

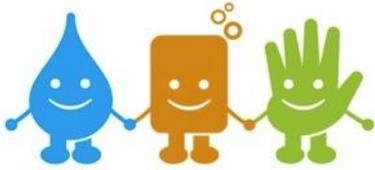
# Global Public-Private Partnership for Handwashing (PPPHW)



Global Handwashing Day  
October 15

## Global Handwashing Day Report 2013



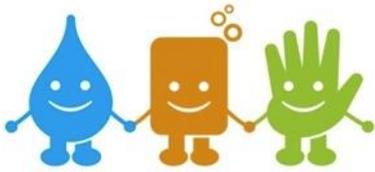


Global Handwashing Day  
October 15



Over One Billion  
People Reached!

109 Countries  
Participated!

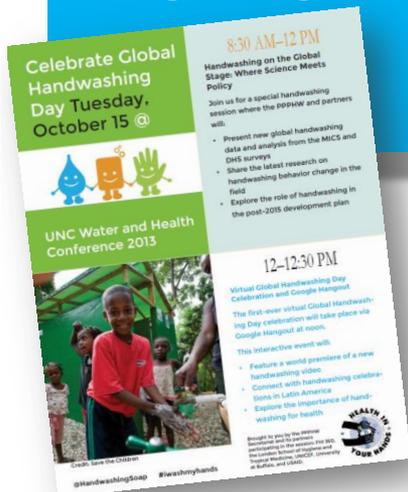


Global Handwashing Day  
October 15

# Global Handwashing Day 2013 PPPHW Activities

## Events

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

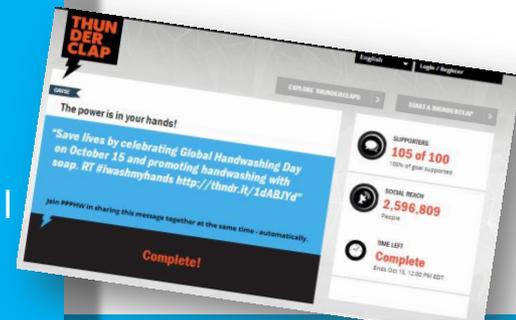


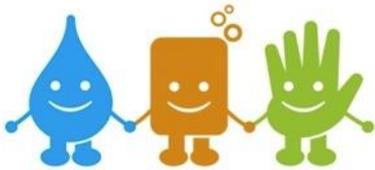
## New Materials

- [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”



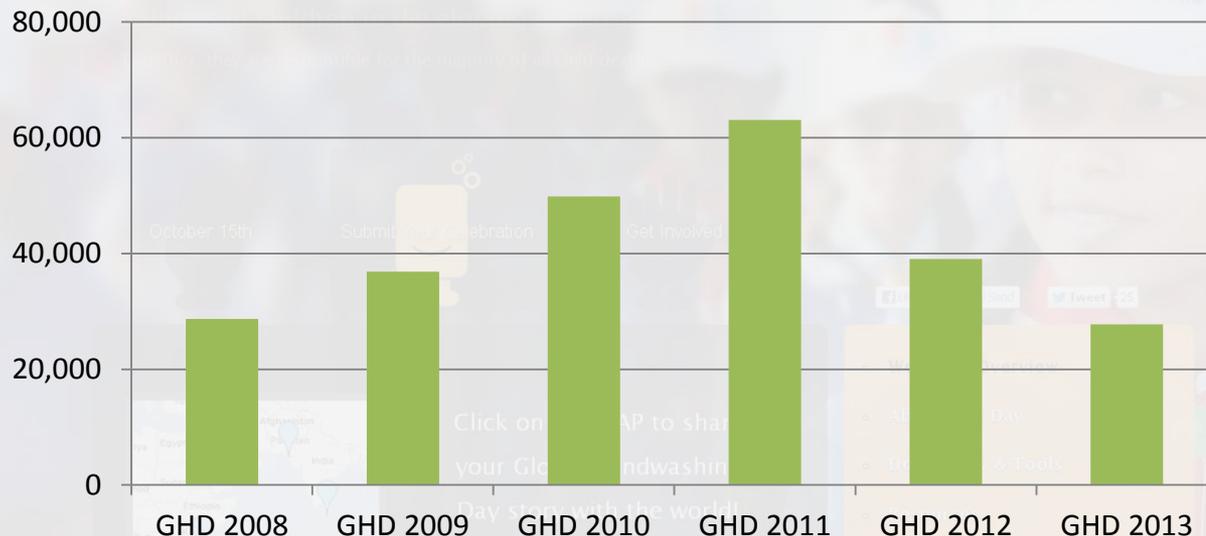


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# Website Traffic

[www.globalhandwashingday.org](http://www.globalhandwashingday.org)

