October 15

Global Handwashing Day

Planner's Guide

Global Handwashing Day
October 15

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August 2018, 7th edition

This guide was prepared by FHI 360 for the Global Handwashing Partnership (GHP). The GHP's Steering Committee Members are: Colgate-Palmolive, FHI 360, the London School of Hygiene and Tropical Medicine, Procter & Gamble, UNICEF, Unilever; USAID, the Water and Sanitation Program (WSP) at the World Bank, and the Water Supply and Sanitation Collaborative Council (WSSCC).

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Graphic Design: Design Lab 360

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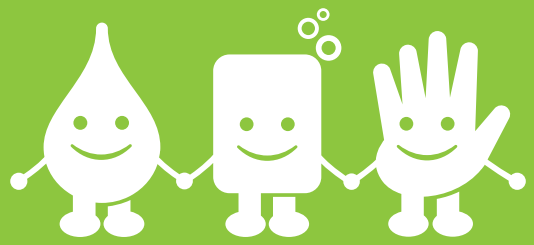
SECTION ONE: Introduction

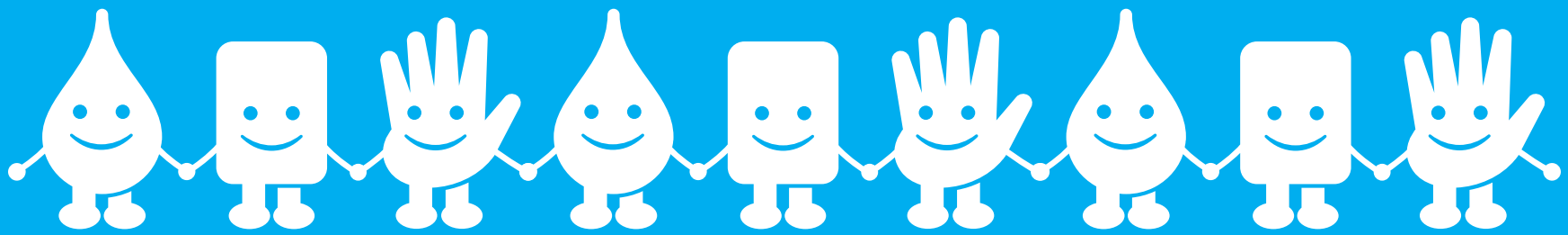
Clean hands - a recipe for health



October 15 is Global Handwashing Day,

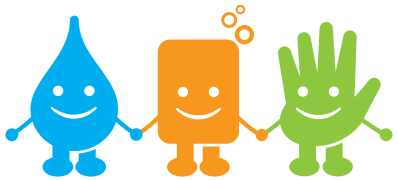
a global advocacy day dedicated to increasing awareness and understanding about the importance of handwashing with soap as an effective and affordable way to prevent diseases.

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.



Countries with events in 2017

Since the first Global Handwashing Day in 2008, community and national leaders have used Global Handwashing Day to spread the word about handwashing, build and maintain handwashing facilities, and demonstrate the value of clean hands. In 2017, more than 500 million people celebrated Global Handwashing Day. Let's work together to reach even more people in 2018!



GLOBAL HANDWASHING DAY 2018

Clean hands – a recipe for health

This year's theme focuses on the links between handwashing and food – including food hygiene and nutrition. Handwashing is an important part of keeping food safe, preventing diseases, and helping children grow strong. Our tagline, ***Clean hands - a recipe for health***, reminds us to make handwashing a part of every meal.

ABOUT GLOBAL HANDWASHING DAY

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. 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.

WHAT YOU CAN DO:

- Wash your hands with soap at critical times, especially before eating, cooking, or feeding others.
- Model good handwashing behavior, and remind or help others to always wash their hands before eating.
- Make handwashing part of your family meals.
- Establish places to wash your hands in the household, in your community, in schools, workplaces, and in health facilities.
- Promote effective handwashing behavior change in research, policy, programs, and advocacy.

Why handwashing is important

Handwashing with soap is among the most effective and inexpensive ways to prevent infectious diseases. Every year, pneumonia and diarrhea kill 14 million children under five.[1] This simple behavior can save lives, cutting deaths associated with diarrhea by almost one-half and deaths from acute respiratory infections by nearly one-quarter.[2] Handwashing with soap not only helps people improve their health, but also removes barriers to economic opportunity, allows children to learn and grow, and helps strengthen communities.

Handwashing with soap is included in the Sustainable Development Goals Target 6.2 for sanitation and hygiene. It also is important for meeting targets around child survival, nutrition, gender, equity, and education.

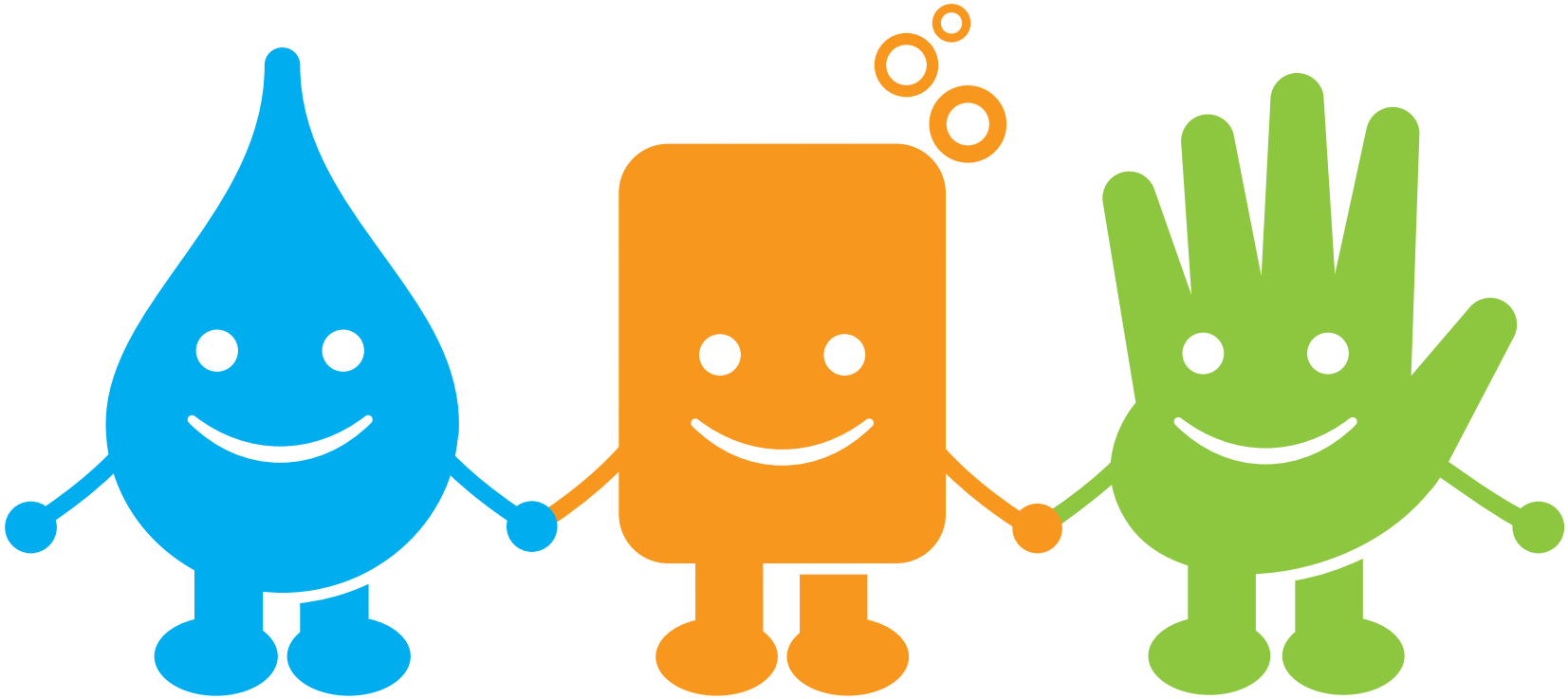
About Global Handwashing Day

The Global Handwashing Partnership initiated the first Global Handwashing Day on October 15, 2008, mobilizing 120 million children in 73 countries to wash their hands with soap. Today, Global Handwashing Day is endorsed and commemorated by governments, international institutions, civil society organizations, non-governmental organizations (NGO), private companies, and communities around the globe. Global Handwashing Day provides an opportunity to celebrate, advocate for, and raise awareness of the importance of handwashing with soap. It is a catalyst for national, local, and global action.

This year's theme focuses on the handwashing as a part of good food hygiene and nutrition. Our tagline **'Clean hands - a recipe for health'** reminds us that handwashing with soap is a vital part of cooking, eating, and feeding others.

