

October 15

Global Handwashing Day

2017 Report



Global Handwashing Day
October 15



GLOBAL
HANDWASHING
PARTNERSHIP



Photo credits: (cover) PSS Educational Development Society; (this page) Fundación Mundo Sano

About Global Handwashing Day

Global Handwashing Day is a global advocacy day dedicated to celebrating and advocating for handwashing with soap as an effective, affordable way to prevent diseases. It is an opportunity to design, test, and replicate creative ways to encourage people to wash their hands with soap at critical times.

Each year on October 15, communities, advocates, and leaders spread the word about hand hygiene, build handwashing infrastructure, and demonstrate the value of handwashing with soap. Global Handwashing Day was founded in 2008 by the Global Handwashing Partnership.



Our Hands, Our Future!



The 2017 Global Handwashing Day theme was *Our Hands, Our Future!*

This theme emphasized the ways that proper handwashing helps to protect our health, achieve our goals, and contribute to the futures of our communities and our world.

Handwashing with soap has benefits beyond short-term disease prevention. It can limit stunting in children, protect the health of patients, reduce inequities, and help communities build healthy futures.



2017 Resources



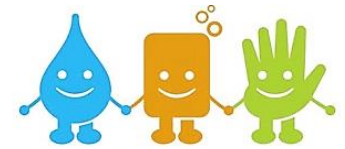
In 2017, the Global Handwashing Partnership developed interactive resources and tools for Global Handwashing Day, including:

- [Planner's Guide](#) in English, French & Spanish
- [Social Media Toolkit](#) in English, French & Spanish
- Global Handwashing Day [banner](#)
- Beyond Global Handwashing Day [infographic](#)
- Virtual Campaigns [webpage](#)
- Interactive [event map](#)
- Global Handwashing Day [quiz](#)