## # of unique visits to the website (total month of October)



- 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

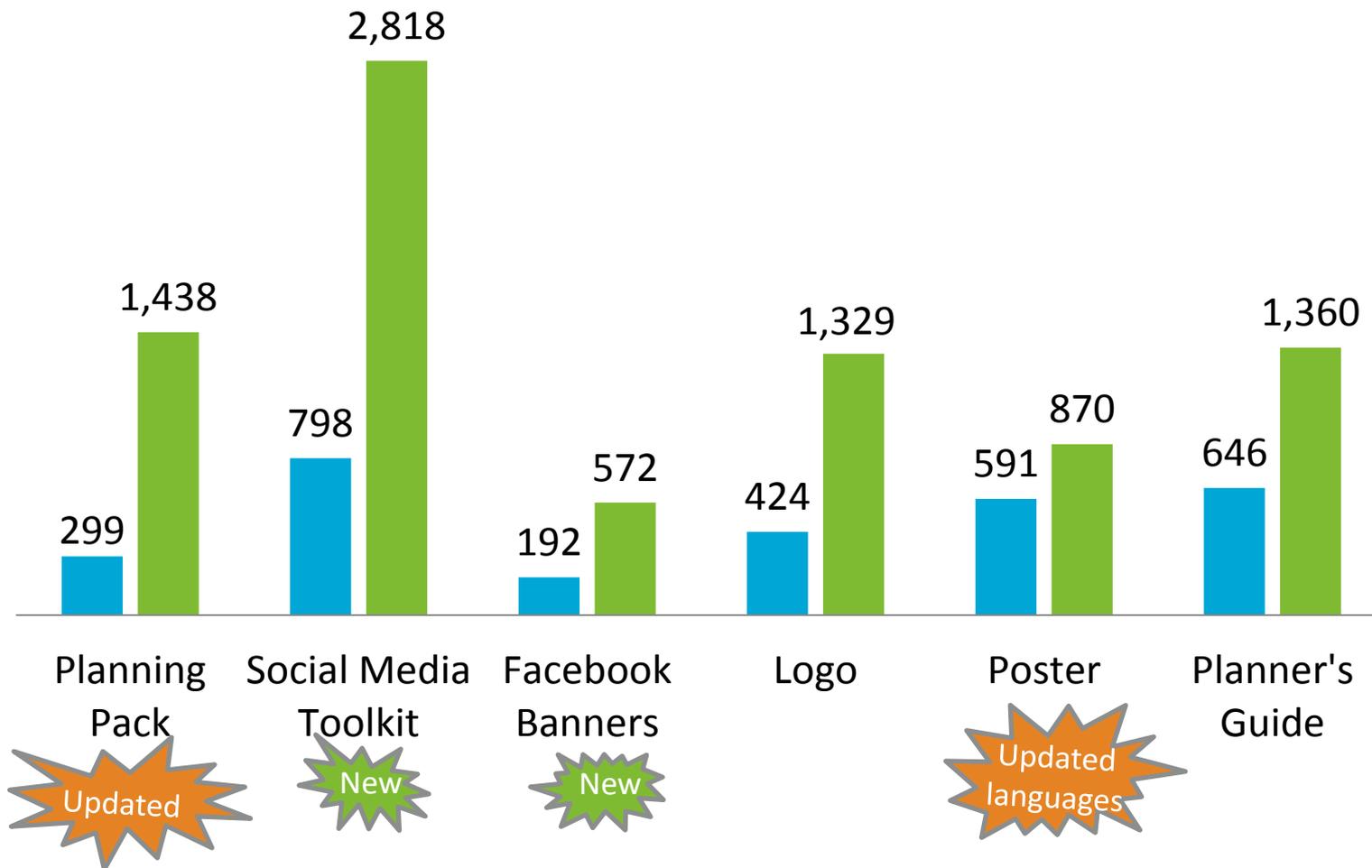


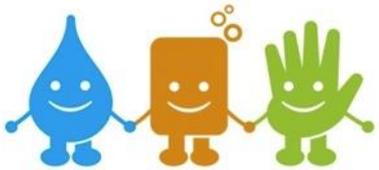
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# Website Downloads

## September & October 2013

■ Downloads ■ Views





Global Handwashing Day  