About this Planner's Guide

This Planner's Guide is a resource to help individuals, groups, and organizations around the world plan their Global Handwashing Day activities. In this guide, you will find practical tips, tools, facts, and ideas to implement a successful Global Handwashing Day celebration. This guide also includes suggestions for promoting handwashing every day of the year—beyond October 15. This guide has been updated from the 2017 version.



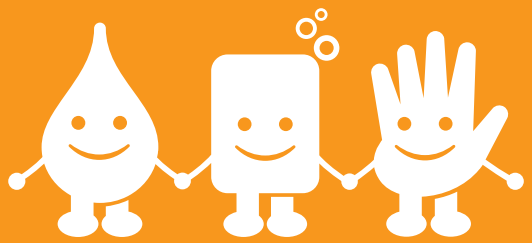
Want to use our logo for a Global Handwashing Day Initiative?

Download Here

Anupam Subhadarshan, Programme Officer – Odisha, Catalysts for Social Action

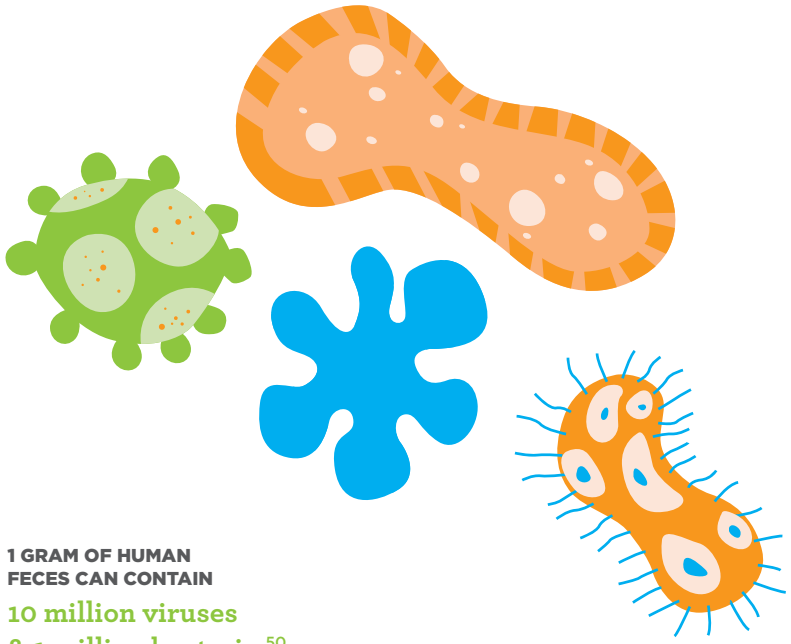
SECTION TWO: Inform

5 Facts about Handwashing



1 Handwashing with soap is a "do-it-yourself vaccine" that, when practiced properly and regularly, prevents infections and saves lives

Handwashing with soap stops the spread of the germs that cause diarrhea (including shigellosis, typhoid, and cholera), other common endemic gastro-enteric infections, and some respiratory infections such as influenza (flu) and pneumonia. Diarrhea and pneumonia are leading causes of death worldwide for children under five. These pathogens originate in human feces (poo) and are passed from person to person through physical contact, contaminated food and liquids and other routes. Handwashing with soap after contact with fecal matter—from using the toilet or cleaning a child—prevents the transmission of the bacteria, viruses, and protozoa that cause many diseases.



1 GRAM OF HUMAN FECES CAN CONTAIN
10 million viruses & 1 million bacteria.[50]

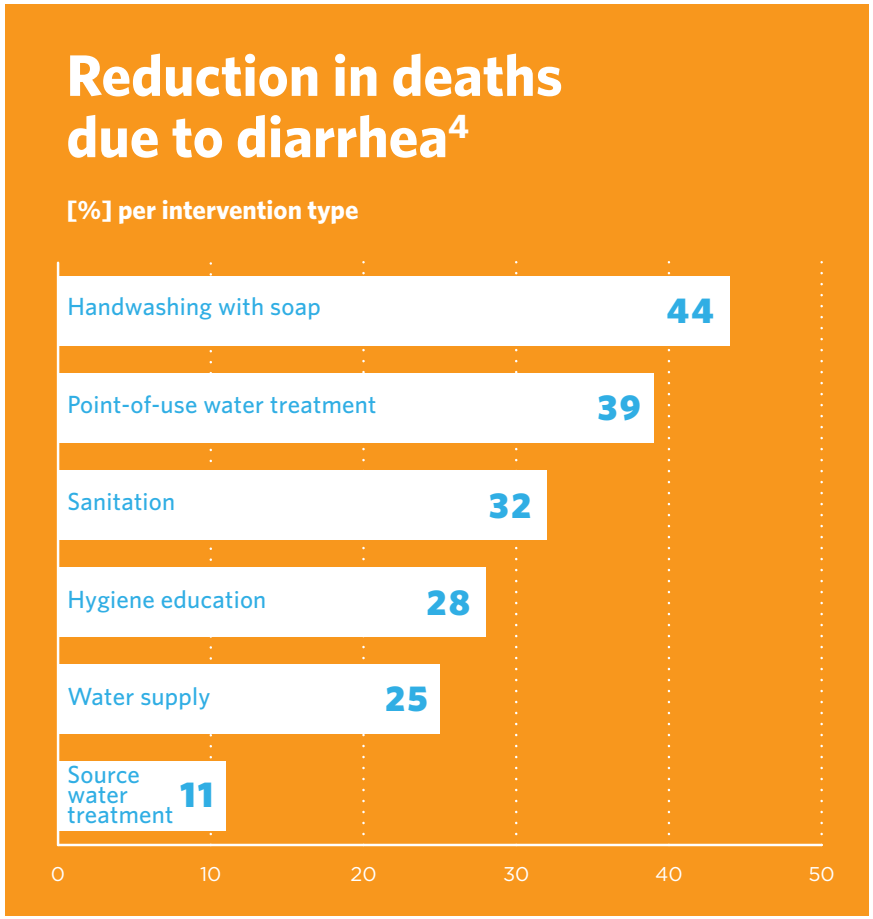
Because handwashing can prevent the transmission of a variety of pathogens, it may be more effective than any single vaccine. Studies have found that children living in households where handwashing is encouraged and soap is available have half the rates of diarrhea compared to children who do not have these.[3] When practiced regularly and on a wide scale, handwashing with soap can be thought of as a "do-it-yourself vaccine" because it is easy, effective, and affordable.

Diarrheal Disease

A review of more than 30 studies found that handwashing with soap cuts the incidence of diarrhea by nearly half.[4] Human feces (poo) is the main source of the germs that cause diarrhea, including shigellosis, typhoid, and cholera, and all other common endemic gastro-enteric infections. These germs make people ill when they enter the mouth via hands that have been in contact with feces, contaminated drinking water, unwashed raw food, unwashed utensils, or smears on clothes. The figure on the right shows the effectiveness of handwashing with soap for reducing deaths due to diarrhea in comparison to other interventions.

Acute respiratory infection

Acute respiratory infections like pneumonia are the leading cause of death in children under the age of five. Evidence suggests that better handwashing practices could cut the rate of respiratory illness by more than 20%.[5] The full effect might turn out to be even bigger. In fact, a study in Pakistan found that handwashing with soap reduced the number of pneumonia-related infections in children under the age of five by more than 50%.[3]



Intestinal worm and skin and eye infection

Studies have shown that handwashing with soap reduces the incidence of skin diseases, eye infections like trachoma, and intestinal worms, especially ascariasis and trichuriasis. Good hygiene is a vital component of the strategy to end neglected tropical diseases such as trachoma.[6]

2 Handwashing is a very cost-effective disease prevention solution

Handwashing promotion is extremely cost-effective when compared with other frequently funded health interventions.

Handwashing provides an extremely high return on investment. One study found that national handwashing programs in India and China would provide a 92-fold, and 35-fold return on investment, respectively. Investments in handwashing can provide similar health benefits as investments in water and sanitation at much lower costs; and can be integrated with existing programming to save costs.[7]

Investments in the promotion of handwashing with soap can maximize the benefits of investments in water supply and sanitation infrastructure, as well as reduce health risks for families who do not have access to basic sanitation and water supply services. They can also ensure that investments in food supply, healthcare quality improvement, and education are effective.

Often, cost is not the main barrier to handwashing practice; most households around the world already have soap—though it is commonly used for laundry, dishwashing, or bathing.

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3 Everyone can prevent disease and improve health with handwashing

Everyone can improve their own health by washing hands with soap, especially after contact with excreta and before touching food.

