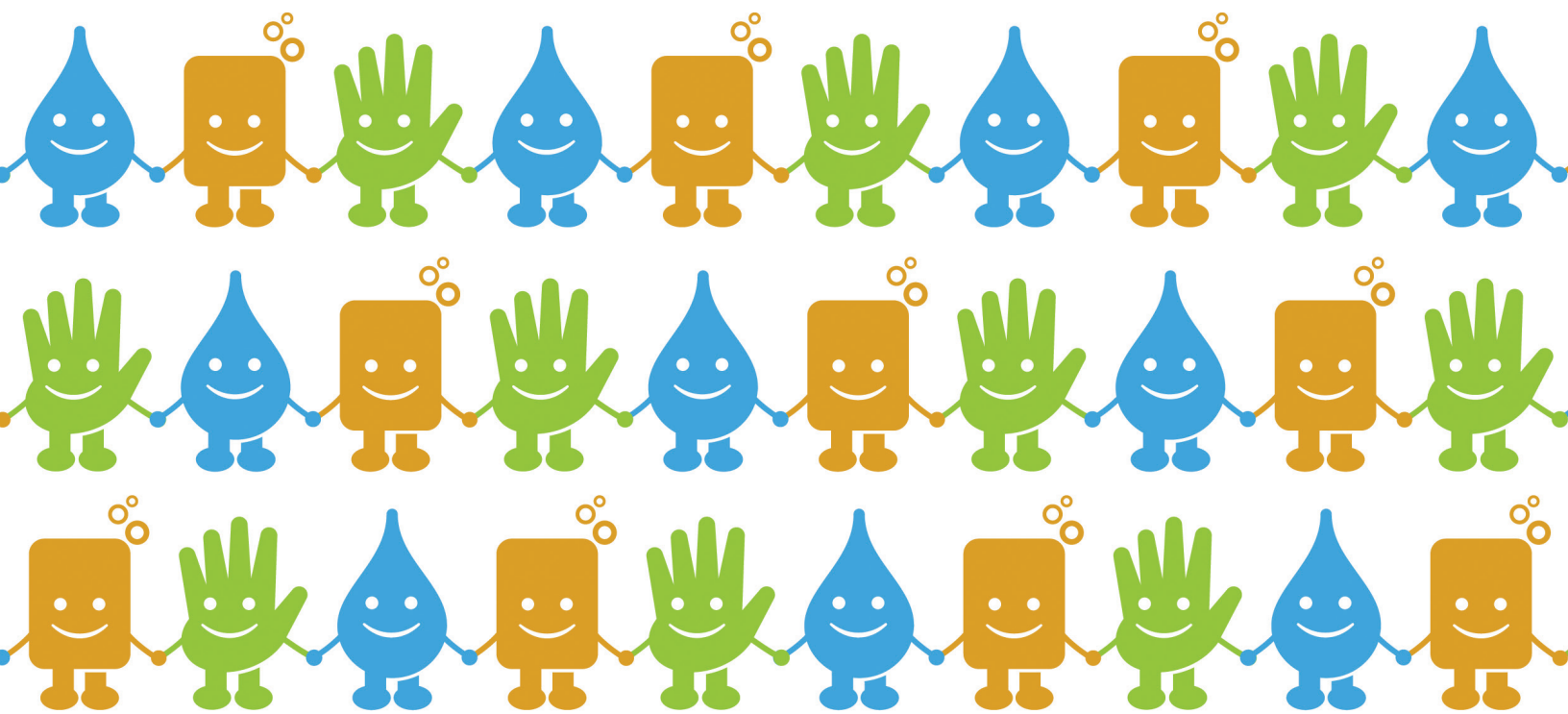
During Global Handwashing Day 2010, the departments of Education, Health, Social Welfare and Development signed an intra-governmental agreement to promote handwashing with soap in schools and daycare centers nationwide.

National and local governments implement the Essential Health Care Program, which provides soap, toothbrushes, and toothpaste to schools.

The Philippines League of Cities and League of Provinces signed an agreement to create a healthy school environment for children, which includes handwashing with soap.

To learn more about these examples or to share your own story, visit our website at www.globalhandwashing.org or email us at info@globalhandwashing.org.

Sources: UNICEF, Water and Sanitation Program (WSP), WASHPlus, Pan-American Health Organization (PAHO), Government of Ghana



www.globalhandwashingday.org
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