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# Social Media Toolkit

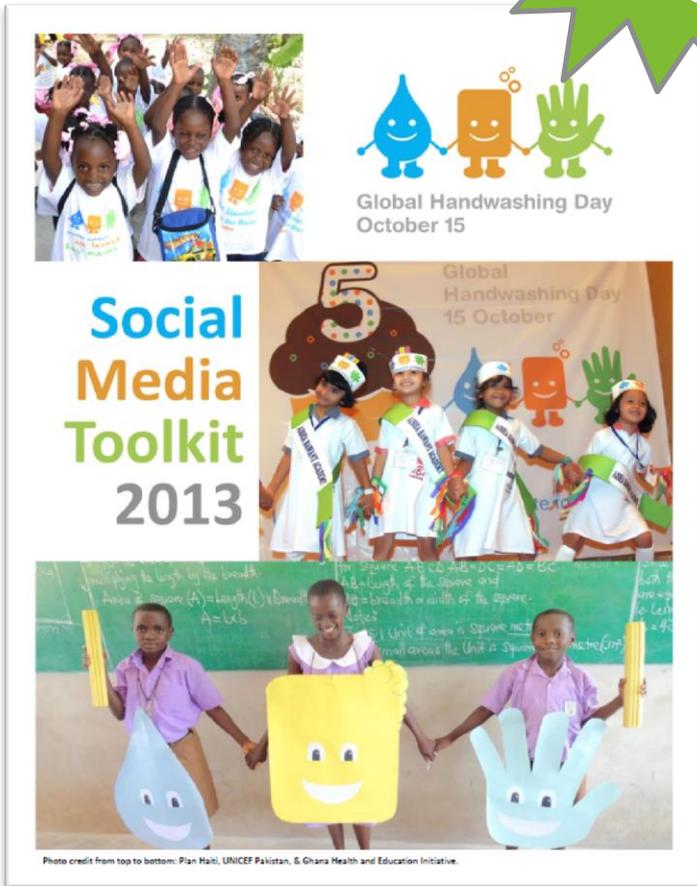
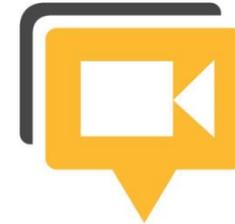
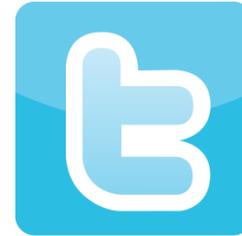
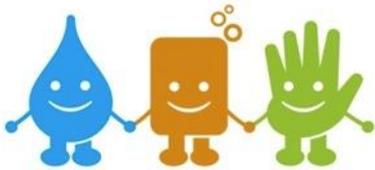


Photo credit from top to bottom: Pian Mali, UNICEF Pakistan, & Ghana Health and Education Initiative.