One person's clean hands prevent disease transmission to others. A whole family's clean hands can significantly improve the family's health and reduce incidence of common illnesses.

An entire classroom, office, or community with clean hands effectively stops disease in its tracks.

Everyone can develop and maintain the habit of handwashing at critical moments, such as after contact with excreta or before handling food or eating.

Handwashing and the Sustainable Development Goals

The United Nations adopted to the Sustainable Development Goals in 2015. These 17 goals represent political priorities for UN member states to achieve by 2030. Goal 6 addresses water, sanitation, and hygiene. Target 6.2 calls upon countries to "achieve access to adequate and equitable sanitation and hygiene for all, and end open defecation, paying special attention to the needs of women and girls and those in vulnerable situations". Handwashing is measured by the percentage of population having access to a handwashing station with soap at home. **Global Handwashing Day is a good opportunity to call governments to action to meet this target**

How do people without access to running water wash their hands?

Tippy Taps are made using cans or plastic bottles that release a small amount of water—just enough for a clean hand wash—each time they are tipped.

Learn more about Tippy Taps

Handwashing stations can be purchased, or made using a large, closed container with a tap. Some stations can accommodate many hand washers at once!

Read this guide for examples and technical guidance.

Big Idea in Handwashing

Handwashing and Food Hygiene

Handwashing with soap is an important part of keeping our food clean and safe. Food, when not properly handled, can be a major pathway for germs to enter the body and cause disease.

Washing hands with soap before handling food prevents germs from traveling from our hands, onto our food, and then into our bodies. Dirty hands can also easily transmit germs when we cook or handle food for others, meaning that one person's unwashed hands can transmit disease to an entire family when they share a meal. Poor food hygiene contributes to diarrhea, which in turn makes children more likely to suffer from malnutrition.[1]

Other important aspects of food hygiene include: keeping utensils and dishes clean, properly storing and reheating food, boiling water and milk where needed, and thoroughly cooking food.[2] These practices, together with handwashing with soap, keep meals safe, delicious, and healthy.

On Global Handwashing Day, here are some steps that individuals, families, and community leaders can take to support handwashing as part of proper food hygiene:

- Always wash your hands before cooking, eating, handling food, or feeding others
- Model good handwashing behavior and help others practice handwashing at critical times; and make handwashing a part of your family meals
- Establish a convenient place, with soap, to wash hands near where food is prepared or consumed in households, workplaces, schools, and other public places
- Establish policies in schools, workplaces, and other settings to mandate or encourage handwashing

4 Water alone is not enough

Washing hands with water alone, a common practice around the world, is significantly less effective than washing hands with soap. Proper handwashing requires soap and only a small amount of water.

Washing your hands in water won't always dislodge grease and dirt, and when grease and dirt stay on your hands, so do germs. Soap breaks down germ-carrying grease and dirt and facilitates rubbing and friction. With proper use, soaps are effective at removing the germs that cause disease.

How does soap work?

Germ-carrying grease and dirt get stuck to your hands, even when you can't see them. Soap breaks down grease and dirt so they can be dislodged by the rubbing and friction when you wash your hands, and then rinsed away—along with germs. Using soap also adds to the time spent washing and removes unpleasant odors.

Key Topic in Handwashing

Handwashing in Health Facilities?

In health facilities, handwashing is essential to prevent the spread of disease. Proper hand hygiene on the part of nurses, midwives, doctors, and other health providers is among the most effective ways to prevent healthcare-associated infections and sepsis. For example, research has found a 44% potential increase in newborn survival when handwashing and clean birth practices are in place.[3] The WHO 5 Moments for Handwashing recommends that health workers wash their hands:

- before touching a patient,
- before clean/aseptic procedures,
- after body fluid exposure/risk,
- after touching a patient, and
- after touching patient surroundings.[4]

However, an average of 61% of all health workers are not adhering to the handwashing practices recommended by the World Health Organization.[5] Many health facilities lack to basic supplies and infrastructure needed to support a clean environment. A 2018 study found that 66% of health facilities in low and middle-income countries lacked soap and piped water for handwashing.[6] Without appropriate hand hygiene supplies, it is impossible for health workers to provide the highest quality of care.

Access to facilities isn't the only factor needed to ensure that everyone in health facilities washes their hands at critical times. Behavioral cues (called nudges); effective training in infection prevention and control; and policies, monitoring, and evaluation all contribute to good handwashing behavior. Read the GHP's 2017 Research Summary for more examples of ways to promote handwashing in health facilities.

5 Critical moments for handwashing

Hands are the principal carriers of disease-causing germs.

Find more handwashing facts in Annex 7

Hands should be washed with soap after using the toilet, after cleaning a child's bottom (or any other contact with human excreta, including that of babies and children), and before any contact with food, such as before eating, before preparing food, or before feeding others. Children and adults should also wash their hands after playing or working outside, or touching animals and their dwellings.

What do we mean by proper handwashing?

For handwashing to be effective, it should be practiced consistently and thoroughly. For proper handwashing, follow these steps:

1. Wet your hands with water.
2. Lather your hands with soap—make sure to get the backs of your hands, under your fingernails, and between your fingers.
3. Scrub for at least 20 seconds.
4. Rinse with water.
5. Dry your hands with air or a clean cloth.[14]

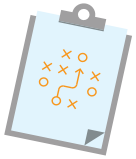
SECTION THREE: Take Action

How to lead Global Handwashing Day activities in your community

STEP-BY-STEP GUIDE
to planning Global Handwashing Day activities

View our Planning Checklist in Annex 3

1 Establish objectives and identify audience



Global Handwashing Day is designed to:

- Foster and support a global and local culture of handwashing with soap
- Shine a spotlight on the state of handwashing in each country
- Raise awareness about the benefits of handwashing with soap.

Consider what you want to achieve with your event. For example, you might want your audience to:

- Become hygiene champions and educate others about handwashing
- Take action, such as build a handwashing station
- Change their behavior, such as use soap when handwashing or increase the duration of handwashing.

Establishing an objective for a defined audience group will help you to plan a targeted, successful event and help as you assess the impact of your celebration. The objective of your activity may coincide with a larger project objective or it may be independent.

Some objectives may be:

- Educate teachers and students on proper handwashing behavior so they make handwashing at school a habit
- Advocate for government officials to prioritize hygiene policies
- Reinforce existing behavior change campaigns through Global Handwashing Day activities and messaging.

Some outcomes may be:

Your event will contribute to larger outcomes around handwashing with soap. Some of the outcomes your event might help achieve may include:

- More consistent handwashing behavior in your community
- Easier access to handwashing facilities in schools, workplaces, or healthcare facilities
- Greater emphasis on handwashing with soap in national policies, strategies, and plans.

USAID/Afghan Sustainable Water Supply and Sanitation

Key Topic in Handwashing

Improving hygiene through advocacy

One way to improved hygiene on Global Handwashing Day is through advocacy. Advocates use their voices to change the world by influencing others to act. For Global Handwashing Day, advocates often seek to influence policies, investments, and other factors in the enabling environment.

Advocacy allows Global Handwashing Day celebrants to influence change for far more people than they could help directly. Partnerships of organizations, communities, schools, health workers, or other groups can use Global Handwashing Day as an opportunity to call on governments, businesses, and other leaders to improve hygiene. With handwashing included in the Sustainable Development Goals, advocates have a strong case to push for progress on hygiene.

Effective advocacy uses targeted messages and delivery mechanisms towards a clear objective. Make sure you understand what would motivate your audience to take the action you're asking for, and target your efforts accordingly. To learn more about advocacy for handwashing, and to find tools and messages you can re-use, access the Global Handwashing Partnership's Advocacy Toolkit.
Here are some examples of advocacy campaigns that have been carried out around Global Handwashing Day:

- Postcard or letter writing campaigns asking for improved handwashing facilities in schools and health facilities
- Social media campaigns asking for increased investment in hygiene
- Meetings with local officials encouraging them to support handwashing in their communities
- Marches or demonstrations calling for hygiene to be prioritized in policies

UNICEF

2 Collect information and document the current situation

Get background on the current hygiene situation in the region or country where you plan to host your event. This will help you to better target your messaging so that the event can have as big an impact as possible.

People in different places wash their hands—or don't wash their hands—for all sorts of reasons.

If you understand these reasons, you can use them to design effective Global Handwashing Day messaging and activities. Do some research to find out what people do now, and why, and what benefits of handwashing with soap appeal to them. Often people are driven by things like **social norms**, disgust, or the desire to nurture their children, rather than concern about their health.

