

October 15

Global Handwashing Day

Global Planning Call

21 June 2017



Global Handwashing Day
October 15

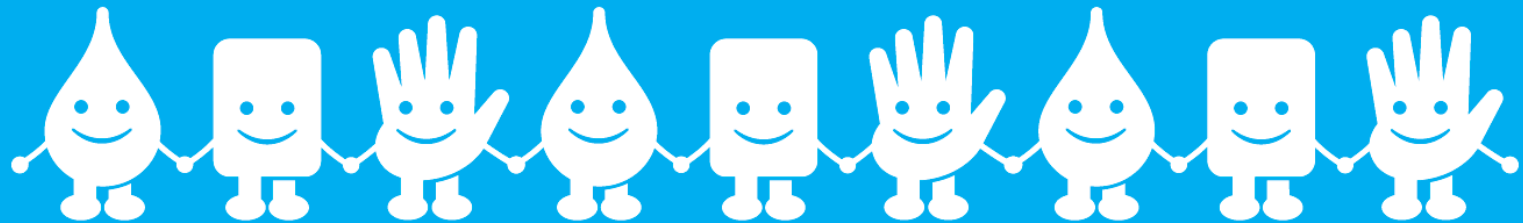




October 15 is Global Handwashing Day,

a global advocacy day dedicated to increasing awareness and understanding about the importance of handwashing with soap as an effective and affordable way to prevent diseases.

Global Handwashing Day is an opportunity to design, test, and replicate creative ways to encourage people to wash their hands with soap at critical times.





Since the first Global Handwashing Day in 2008, when over 120 million children around the world washed their hands with soap in more than 70 countries, community and national leaders have used Global Handwashing Day to spread the word about handwashing, built sinks and tippy taps, and have demonstrated the simplicity and value of clean hands.



Call objectives

Objectives of today's call:

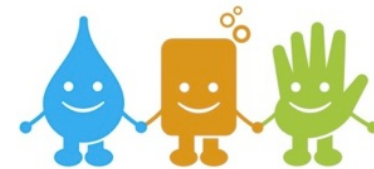
- Review Global Handwashing Day 2016
- Discuss planning for this year's Global Handwashing Day



Photo courtesy of UNICEF

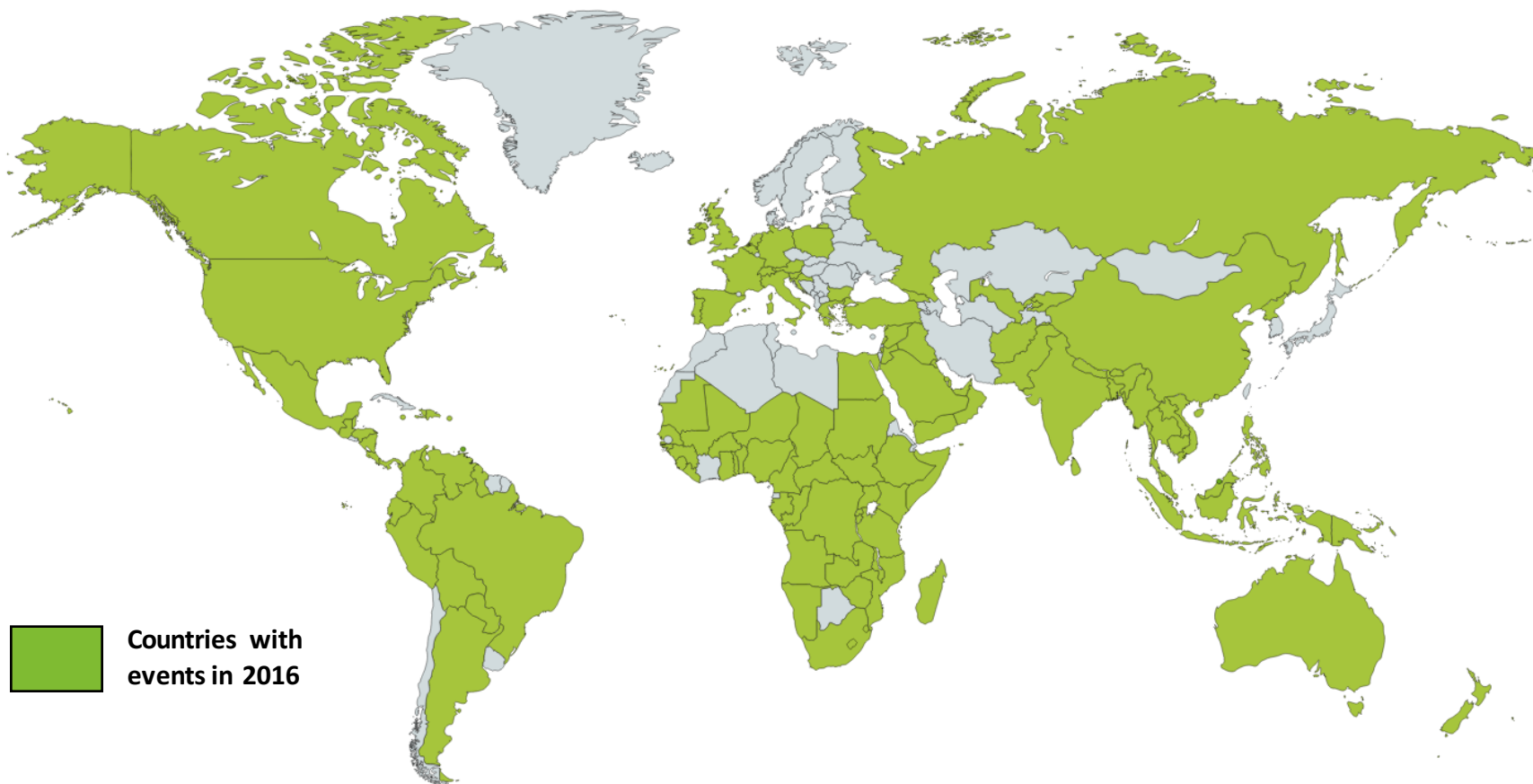
Looking Back: Global Handwashing Day 2016 