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# Facebook “Likes” & Posts

## Mentions & Posts

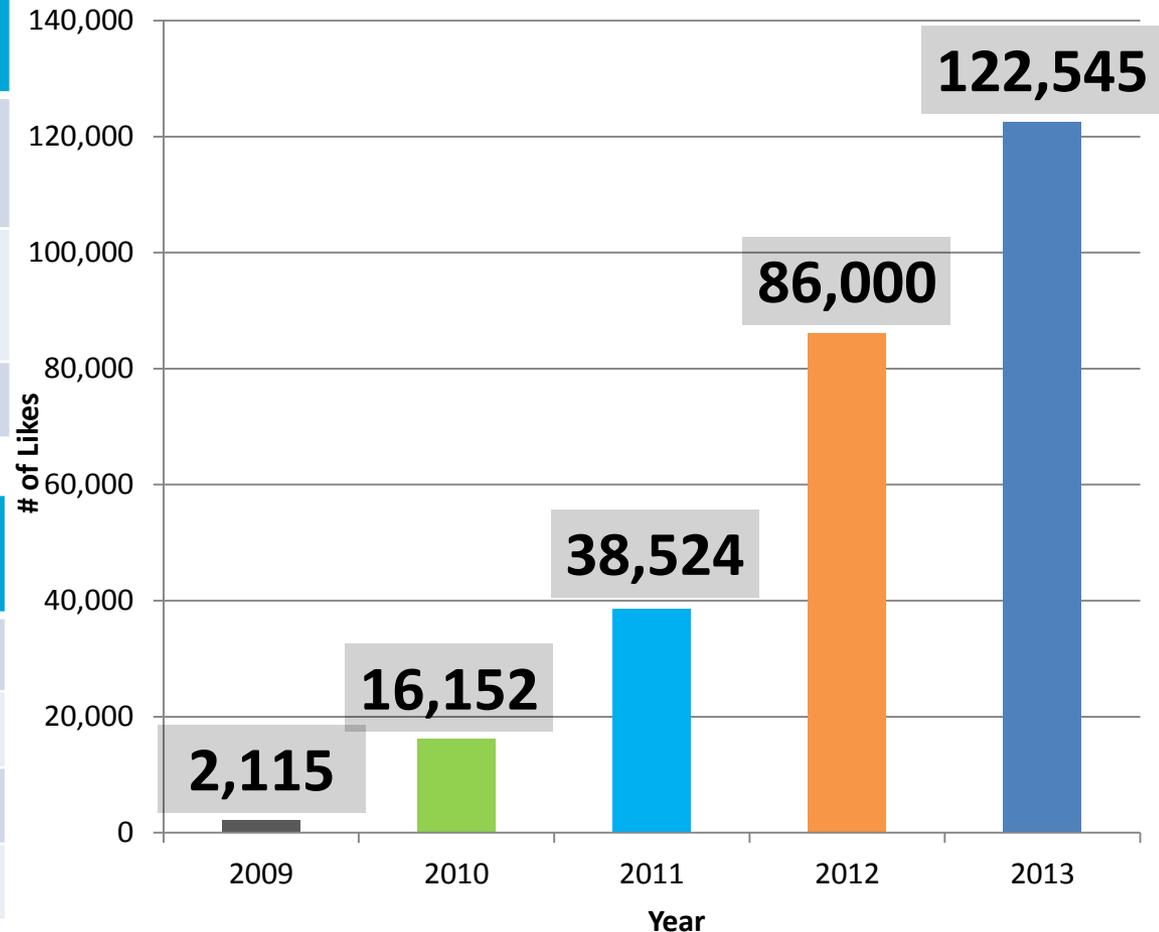
October 12-22, 2013

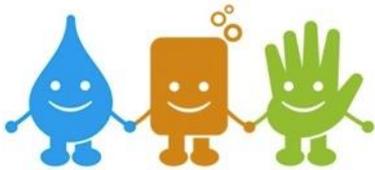
233	“Global Handwashing Day”
71	“Global Hand Washing Day”
53	Facebook Posts