Seek information about what proportion of people in your target area or among your audience wash their hands with soap, without soap, or not at all. Find out whether there are certain critical times when people do, or don't, wash their hands. Check whether schoolchildren have access to handwashing stations (with soap and water) at school or at home; and what percentage of health facilities in your area have access to soap and water or among your audience. If the information you need isn't available, do a survey, such as the 100 Schools Survey. This will provide evidence that will make the case for the need to promote handwashing.

As a reminder, it is important to draw a distinction between rinsing with water alone—which is commonly practiced—and handwashing with soap, which is comparatively infrequent.

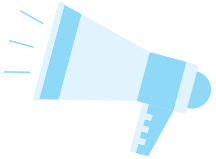
KEY DEFINITION

Social Norm: A behavioral rule that individuals within a group follow and expect others to follow. Examples of social norms are issuing a greeting upon meeting someone, not smoking in someone's home without permission, or not spitting in public.

Collect facts about your country and your community such as:

- ✓ Hard data on mortality (deaths) and morbidity (cases of illness) from diarrhea and pneumonia
- ✓ Findings of any handwashing behavior studies that have been done
- ✓ Findings of any studies of handwashing and sanitation facilities in schools
- ✓ Real-life stories of good handwashing practices in your country
- ✓ Photographs of good and bad practices in schools schools, workplaces, health facilities, and elsewhere
- ✓ Pre-taped radio interviews and quotations
- ✓ Charts and other infographics that newspapers can drop into their stories on Global Handwashing Day.

3 Develop tailored messages



Your key messages will emerge from the information you collect.

For instance, you may find that 60% of people wash their hands with water—and think that doing so is sufficient—but only 10% wash their hands with soap. Thus, your key messages may center around the idea that water alone is not enough, possibly evoking disgust at all the germs that are found on hands.

You may find that in a specific school, parents built handwashing stations and created a soap fund. If so, one of your messages might be that parents, working together, can keep their children healthy. Positive "we can do it" sorts of messages are more motivating than a recap of the death-and-disease statistics when targeting the general public (though these are important to provide context, background, and support for your messages). Alternatively, using hard data on mortality, morbidity, and cost savings may be most appropriate if your audience is the Minister of Health or another government official.

4 Mobilize stakeholders (including public and private sector partners)

As a Global Handwashing Day planner, you can partner with government, private companies, and community organizations to spread the word about handwashing.

When multiple organizations work together they are each able to contribute their strengths and expertise toward a common goal. For example, partnerships among national and local governments, international organizations, non-governmental organizations (NGO), and soap manufacturers can be extremely effective in promoting handwashing with soap. They combine the health objectives of the public sector, the marketing expertise of the private sector, and often the community knowledge of NGOs to create a more far-reaching and beneficial impact than any of the three could achieve alone.

Plan International

5 Plan events and activities

Your Global Handwashing Day celebration will likely include:

- Messages about handwashing, such as speeches, posters, or core take-aways
- Activities to encourage the audience to take action to improve handwashing.

Pure Water

Here are examples of different event objectives and corresponding activities. Your own event may have one or more of these objectives, or an entirely different objective!

- One event objective could be to get school children to wash their hands before they eat meals. While this audience will need to know why handwashing is important, handwashing behavior is more frequently influenced by emotional drivers. With children, for example, using the emotional driver of disgust may help them make handwashing a habit. Activities should emphasize that handwashing is fun.
- If your objective is to make your audience into handwashing champions, you will need to both educate them about handwashing and provide motivation for them to educate others about handwashing. The first step would be to conduct educational activities that focus on increasing knowledge of why handwashing with soap is important. You will need to convince the audience that handwashing is important enough for them to take action and equip themselves with the resources or knowledge necessary to take the first step.

- If you hope to encourage the government to take action on handwashing policy, you may want to conduct hygiene advocacy as part of your celebration. Advocacy focuses on spreading a message to your audience and on making that message appealing and memorable with a specific "ask" or desired outcome. It includes activities geared toward influencing public policy and resource allocation for handwashing with soap in schools, in public institutions, and in the health system. Advocacy includes a range of tactics such as influencing and lobbying key decision-makers, and organizing demonstrations, media campaigns, and celebrity events. For more advocacy tools, visit the advocacy portion of our website.

The activities that you include in your event should reinforce the communications messages and should work toward achieving your event objective. For examples of activities that have been conducted in past Global Handwashing Day celebrations, please see Annex 2.

It is likely that no matter your audience or objective, your event will include aspects of social and behavior change. Behavior change is generally thought of as a longer-term objective that builds on advocacy and education efforts. Behavior change initiatives are based on research into the context and drivers of certain behaviors. Learn more about behavior change in the Promote Handwashing: Projects part of our website.

A 2014 systematic review found that handwashing with soap was practiced only 19% of the time globally.[6]

KEY DEFINITION
Social and behavior change

Unaware of proper handwashing behavior 〉 Being aware and concerned 〉 Being knowledgeable and able to act 〉 Being motivated and ready to change 〉 Attempting a new behavior and sustaining it

Forming Handwashing Habits at Mealtimes

Handwashing should be practiced several times per day for best impact. Habit formation is an important part of behavior change. Many recurring behaviors, like handwashing, are done without making a conscious decision to do so. How can handwashing champions help people move from washing their hands only rarely, to a sustained habit of handwashing?

One way is to trigger new habits based on existing habits. An existing habit around eating or preparing food can be linked to handwashing. [7] On Global Handwashing Day, consider encouraging people to add handwashing to their habits around family meals, or other meals at work, at home, or at school. Here are some examples of how this could work:

- After you come inside to eat (existing habit), stop to wash your hands.
- After you gather your ingredients to cook (existing habit), wash your hands with soap and water.
- After clocking out for your lunch break (existing habit), wash your hands before you eat.

Handwashing habits can also be supported through the enabling environment. Practicing behaviors also helps habits form, so handwashing itself can contribute to habit formation.16 Simple visual cues, called nudges, can also prompt people to wash their hands without a conscious decision.[8] Many times, multiple strategies can, and should, be used together to establish and sustain handwashing habits.

A little girl in Keonjhar, Odisha State, India plays with a bucket of water and learns to wash her hands as her mother is taught critical handwashing information to keep her family healthy.

6 Spread the word

Successfully spreading the word about your Global Handwashing Day event will help raise handwashing as an important issue and highlight your organization's work to improve hygiene.

There are many channels that can be used to share information about your event and the state of hygiene in your region.

You may want to consider engaging journalists, opinion leaders, and social media audiences. With each of these channels consider what your "ask" is: Do you want them to write about your event? To encourage participation? Or something else entirely? The sample press release found in Annex 5 (pg. 57) can help guide your press outreach efforts. Community opinion leaders can help to publicize your event and use their position of influence to encourage participation.

Engaging with people on social media or blogs can emphasize the larger issue of poor hygiene. For ideas on sample social media messages, see this year's Global Handwashing Day Social Media Toolkit found in Annex 6 (pg. 59).

Children in Bangladesh learning about proper handwashing practices. If practice is upheld consistently and frequently, habits are more likely to form and behavior can become automatic.

7. Monitor progress and assess impact

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.

We can all be more successful if we assess the effectiveness of activities through monitoring and evaluation and share what we learned with others.

Monitoring and evaluation (M&E) will help you understand the impact of your activities and know what is working and what can be adjusted for future campaigns.

For more details on how to monitor and assess the impact of your activities, see the booklet More Than a Day: Assessing the impact of Global Handwashing Day activities available on the Global Handwashing Day website (www.globalhandwashingday.org). It will help you set realistic goals and devise appropriate indicators and methods for monitoring and evaluating these activities.

- For each activity, review the indicators to assess their impact and the methods to be used
- Identify researchers for M&E and plan for training and supervision
- Plan M&E steps and process
- Prepare a detailed M&E budget
- Develop a specific plan and facilities for child-led M&E
- Prepare for an analysis of the M&E data
- Decide on how you want to present the M&E data results
- Email findings to GHP at contact@globalhandwashing.org

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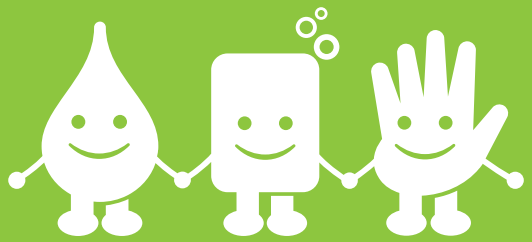
SECTION FOUR: FAQs

Frequently Asked Questions



Frequently Asked Questions

About Global Handwashing Day

What is this year's theme?