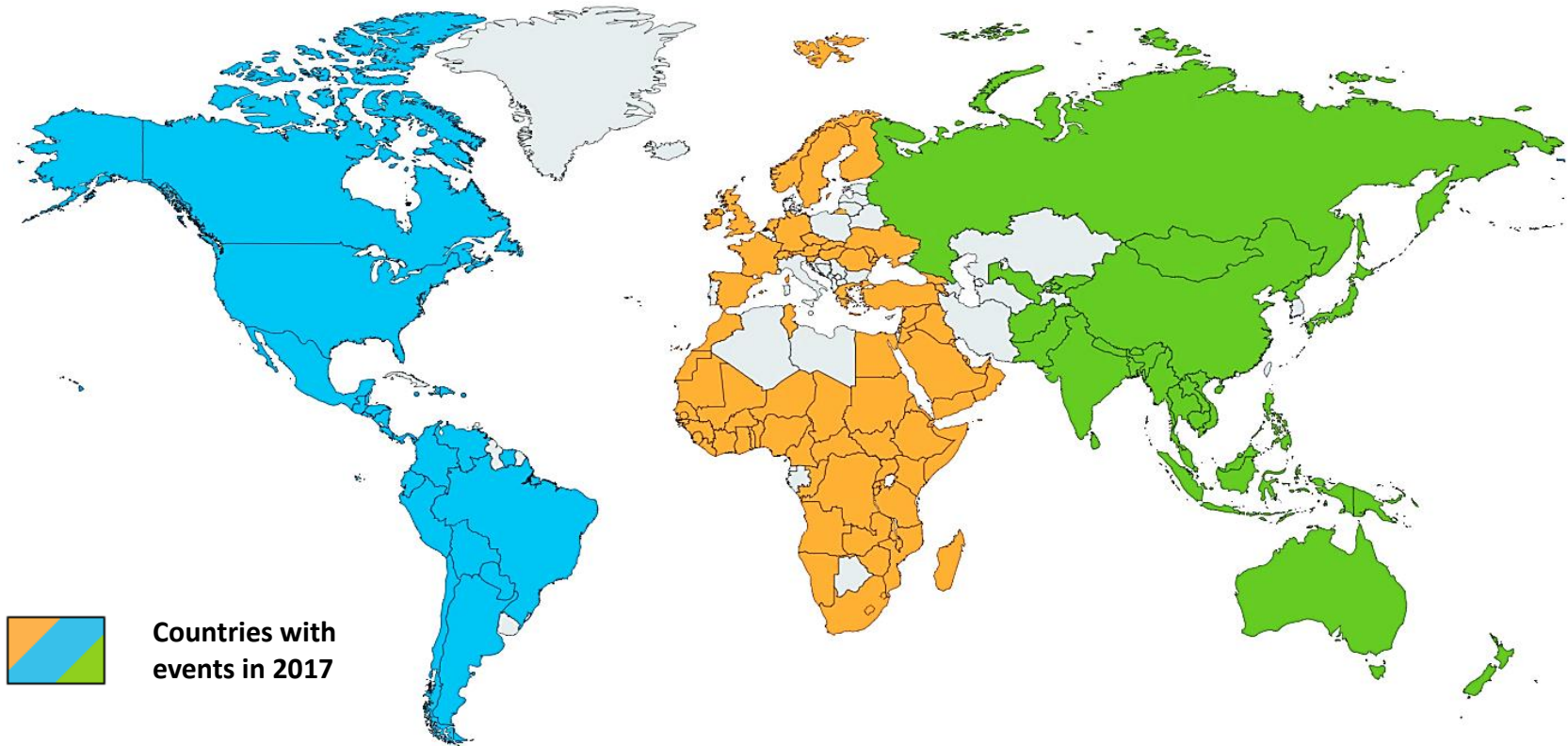


All resources are available on www.GlobalHandwashingDay.org

Overall Results Worldwide



In 2017, nearly **30 million people** from **143 countries** participated in events, and mass media programs reached more than **218 million people**. In addition, **275 million people** learned about handwashing through social media and virtual campaigns. In total, Global Handwashing Day celebrations reached more than **520 million people**!



Global Handwashing Day Success Stories in 2017



Hygiene education in Afghanistan

In partnership with the education departments in Badghis and Herat provinces, World Vision engaged 1,500 schoolchildren, who learned about the importance of personal hygiene. During events, the Badghis Education Director paid tribute to teachers for their important role in teaching students about the importance of handwashing and helping them to improve habits.



World Vision

Safeguarding hand hygiene in the Philippines

In Manila, P&G celebrated Global Handwashing Day with 350 youth. In line with their 50-year tradition of handwashing education, Safeguard launched a handwashing song performed by Alden Richards, to remind us when and how to wash hands. P&G also reached more than 60 million people through social media in both China and the Philippines.



GMA Network

Global Handwashing Day Success Stories in 2017



#High5forHandwashing with Lifebuoy

Unilever, a co-founder of Global Handwashing Day, continued its Lifebuoy campaign to unite supporters of child health to champion good hygiene habits. For every picture or video with a high five, Lifebuoy pledged help educate five children on proper handwashing in 2018. With over 70,000 high fives, this campaign reached more than 88 million people over social media. Learn more [here](#) about the Lifebuoy campaign.



Improving hygiene compliance in Chile

In two locations, Centro de Salud Familia held interactive activities for visitors, center officials, and students from the Centro de Formación Técnica. Students taught visitors the importance of proper handwashing and distributed soap. A hand hygiene competition was held for staff and students, evaluating various clinical hand hygiene techniques. In total, CESFAM reached 200 people through events.



Global Handwashing Day Success Stories in 2017



#HandwashingHelps stop germs in India

WaterAid India's #HandwashingHelps campaign encouraged people to share their own messages across social media platforms. The campaign's website detailed the importance of handwashing, and shared facts and messages. The team also created a [video](#), *Saving Plate: What do you bring to the table?* to get people to think about the germs they bring with them when they don't wash hands before eating.



Saving water while handwashing in South Africa

The City of Cape Town Environmental Health Department organized a monthlong campaign to encourage handwashing to prevent the spread of diarrheal disease. 1,200 people were reached at child development centers, primary schools, health clinics, and in informal settlements. With events taking place during a drought, a water-saving handwashing device entitled the *Squeeze Bottle*, was promoted during events.



Global Handwashing Day Success Stories in 2017



WASHUP! on Global Handwashing Day

World Vision hosted a webinar on October 11 to highlight the WASHUP! program. In partnership with Sesame Workshop, this interactive school- and center-based program uses multimedia to promote educational materials that teach children and caregivers about positive and healthy WASH behaviors. Learn more about WASHUP! [here](#).



Handwashing with UNICEF in Ukraine

UNICEF celebrated at a primary school in the village of Myrnyi, in southern Ukraine. 120 students and teachers learned about effective handwashing practices. A team of animators led an informational session, a theatrical performance, and a soap bubble show. Afterward, children received gift bags with hygiene messages and supplies.



Continuing the momentum!

Visit the [Beyond Global Handwashing Day](#) page for examples and simple ideas of how you can make handwashing a centerpiece of healthy behaviors around the year in your households, schools, health clinics, and communities.

We encourage you to stay up to date on the latest in handwashing by [signing up](#) for our newsletter, and following the GHP on [Twitter](#) and [Facebook](#).

For more resources on handwashing with soap promotion and advocacy, visit the [resources section](#) on the GHP website.



5 THINGS TO DO AFTER GLOBAL HANDWASHING DAY

PRACTICE MAKES PERFECT
Maintain positive hygiene behavior and make handwashing a habit! 

BE A HYGIENE HERO
 Continue to promote and advocate for hygiene where you live and work.

SPREAD THE WORD, NOT GERMS
Tell others about what you learned and how handwashing with soap helps ensure a brighter future. 

LEARN MORE
 Visit GlobalHandwashing.org for resources, tools & ideas.

SHARE YOUR STORY
Tell us how you celebrated by submitting your story at <http://bit.ly/ghdupload>. 

#GlobalHandwashingDay





Photo credits (clockwise from top left): Soweto Youth Initiative, Save the Children-Vietnam, World Visions-Kenya, Hindustan Unilever

Join us for Global Handwashing Day on October 15, 2018!

For tools, information, and inspiration please visit
www.GlobalHandwashingDay.org. To join planning efforts,
email us at contact@globalhandwashing.org.