## Hashtags Used

October 12-22, 2013

61	#iwashmyhands
48	#globalhandwashingday
38	#ghd
2	#ghd2013

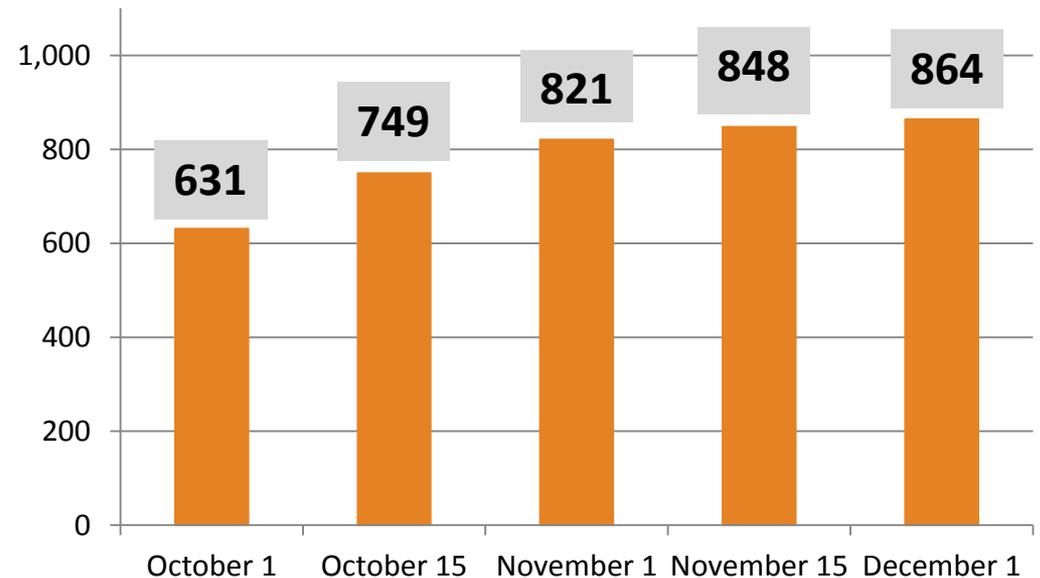




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# Tweets

## # of Twitter Followers



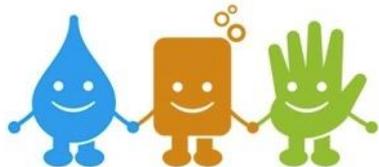
## Hashtags Used

October 12-22, 2013

10,151	#iwashmyhands
2,934	#globalhandwashingday
926	#ghd
63	#ghd2013

## PPPHW Tweets

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

 **Oxfam** @oxfamgb 15 Oct  
It's #GlobalHandwashingDay. So today we're saying thanks to our friend, the humble bar of soap [instagram.com/p/ffO2vsj0zm/](https://www.instagram.com/p/ffO2vsj0zm/)

 **HuffPost Impact** @HuffPostImpact 15 Oct  
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!

 **Intl Rescue Comm IRC** @theIRC 15 Oct  
IRC Voice @jencarlosmusic visited #Haiti this summer & helped teach children importance of handwashing #iwashmyhands  
[pic.twitter.com/UcQcpDQJmj](https://pic.twitter.com/UcQcpDQJmj)

 **NoMore Pneumo** @NoMorePneumo 14 Oct  
Global Handwashing Day is tomorrow - October 15! Celebrate with over 1 billion people around the world. #washmyhands  
#GlobalHandwashingDay

 **UNFPA** @UNFPA 15 Oct  
Celebrate Global Handwashing Day by washing your hands WITH SOAP today! Why this is so important: #iwashmyhands

 **Gates Foundation** @gatesfoundation 15 Oct  
Handwashing is an individual behavior, but all of us must do it to enjoy the community benefits. #iwashmyhands [gates.ly/17rU97N](https://gates.ly/17rU97N)

 **UNICEF** @UNICEF 15 Oct  
The power is in your hands on **Global Handwashing Day** - and everyday! #iwashmyhands with soap to save lives [thndr.it/153YOut](https://thndr.it/153YOut)

 **World Bank** @WorldBank  
The power to reduce disease is in your hands: [wrld.bg/pQpPK](http://wrld.bg/pQpPK)  
#GlobalHandwashingDay



**WatSanCollabCouncil** @WatSanCollabCou 15 Oct  
Happy Global Handwashing Day! Celebrate with over 1 billion people around the world. #iwashmyhands #GHD  
[pic.twitter.com/8WAXBPrZSi](https://pic.twitter.com/8WAXBPrZSi)

 **United Nations** @UN 15 Oct  
Tues is **Global Handwashing Day!** Over 200m people & 1m schools in over 100 countries are celebrating! [uni.cf/PXal4V](http://uni.cf/PXal4V) #iwashmyhands