Overall Results Worldwide



Global Handwashing Day
October 15

In 2016, 213 million people from **125 countries** celebrated at events and 108 million people learned about handwashing through online messages and campaigns. Global Handwashing Day reached more than **321 million people!**



Making handwashing a habit in schools in 2016



Global Handwashing Day
October 15

Cambodia

Splash

- Activities at 13 schools with 1,000 people.
- Hygiene information conveyed through quizzes, role-playing activities, songs, and handwashing demonstrations.
- Additional 24,000 students in Nepal and Ethiopia.



Iraq

UNICEF

- Campaigns with implementing partners and volunteer groups from the Iraqi Ministry of Youth and Sports.
- Nearly 20,500 schoolchildren participated in the events.
- 13,000 brochures and 20,500 magazines; 15,000 soap bars and 10,000 t-shirts.



Photo credits: Splash (left); UNICEF (right)



Global Handwashing Day
October 15

Empowering communities one clean hand at a time in 2016

Jordan

International Medical Corps



- Events at Azraq refugee camp promoted the importance of handwashing and personal hygiene.
- Role-plays, demonstrations, and distribution of brochures and hygiene kits.
- More than 3,200 individuals participated.
- IMC continues to promote handwashing among the camp's 35,000 refugees.

Kenya

Nakuru County Department of Health

- Celebration with the Ministry of Health, the Nakuru County Department of Health, and partner organizations.
- Resulted in increased awareness of the importance of handwashing.
- More than 2,800 students, 500 community members, and 100 guests benefited.



Photo credits: International Medical Corps (left); Nakuru County Department of Health



Our Role

Motivate and support handwashing champions to participate in Global Handwashing Day by equipping them with tools, information, and connections. This includes:

- Developing the theme
- Spreading the word
- Supporting partners' events
- Connecting celebrants to each other
- Developing new materials
- Updating the GHD website



Seeking Your Feedback

- GHP's Role in materials, coordination, and celebrations
- What worked well?
- What can we improve?



Global Handwashing Day 2017



2017 Theme Ideas

Our Theme Should Be:

- Memorable
- Positive
- Universal
- Simple

Previous Themes

Previous themes

- Raise a Hand for Hygiene (2015)
- Choose Handwashing, Choose Health (2014)
- The Power is in Your Hands (2013)
- Celebrating 5 Years (2012)
- Make Handwashing a Habit (2016)

Ideas for 2017

Ideas for 2017

- Let's "Nudge" Handwashing
- Lend a clean helping hand
- Clean hands are happy hands
- Wash away diseases
- Clean hands save lives
- Handwashing for everyone
- Handwashing for all

Planning Timeline



June

- 28 – Announce theme for 2017

July

- 19 – Publish Planner's Guide & Social Media Toolkit

August

- 15 – Publish French Planner's Guide (and another translation)
- TBD – Second planning call

September

- TBD – Publish behavior change tool

October

- 12 – GHD press release
- 15 – Global Handwashing Day!
- 16 – Begin post-GHD activities and tasks



Planning Timeline

Between now and October 15, we will:

- Publish fact sheet around the theme
- Disseminate Global Handwashing Day newsletters
- Develop 'Beyond October 15' infographic
- Update the web site and virtual events page
- Share GHD-related resources developed by other organizations
- Support your plans and events!



Your role: What can you do this year?



How can you get involved?



- Host a celebration – share your plans with us!
- Use and disseminate resources amongst colleagues
- Promote on social media
- Visit the website for updates, news, and materials
- Encourage others to sign up for emails
(<http://globalhandwashing.org/sign-up/>)



Questions?



Thank You!

*For tools, information, and inspiration please visit
www.GlobalHandwashingDay.org or to join planning efforts,
email bmanavizadeh@fhi360.org.*