This year's theme focused around handwashing as it relates to food hygiene and nutrition. The tagline is 'Clean hands- a recipe for health'. We are focusing on the critical times of handwashing related to eating and cooking, and encouraging everyone to make handwashing a part of every meal.

Handwashing with soap before cooking, eating, or feeding others is one of the most important ways to keep food clean and safe. Handwashing prevents germs from entering our bodies through food, and connecting handwashing to an existing habit – like a meal or cooking ritual – is a great way to form proper handwashing habits.

Handwashing with soap also prevents diarrhea, which is linked to higher risk of malnutrition. By preventing diarrhea through handwashing, you can help make sure you and your family are getting good nutrition and enjoying clean food.

Where can I get advice or suggestions of things I can do for Global Handwashing Day?

This Planner's Guide is the main source of information and tools for planning a Global Handwashing Day celebration. The GHP's Global Handwashing Day website also provides many resources, such as posters. Celebration ideas for various audiences can be found in Annex 1 (page 40). Activity suggestions are available in this guide in Annex 2 (page 48).

Global Handwashing Day activities from last year may be found on the interactive Global Handwashing Day map www.globalhandwashingday.org. Other activity examples are available in this Planner's Guide in the activity list (found on page 48).

Frequently Asked Questions

©2014 K. Ochel/MI. Courtesy of Photoshare

A woman demonstrates good hand hygiene when visiting a sick person in Monrovia, Liberia.

Can I register or promote the Global Handwashing Day activities I am organizing?

Yes! Please let the GHP know what activities you are planning ahead of time by submitting your event to our website, www.globalhandwashingday.org. This will help us to know what events are occurring in what regions, and to share news of your event with others. After your event, please upload pictures and reports or data to the interactive Global Handwashing Day website at bit.ly/ghdupload.

How can I fund the activities I want to do for Global Handwashing Day?

While the GHP is unable to provide funding for specific Global Handwashing Day events due to overwhelming global demand, there are many ways to secure funding for Global Handwashing Day activities or materials. Collaborating with other organizations is one way to reduce the cost of events. Our activity list also includes creative ideas that don't require large budgets.

About Handwashing

What are the statistics about the benefits of handwashing, especially handwashing with soap?

Handwashing with soap is more effective than handwashing with water or rinsing alone. There is a so-called "hygiene ladder", where handwashing with water is preferable to not handwashing at all. However, handwashing with soap is ideal.[18] More information about the benefits of handwashing with soap in health, nutrition, education, and equity is available on our website, www.globalhandwashing.org.

When should I wash my hands?

The two primary times to wash hands are after contact with feces or using the toilet and before contact with food (preparing food, eating, feeding a child, etc).

What is the correct way to wash hands?

Proper handwashing requires soap and only a small amount of water. Cover wet hands with soap; scrub all surfaces, including palms, back, between the fingers, and especially under fingernails for about 20 seconds; rinse well with running water, and dry on a clean cloth or by waving in the air. An easy way to gauge 20 seconds is to find a familiar song, such as "Happy Birthday", that takes about that long to sing.[14]

Manila Water Foundation

Handwashing Hardware

What should I do if I don't have handwashing facilities? What equipment do I need to set up a handwashing station?

Handwashing stations can vary in sophistication and design depending on the context, but they should have water and soap. In schools, for example, construction of a group handwashing station can ensure that many students are able to wash their hands at the same time prior to eating their midday meal. If running water is available, set up at least one sink with a place to store the soap. If no running water is available, consider a tippy tap or other simple mechanism. For more information on tippy taps visit www.globalhandwashing.org.

Examples of tippy-taps made from different materials may be found here

Where should I set up handwashing stations?

Handwashing stations should be located so they are convenient to use at the critical times, such as after using the toilet or before handling food. Make sure they are noticeable and accessible to everyone – consider factors like height, lighting, and location.

Do I need clean water for handwashing?

Water for handwashing does not have to be as clean as drinking water, but it should not be contaminated with fecal bacteria. Water that has been used for other purposes can be reused for handwashing.

Handwashing Behavior

If people know they should wash their hands, won't they automatically do so?

Knowledge of the importance of handwashing is not the only factor that influences people to wash their hands. People need motivation to change behavior, and knowledge is only one component that may nudge someone toward a new behavior. For this reason, it is important to learn from other sectors about what methods work to promote sustainable behavior change. Emotional drivers, such as nurture or disgust, are powerful motivators. The SuperAmma campaign, for instance,

found that emotional drivers were able to substantially increase handwashing with soap. The physical environment, social norms, and other factors can be powerful elements to encourage people to wash their hands. Learn more on the promote page of our website here.

How can I ensure people wash their hands habitually?

Sustaining handwashing is very important. Unlike other health interventions, such as vaccines, handwashing must be practiced consistently to work. It needs to become a habit that people automatically perform at critical times. This requires first that people have the supplies necessary to wash their hands (soap and water) and they are reminded or persuaded to do so on a regular basis before it becomes a habit. Given the importance of habit formation to handwashing promotion, we have dedicated a section of our website to this key topic and co-hosted a webinar with the USAID WASHplus project on this topic.

How can you change people's handwashing behaviors?

Practitioners in the WASH sector and soap manufacturers are learning about what works—and what doesn't—in changing private, personal behavior and habits. What doesn't work is simply telling people to wash their hands, or messages alone. What is more effective is using approaches that build on the lessons of social marketing, leverage habit formation and respond to factors beyond health that motivate human behavior.

This approach emphasizes the role of research around the interests, attributes, needs, opportunities, and motivations of different people within a community. It is also based on the recognition that one size does not fit all and on evidence showing that promoting a single message is more effective than promoting multiple messages. It recognizes that contextual factors are important to consider in behavior, and that communication alone is rarely sufficient. In short, the best results come from treating people as active customers motivated by a diverse range of preferences and motivations, rather than passive project beneficiaries.

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SECTION FIVE: Annexes

Annexes

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ANNEX 2: Activity List pg. 48
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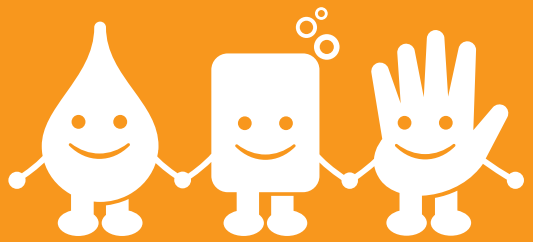
ANNEX 5: Sample Press Release pg. 57
ANNEX 6: Social Media Toolkit pg. 59
ANNEX 7: Essential Handwashing Facts pg. 64
ANNEX 8: Handwashing Resources pg. 68
ANNEX 9: Beyond Global Handwashing Day pg. 72
ANNEX 10: Citations pg. 74



ANNEX 1.
Ideas for Celebrations

Activities and key messages for Global Handwashing Day will target specific audiences, such as policy makers, journalists, schoolchildren, or the general public. The following provides some suggestions and global examples of Global Handwashing Day activities that you can tailor to your event objectives and audience. These are just a few examples - any group or individual can be engaged to promote handwashing around Global Handwashing Day.

A. Global Handwashing Day for Political Advocacy

Sample Objective: To urge political decision makers to ensure and measure access to handwashing stations in schools and healthcare centers.

Sample Audience: Political decision makers

When government leaders and officials responsible for education, infrastructure, health, finance, social affairs are engaged on the issue of hygiene, they can help to create a system that supports public health messaging and action.

Sample Message:

- Handwashing with soap is essential to meeting the Sustainable Development Goal targets for water, sanitation, and hygiene. The time to act is now.
- Treating diarrhea and pneumonia consumes a large proportion of the health budget and increases additional health expenses caused by healthcare-associated infections and antimicrobial resistance; handwashing can cut the rates of diarrheal disease by nearly half, and pneumonia by one-quarter.
- Handwashing promotion is cost-effective when compared with other frequently funded health interventions. Investments in health, education, and improved water supply are imperiled by the lack of handwashing with soap.

Tips:
Consider linking activities to ongoing WASH campaigns that are already working to raise the commitment of political and social leaders to achieving hygiene and sanitation goals.

Your specific handwashing messages can follow the same information and communication channels, using traditional and mass media, hygiene promotion in schools, training and building local capacity in communications, and improving networking and research.

B. Global Handwashing Day for Schools

Sample Objective: To inform education officials, school leadership, and teachers about the importance of good hygiene for successful students.

Sample Audience: Education officials, school leadership, teachers, and community groups.