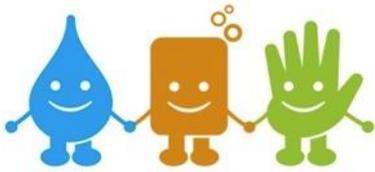


**DFID** @DFID\_UK 15 Oct  
INFOGRAPHIC: Handwashing with soap can save 603,000 1-5 yr old kids' lives each year! [ow.ly/i/3qaco](http://ow.ly/i/3qaco) #GlobalHandwashingDay @WSUPUK

 **Lifebuoy** @lifebuoysoap 15 Oct  
Happy #GlobalHandwashingDay! Celebrate by saving lives - all you need to do is share this video: [goo.gl/psmRqG](http://goo.gl/psmRqG)  
#helpachildreach5



**EveryWomanEveryChild** @UnfEWEC 14 Oct  
The power is in your hands - on **Global Handwashing Day**, Oct15, will you pledge to wash your hands WITH SOAP? #iwashmyhands



Global Handwashing Day  
October 15

Celebrating around the  
globe!

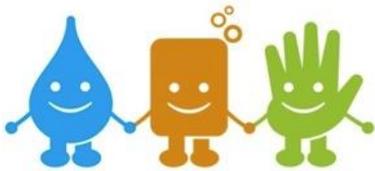
Posts made on social media  
help capture the global  
nature of the day

# Geographic Locations

with the most Facebook or Twitter posts in 2013

Facebook
United States
India
United Kingdom
Philippines
South Africa
Thailand
Argentina
Spain
Indonesia
Kenya
Nigeria
Belgium

Twitter
United States
United Kingdom
Indonesia
Thailand
Philippines
India
Canada
Spain
Nigeria
South Africa
Netherlands
Mexico

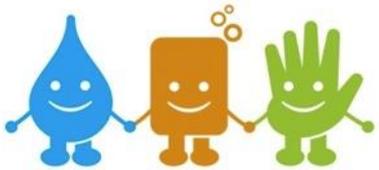


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# Blogs & News Coverage



**Celebrating around the globe!**  
From Anguilla to Zimbabwe, Global Handwashing Day was mentioned in over 200 blogs, news articles, or video segments.



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# Photo Contest Winners



Photo by Bridget Teirney  
World Vision, Bangladesh

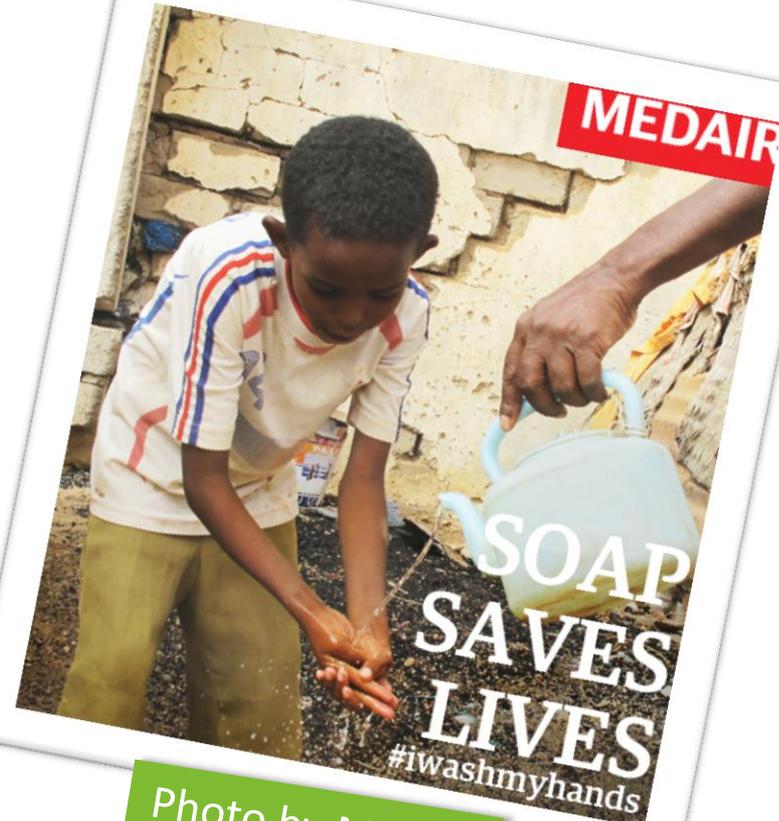
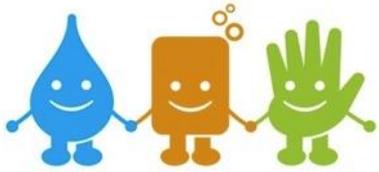


