



Global Handwashing Day 2017 Planning Call notes

Date: 21 June 2017

About Global Handwashing Day & the Global Handwashing Partnership

- Global Handwashing Day is 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. It takes place annually on October 15th.
- GHD is an opportunity to design, test, and replicate creative ways to encourage people to wash their hands with soap at critical times.
- In 2016, 31 million people in 125 countries celebrated; and 108 million people were reached by social media campaigns worldwide.
- Countless bars of soap and informational resources distributed during celebrations and events (see slide deck for examples).
- *Learn more about the results in 2016 by reading the [report](#).*

Feedback from 2016

- Planner's Guide, Social Media Toolkit and habit formation fact sheet were found to be very helpful
- Having a yearly theme which allows key messages to resonate with the communities was seen as positive
- Many people who planned celebrations expressed wanting to have tools and messages translated into languages other than English and French

Global Handwashing Day 2017

- The GHP's role is to motivate handwashing champions to participate in Global Handwashing Day by equipping them with tools, information, and connections. This includes setting the theme, developing materials, supporting others' events, and more (see slick deck for full list).
- Two important tools from the GHP are the Planner's Guide and Social Media Toolkit.
- We are looking for a theme for 2017. The theme should be positive, memorable, and actionable (see slide deck for past themes and ideas for themes for 2017).
- The following themes were suggested on the call:
 - Clean hands save lives!
 - Everyone can wash hands!
 - Give a clean helping hand
 - My hands, my health!
 - Wash away diseases with soap!
 - Wash hands, save a life!

Let us know which theme you liked best or if you have ideas for a theme [here](#)!

- The theme will be finalized in late June, and the Planner's Guide and Social Media Toolkit will be published in July. See the slide deck for a full planning timeline.
- Participants can get involved by:
 - Hosting a celebration
 - Promoting handwashing on social media
 - Visiting the website for updates, news, and materials
 - Encouraging others to sign up for emails (<http://globalhandwashing.org/sign-up/>)
 - Submitting your event

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



Discussion highlights

Translating materials and tools

- The GHP encourages organizers to translate materials into languages that best serve their communities.

Themes: Behavior promotion vs. soap promotion

- For many, the theme should be about addressing handwashing behaviors. Themes that encourage the use of soap without explicitly addressing handwashing may lead celebrants to think that the objective of the theme is to promote soap products. Participants noted the need to keep the emphasis on handwashing while also promoting handwashing with soap.

October 15th falls on a Sunday this year

- Global Handwashing Day is recognized on October 15, which falls on a Sunday this year. Some organizations may hold celebrations on the 13th or 16th. For some organizers, it may be easier to get community members out to celebrate on the weekend.
- In the past, campaigns take place across a number of days, sometimes even last an entire week or month.

Planned Partner Events

- USAID's Maternal & Child Survival Program is currently developing a microsite, entitled WASH for Healthcare Facilities. This site will provide access to resources about hygiene in healthcare facilities. It will be launched prior to Global Handwashing Day. Interested individuals should reach out to us or go to the site after it is launched: <http://washforhealthcare.mcsprogram.org/>

Circulating celebration descriptions

- The Global Handwashing Day [interactive map](#) allows planners to share their events and results, so that people from all around the world can see what events are taking place in their communities and countries.
- The Global Handwashing Day [virtual events page](#) advertises digital campaign events, such as webinars, Twitter chats, live-streamed events, and video campaigns.

Media Coverage

- In the months and weeks leading up to Global Handwashing Day, campaigns and events are disseminated through various media formats online (e.g., news articles, blog announcements, and featured in newsletters).
- One way to track media coverage is by using [Google Alerts](#), which shares updates with the latest news.
- Many disseminate their campaigns via Twitter and Facebook. Using #GlobalHandwashingDay2017 in Twitter/Facebook posts, as well as a theme-based hashtag (ex: in 2016, #MakeHandwashingaHabit), is another way to monitor social media platforms and increase coverage.
- Partners recommended that the GHP develop targets around media, communications, etc, to help with planning.