Sample Messages:

- Diarrhea is responsible for the loss of hundreds of millions of school days every year; handwashing with soap can reduce diarrheal disease by nearly half.
- The handwashing habits you teach in school will last a lifetime.
- You can easily include handwashing with soap in many lessons.
- Access to soap and a handwashing station is essential for every school.

ANNEX 1. **Ideas for Celebrations**

Tips:

Ready-made handwashing materials and activities help busy teachers and school administrators spread the word about handwashing.

Event Idea:

A half- to one-day handwashing learning event or seminar with case studies, videos discussion, and a field visit highlighting some of the best and worst examples of action/inaction, best practices, etc., with a focus on schools.

Sample Objective: To motivate community leaders to ensure that households and public places have a dedicated handwashing station.

Sample Audience: Schoolchildren

Children are important agents of change in schools, homes, and communities. An efficient way to reach out to this audience is through information campaigns in primary and secondary schools.

Event Ideas:

- A day to commemorate Global Handwashing Day or a launch to kick off a week of planned activities, including speeches by public figures, a handwashing demonstration led by a community member, skits performed by students, or a song or poster competition judged by community members.
- Playground game competition related to handwashing
- Relay races involving handwashing at handwashing stations
- Posters or poster contexts that illustrate key messages about handwashing
- Essay and poetry contests for older children
- Dress-up parade (children can dress up as germs, soaps, hands, etc.)

C. Global Handwashing Day for the Media

Sample Objective: To generate news around Global Handwashing Day and increase community-wide awareness.

Sample Audience: Journalists

Journalists are key to sharing your Global Handwashing Day story and messages widely. Providing ready-made information journalists can use will increase the likelihood that they will write about Global Handwashing Day and include the messages that you think are most important.

Sample Messages:

- Many people do not realize that handwashing with water alone is not sufficient to make their hands clean. The information on handwashing benefits and prevalence is an underreported story.
- Handwashing with soap could save approximately 230,000 lives per year.
- Key newsmakers (celebrities, business leaders, top politicians, or first ladies, for example) are taking part in Global Handwashing Day.

Event Idea:

An event specifically geared toward the media to launch Global Handwashing Day could include guest speakers, celebrities, officials, or a field visit to a school with good practices and infrastructure to support them.

Example: In Bhutan, a panel discussion on handwashing was broadcast on national television in commemoration of Global Handwashing Day.

D. Global Handwashing Day for Community Leaders

Sample Objective: To motivate community leaders to ensure that households and public places have a dedicated handwashing station.

Sample Audiences: Heads of community groups, such as women's groups, school committees, or local governments.

Sample Messages:

- Having a place to wash hands helps community members practice good handwashing habits, and keeps your community clean and healthy.
- The health of your community members, particularly the children, is imperiled by lack of handwashing with soap.
- Approximately 230,000 lives could be saved each year through handwashing with soap.

Event Ideas:

- Work together to build a handwashing station outside the place of work together to build a handwashing station at a local market or other meeting point
- Hold an outreach event with local children.
- Host an entertainment event promoting cleanliness or better health through handwashing.
- Perform fundraising and advocacy to build handwashing stations in local schools or public places, and supply them with soap and water.

E. Global Handwashing Day for Healthcare Workers

Many healthcare organizations celebrate Hand Hygiene Day on May 5th, but they can maintain the momentum by getting involved in Global Handwashing Day too.

Sample Objective: To remind healthcare workers and patients that handwashing with soap can protect their patients from illness and infection.

Sample Audience: Doctors, nurses, midwives and/or patients, and patients' families

Healthcare workers, such as doctors, nurses and midwives, should practice handwashing with soap diligently to prevent illness among their patients. As a trusted voice in public health, they may also be asked to encourage their patients to wash their hands. Community health workers can lead their communities in Global Handwashing Day activities.

Sample Messages:

- Healthcare-associated infections can lead to prolonged hospital stays, long term disability, increased resistance to antimicrobial medication, increased cost of healthcare, increased patient mortality, and distress for patients and their families.
- Handwashing is an important practice for disease prevention.
- A recent WHO/UNICEF survey of healthcare facilities in 54 low- and middle-income countries found that 35% did not have water and soap for handwashing.
- Failure of health workers to perform adequate hand hygiene is considered the leading cause of healthcare-associated infections.
- Healthcare-associated infections can be prevented by handwashing with soap at the five critical moments:
  - Before patient contact
  - Before sterile task
  - After body fluid exposure risk
  - After patient contact
  - After contact with patient surroundings.

ANNEX 1. **Ideas for Celebrations**

Event Ideas:

- Education and demonstration for healthcare workers, support staff, patients and their families about the critical moments for handwashing in healthcare settings, and the pros and cons of handwashing methods
- Facility-wide hand hygiene self-assessment to identify risks and develop a strategy or plan to implement and sustain improvements for quality of care
- Engage healthcare workers in advocacy to improve WASH in their facilities, such as through a letter writing campaign.
  - » Have healthcare workers place their hands on an agar plate and send it to the lab for culture; then present the results to the healthcare workers, demonstrate how their hands are contaminated, and educate them on the five critical moments for hand hygiene
    - Contaminate a healthcare area with "glow powder", then after a day of work, use ultraviolet light to demonstrate the contamination on health workers' hands
    - Observation of handwashing with a contest between teams for handwashing frequency, with performance feedback

Academics

Academic audiences may respond best to research findings relevant to handwashing with soap, including water supply and sanitation topics. Professors can help to lead public awareness by writing articles for popular media that support Global Handwashing Day.

Schools can hold competitions to design and construct affordable, useable handwashing stations. There could be separate categories for technical high school students, for engineers and engineering firms, for art and design students, for teachers, etc.

ANNEX 1. **Ideas for Celebrations**

Celebrities and Leaders as Handwashing Champions

Sports stars, singers, actors, political leaders, corporate leaders, and academics can all act as ambassadors for handwashing behavior change. An image of a much-admired sports star washing his hands with soap can help to motivate children to wash hands.

Example: In Nigeria, at 10 regional events, schools competed in the 'CareX Factor'.
This competition was sponsored and hosted by United Purpose and Carex Soap to get children thinking creatively about hand washing. Children performed their own versions of the campaign anthem 'Wash Your Hands O'—originally recorded by Nigerian music pop star Sunny Neji.

USAID/WASHplus

What are your plans for Global Handwashing Day? Contact us at contact@globalhandwashing.org to share your ideas!

For even more actiity ideas, go to Annex 2 (p. 48)

ANNEX 2.
Activity List

Are you looking for an activity to include in your Global Handwashing Day event? Here is a list of activities that have been done in the past. They are listed in two categories—local and national—but can be adapted for either context.

Local Activities

- Public handwashing pledges
- Host a competition for local children
  - Drawing
  - Drama performance
  - Soap wrapper design
  - Poster design
  - Song & dance performance
  - Handwashing station design or decoration
- Schoolyard games and activities
- Establishing or maintaining handwashing stations
- Demonstrations of good handwashing, for example using Germ Glo to show how soap removes germs from hands
- Good handwashing demonstration by health official or community leader
- Stamp children's hands with ink to demonstrate how soap is necessary to remove germs
- Coordinate a school WASH club to train peers in good handwashing behavior
- Host a handwashing parade with signs and chants about the importance of handwashing with soap
- Put on a puppet show demonstrating what happens when someone doesn't wash their hands (they get sick)
- Soap distribution
- Demonstration of how to prepare soapy water.

ANNEX 2. **Activity List**

National Activities

- Launch events with celebrity participation
- Informational events for journalists, health professionals, and policymakers
- Guinness World Record attempts
- Television and radio spots
- Social media or text messaging campaigns
- Including handwashing messages in popular media, such as soap operas or radio dramas
- WASH media awards contest for journalists cover water, sanitation, and hygiene stories
- Press conference by government official
- Introduction of new initiative to improve access to handwashing stations
- Government declaration of renewed commitment to water, sanitation, and hygiene
- Symposium, conference, or forum that brings together organizations to display their hygiene-related
  products and discuss their work in the sector and in their communities

ANNEX 3.
Event Planning Checklist

This activity checklist can help you plan your Global Handwashing Day event.