Photo by Mediar



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# Virtual Celebration

New Activity

YouTube

Uploads from PPPHW by PPPHW



01:01 / 24:54

2013 Global Handwashing Day Virtual Celebration



PPPHW

Subscribe

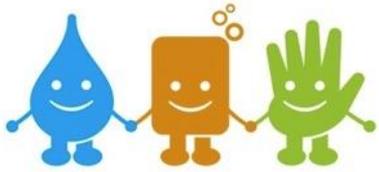
37

Share with Hootlet

9 0

## Google Hangout on Air

- 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](#)



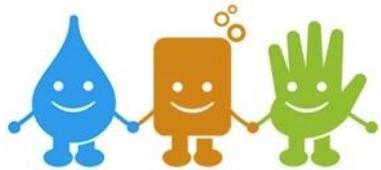
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# Global Handwashing Day Map

[globalhandwashing.org/ghw-day/activities](http://globalhandwashing.org/ghw-day/activities)

## Global Handwashing Day Activities Map

- 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



Global Handwashing Day  
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# 2013 GHD Stories: Flashmob in Sierra Leone

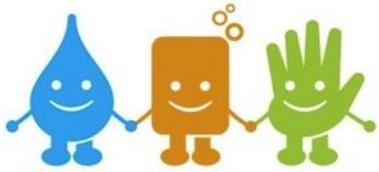
- While Sierra Leone has participated in previous Global Handwashing Days, in 2013 they hosted Sierra Leone's first flashmob to raise awareness about the day & the importance of handwashing with soap
- The event was organized by the Ministry of Health, Ministry of Water Resources, and five NGOs comprising 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 respectively<sup>1</sup>



1. [http://www.communityledtotalsanitation.org/sites/communityledtotalsanitation.org/files/SLTS\\_SierraLeone.pdf](http://www.communityledtotalsanitation.org/sites/communityledtotalsanitation.org/files/SLTS_SierraLeone.pdf)



# 2013 GHD Stories: Zambia

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## Tapping into traditional leaders

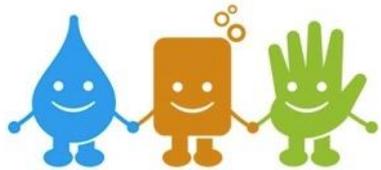
Unlike in past years, four traditional leaders who have embraced a Community-Led Total Sanitation program were at the celebration. Their presence helped encourage their communities to construct toilets and promote handwashing with soap.

- 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.

All photos credit Rufus Eshuchi, UNICEF



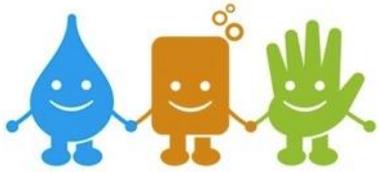
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# 2013 GHD Stories: Pan-American Health Organization

Country	Handwashers
Argentina	1,659
Costa Rica	311,839
Guatemala	5,510
Panama	1,033
Uruguay	3,824

- 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.





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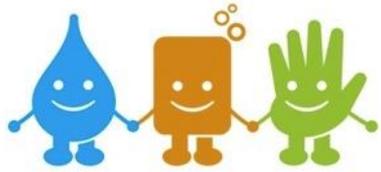
# 2013 GHD Stories: The Role of the Private Sector

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.



Photo Credit: UNICEF Cambodia



Global Handwashing Day  
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# Thank You!



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

[www.globalhandwashing.org](http://www.globalhandwashing.org)

or

[contact@globalhandwashing.org](mailto:contact@globalhandwashing.org)