Plan the event	✓
Establish event objectives and target audience. Determine specific action steps to achieve event objectives.	
Collect information and document the current situation • Fact finding about the "how" and "how often" (Do people wash their hands? How often are school children sick? Is handwashing in public places possible?) • Fact finding about the "why" (What makes people want to wash their hands? Why do people not wash their hands?) • Stories that demonstrate the facts	
Develop tailored messages and calls to action	
Identify and reach out to potential partners	
Decide what activities will be included in the event	
Plan logistics • Time • Place (and book venue if needed) • Secure funding	
Identify and invite any special guests	

ANNEX 3. **Activity Checklist for Events**

Plan the event (Continued)	✓
Identify and develop materials • Posters • Handwashing commitment cards • Stickers • Soap or themed soap wrappers	
Identify someone to document the event, such as a photographer	
Spread the word	
Publicize event	
Develop social media messages, if appropriate	
Develop press release and contact journalists	
Tell the GHP what you have planned by uploading your event to our website at bitly.com/ghdupload.	
Host the event!	
Follow up	
Monitor progress by using the booklet "More Than a Day: Assessing the impact of Global Handwashing Day activities"	
Develop a plan of next steps to sustain the outcomes of your event	
Post event on www.globalhandwashingday.org	

ANNEX 4.
Assessing the Impact of Global Handwashing Day Activities

Assessing and monitoring the impact of Global Handwashing Day helps you gauge and report on the impact of the day and plan better events in the future.

There are many ways to monitor events, projects, and programs. Documenting the events that took place help shine a spotlight on handwashing, but attempting to measure the impact of your events takes you further, by helping to determine if your objectives were met. This section explores how you can document what happened for Global Handwashing Day and how you can measure the impact of those activities. Please be sure to share your findings with the GHP. This can be done by submitting your event to our interactive map here or emailing us at contact@globalhandwashing.org.

Documenting Global Handwashing Day celebrations

Documenting Global Handwashing Day celebrations can help others know how you celebrated Global Handwashing Day. This information shows those involved the results of their good work, catalyzes others to act, and helps the GHP develop an accurate picture of the day was commemorated around the world.

Visual recordings, such as photographs and video, are powerful ways to document your activities, demonstrate the dynamics of the event, and show how audiences were engaged. Additionally, you can use these photographs or videos as advocacy tools to demonstrate to policymakers, funders, and key decision makers that there is broad support or need for hygiene.

ANNEX 4. **Assessing the Impact of Global Handwashing Day Activities**

To make videos especially impactful, consider incorporating data gathered through interviews or monitoring activities, or testimonials to share the voice and perspective of participants.

Measuring the impact of celebrations and messaging through determining reach and recall

It is important to measure how many people heard messages about handwashing on Global Handwashing Day, but for the day to have any impact on handwashing, people must also remember, understand, and put key messages into practice. To understand if this happened, you should measure the impact of your celebration and outreach efforts and evaluate your findings to determine what lessons can be learned. Are there areas of improvement for next year? What worked well?

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ANNEX 4. **Assessing the Impact of Global Handwashing Day Activities**

Chart of activities and corresponding documentation and assessment tools

This table outlines a range of typical Global Handwashing Day activities with proposed assessment methods and indicators. These activities aren't exhaustive, nor are the methods. Feel free to modify this table to suit your own needs and celebration elements.

Activity	Data to be collected	Indicators	Data collection method
Media event	• The extent to which Global Handwashing Day activities have been covered in the media and are remembered by readers or viewers	• Number of newspapers/radios/ television stations covering the day • Number/percentage of people who can remember the media coverage and its key message(s)	• Media tracking • Recall survey
Television/radio public service announcements	• Frequency of broadcasting • Messages that are remembered by viewers or listeners	• Number of times television or radio spots are broadcast • Number/percentage of people who recall the messages broadcast	• Media tracking • Recall survey
Launch events/celebrity events	• The number and type of participants • Any public commitments made	• Number of participants at the event • Funding commitments • Declarations signed	• Recording of participation/video
Telephone text messaging at key times	• Reach of text messaging campaign	• Number of text messages sent out to subscribers	• Recall surveys • Mapping of subscribers to view geographic distribution of the campaign

ANNEX 4. **Assessing the Impact of Global Handwashing Day Activities**

Activity	Data to be collected	Indicators	Data collection method
Guinness Book of Records attempt at having the most number of children wash their hands with soap at one time	• The number of children participating as well as attendance	• Number of children washing their hands with soap at one time	• Recording of participation/video
Creative competitions, including songs/artwork/ photos on the theme of handwashing with soap	• The number of children or schools participating	• Number of entries in the competition	• Recording of participation
Handwashing learning events (for teachers, health officials, community leaders and others) and school 'edutainment' activities around handwashing with soap	• Overall dissemination and understanding of the importance of handwashing with soap • Whether children are able to demonstrate knowledge of the message	• Number of people who participated • Number/percentage of people who can recall messages • Number/percentage of children who can recall the activities (sing the song, describe the artwork, etc.)	• E-mail survey/monitoring assessments/interviews • Group discussions/role-plays • Video/interview
School curriculum development integrating the handwashing with soap message	• Children demonstrate accurate knowledge of the message	• Number/percentage of children who can correctly recall key moments for handwashing with soap	• Group discussions/role-plays/interview

ANNEX 4. **Assessing the Impact of Global Handwashing Day Activities**

Activity	Data to be collected	Indicators	Data collection method
Brochures/pamphlets/ information notes and other written materials	• Brochures, pamphlets and information notes have been read and messages are remembered by the people who received them	• Percentage of respondents who can recall receiving/reading the documents • Percentage of respondents who can remember at least one key piece of information	• Survey
Video	• People remember having seen the video and can describe the content	• Percentage of respondents who can recall seeing the video • Percentage of respondents who can mention one lesson they took away from the video	• Survey
PowerPoint presentation	• People who were present during the presentation remember having seen it and can describe what it was about	• Percentage of respondents who can recall the PowerPoint presentation • Percentage of respondents who remember at least one of the messages on the PowerPoint	• Survey
Billboard poster	• People remember seeing the poster, can describe it and correctly recall the main messages	• Percentage of respondents who can recall seeing the poster • Percentage of respondents who can remember at least one of the messages on the poster	• Survey
School handwashing with soap materials	• Children can describe the materials, how they were used and what the main messages were	• Percentage of children who can mention at least two key times for handwashing with soap	• Group discussion

ANNEX 5.
Sample Press Release

The text below can be copied and modified to help you draft a press release to publicize your event with local media. Be sure to modify this to link to any ongoing news stories, important news hooks, or other aspects that may interest media.

On October 15, *[INSERT ORGANIZATION NAMES]* will join hundreds of millions of people around the world to celebrate Global Handwashing Day. Handwashing with soap is a simple, effective behavior that can save lives. The benefits of handwashing go beyond protecting one's own health. Good handwashing can prevent disease outbreaks, reduce school absences, and improve healthcare outcomes. This year's theme emphasizes the importance of handwashing for food hygiene and nutrition. The tagline, Clean hands - a recipe for health, reminds us to make handwashing a part of every meal.Despite these benefits, handwashing with soap is practiced too rarely, and the results are tragic. Every year, 1.4 million children die from diarrhea or pneumonia. Infections cause 15% of newborn deaths. Diarrhea alone leads to millions of lost school days every year. Handwashing with soap is an effective way to prevent these losses.

In fact, simple handwashing with soap at critical times—such as after using the toilet or before cooking or eating—can reduce the incidence of diarrhea among children under five by nearly half and respiratory infections by approximately 25%. Good hygiene is necessary for good food hygiene and nutrition, particularly for children. Handwashing stations in schools, healthcare facilities, and workplaces can stop the spread of diseases in these settings. For everyone, handwashing with soap is a simple, but critical, way to remove barriers to education and productivity.

[If appropriate, insert facts about your country or community here.]

ANNEX 5. **Sample Press Release**

Global Handwashing Day seeks to raise awareness about the importance of handwashing, and encourage action to promote and sustain handwashing habits. To encourage handwashing every day, organizations and communities can ensure access to handwashing stations with soap, provide education on the importance of handwashing, and motivate people to wash their hands to ensure a healthy future.

To celebrate Global Handwashing Day, *[Insert information about your celebration including location, organizing bodies, event location, any celebrities or special guests, anticipated number of participants, etc].*

The founders of Global Handwashing Day, the Global Handwashing Partnership (GHP) and its partner organizations, encourage everyone to join in this celebration; and to contribute to healthy, prosperous communities through choosing handwashing with soap, both on Global Handwashing Day and beyond.

[Insert information on how media can contact your organization].

ANNEX 6.
Social Media Toolkit

Social media tools reach millions of individuals and organizations around the world. The Global Handwashing Day social media campaign aims to create a global conversation about handwashing and to inspire increased investment in handwashing efforts globally. Handwashing is important for everyone, everywhere, and we encourage you to tailor the ideas included in this toolkit to suit your organization's audience and needs.

This annex includes messages for spreading the word about Global Handwashing Day on Twitter, Facebook, and blog posts. You may adapt, translate, or remix these sample messages to meet your needs.

Twitter

The official Global Handwashing Day hashtag is #GlobalHandwashingDay. Use #GlobalHandwashingDay' in your posts across platforms to share your posts with the global GHD community The Global Handwashing Partnership (GHP) will be tweeting before, during, and after Global Handwashing Day, so be sure to follow @HandwashingSoap for the latest updates. Tag us in your tweets so that we can retweet them with our audience.

Advocacy Tweets

Be sure to follow https://twitter.com/HandwashingSoap for the latest updates and use the #GlobalHandwashingDay hashtag to promote healthy habits.

ANNEX 6. **Social Media Toolkit**

For handwashing to be a habit, people must first have access to soap and water. Advocacy messages can help encourage policymakers and government officials to ensure that these resources are available in key locations, such as healthcare facilities and schools.

- *(@INSERT POLICYMAKER'S HANDLE HERE)* Handwashing is key to our futures! Ensure schools have access to soap & water. #GlobalHandwashingDay
- Good hygiene saves lives. Include handwashing in health strategies & ensure access to handwashing facilities #GlobalHandwashingDay
- *(@INSERT POLICYMAKER'S HANDLE HERE)* DYK that hygiene facilities in schools help students, esp girls, stay in school? #GlobalHandwashingDay
- Quality care requires soap &water. 35% of healthcare facilities don't have these basic #handhygiene resources. #GlobalHandwashingDay
- Investments in #hygiene facilities are smart investments in #healthy people and healthy futures. #GlobalHandwashingDay
- *(@INSERT POLICYMAKER'S HANDLE HERE)* on #GlobalHandwashingDay remember hygiene's role in health, education, and equity to help us achieve #SDGs.

Integration Tweets

Given the importance of hygiene for achieving goals in other sectors, such as education, health, and nutrition, integration is another priority.

- 242 million school days are missed each year to diarrhea. Good #handwashing means more time for kids to learn and grow #GlobalHandwashingDay
- The equation is simple: #Water + sanitation + #hygiene facilities help kids stay in school. #GlobalHandwashingDay
- Clean birth attendant hands give newborns a #healthystart. Include handwashing in training, facilities & service on #GlobalHandwashingDay
- How can #healthworkers reduce infections and increase patient satisfaction in 2 minutes? #Handwashing!#GlobalHandwashingDay
- 35% of healthcare facilities in developing countries lack soap & water. Let's ensure #handwashing everywhere! @WHO #GlobalHandwashingDay"

ANNEX 6. **Social Media Toolkit**

Importance of handwashing

- We're celebrating #GlobalHandwashingDay on October 15th! Handwashing saves lives & brings us closer to the future we hope for.
- Good handwashing habits can prevent deaths from diarrhea & pneumonia, and help with #education #equity and more #GlobalHandwashingDay
- DYK 1trillion germs can live in 1 gram of poo? Wash hands w/ soap after defecating—every time! #GlobalHandwashingDay http://bit.ly/1JUaOrD
- #Handwashing with soap is a smart, cost-effective way to invest in outbreak prevention. #GlobalHandwashingDay
- #Hygiene matters in the 2030 Agenda and for the success of the #SDGs. Read more: http://bit.ly/2uj6iQf #GlobalHandwashingDay
- Far too many people don't have access to soap & water to wash their hands. Learn more at https://washdata.org/. #GlobalHandwashingDay

Facebook

Sample Facebook Posts

These posts can be used to promote Global Handwashing Day from your personal or organizational page. Use the hashtag #GlobalHandwashingDay to help others find your posts, and follow Global Handwashing Day on Facebook.

- This Global Handwashing Day we are celebrating all the benefits of washing our hands! Handwashing can help fight undernutrition, keep kids healthy and in school, and save lives. To achieve these benefits, handwashing must be practiced at key times—such as before eating and after using the toilet- by everyone. Learn more about how handwashing can help individuals, communities, and countries build healthy futures at www.globalhandwashing.org.

- How can we make sure everyone benefits from handwashing? Ensuring access to hygiene facilities, such as handwashing stations with soap and water is important, but only the first step. Behavior change is essential for making handwashing a habit and ensuring people wash their hands thoroughly at critical times. Learn more about hygiene behavior change this Global Handwashing Day: http://bit.ly/253fWC1.

- Handwashing with soap after using the toilet and before eating can keep students healthy and ready to learn. Each year 242 million school days are missed due to diarrhea. Learn more about Global Handwashing Day at www.globalhandwashingday.org.

- Which tools can help health workers improve quality of care, reduce risk of infections, and prevent disease? Soap and water. Everyone deserves access to care in a clean, safe environment, but 35% of healthcare facilities in low- and middle-income countries lack these resources. Learn more about why access to handwashing resources in healthcare facilities needs to be a political priority at www.globalhandwashing.org.

Blog Posts

Consider writing a blog post on the importance of handwashing with soap. These posts should include easy, specific ways for readers to take action.

Possible blog post topics could include:

- Explanation of the importance of handwashing with soap in health, education, and nutrition.
- How your organization is helping people and communities practice handwashing with soap. For instance, this could include:
  - Stories of parents advocating for schools to keep soap at handwashing stations,
  - Lessons learned about how to develop and sustain handwashing behaviors,
  - Commitments by community or religious leaders to make hygiene a priority in their communities by always practicing good handwashing.

- New research or facts about the benefits of handwashing, and examples of how you promote handwashing behavior change
- Success stories and anecdotes about handwashing with soap, such as a profile on a school teaching children to wash their hands with soap, or a health facility with newly-updated handwashing facilities. Explanation of the importance of handwashing with soap.

In addition to writing a blog post for your own website, you may wish to pitch a blog post to other organizations. Some organizations or bloggers that would be interested in writing about handwashing include:

- Local schools and/or school districts
- Local government agencies, such as the local health department
- Blogs about parenting or children's health
- Local hospitals or healthcare facilities
- Private sector (for example, local soap companies)

Images and Graphics

Photos, graphics, and other images help make your social media posts eye-catching. You can download the Global Handwashing Day logo, twitter banner, and other images from the Global Handwashing Day site. You can also use your own photos, find images on Photoshare, or even search for GIFs on GIPHY.

ANNEX 7.
Essential Handwashing Facts

Handwashing and Health

- Hands are the principal carriers of disease-causing germs. It is estimated that if handwashing with soap is widely practiced, approximately 230,000 deaths could be averted.[18]
- A single gram of human feces can contain 10 million viruses and one million bacteria.[49]
- Handwashing promotion in the community in low-and middle-income countries was found to prevent about 28% of diarrheal episodes by increasing handwashing at key moments. Providing soap in interventions seems to increase the size of the effect.[19]
- Prevalence of diseases attributable to no handwashing has steadily declined since the 1990s; between 2000 and 2015, lost DALYs attributed to no handwashing have declined by 19%.[20]

Handwashing and Diarrheal Disease & Pneumonia

- Diarrheal disease is a critical global public health issue. Each year, there are nearly 1.7 billion cases of diarrhea.[21]
- Diarrheal disease is the second leading cause of death in children under 5, killing 525,000 each year.[22] Diarrhea is responsible for 9% of all deaths in the under-five age group despite the existence of simple effective treatment.[22]
- Handwashing alone can reduce the risk of diarrheal disease by up to 44%.[24] Evidence shows that hygiene is as important as water and sanitation in reducing diarrhea.[24]
- Lack of access to sanitation and poor hygiene contribute to approximately 88% of childhood deaths caused by diarrheal diseases.[25]
- Study participants who washed hands with soap had 36% fewer fecal bacteria (8%), while those rinsing with only water showed 21% fewer than those who did not wash hands at all.[26]
- Handwashing with soap can reduce the risk of respiratory infections, such as pneumonia, by 16%.[27]

ANNEX 7. **Essential Handwashing Facts**

- Pneumonia is the leading cause of death for children under the age of 5 resulting in 921,000 childhood deaths in 2015, or 16% of all deaths in the age group, most of them affecting those under the age of 2.[22]
- Pneumonia and diarrhea remain major killers of young children. Together, these diseases account for 29% of all deaths of children under 5 years of age and result in the loss of 2 million young lives each year.[28]
- 72% of deaths associated with diarrhea and 81% associated with pneumonia happen in the first 2 years of life, suggesting that an increased emphasis on prevention and treatment in neonates and children younger than 2 years is crucial.[29]
- Nearly three-quarters of mortality associated with diarrhea and pneumonia is concentrated in 15 high-burden countries[29]
- Handwashing education in the community reduces the number of people who become ill with diarrhea by 31%, reduces diarrheal illness among people with weakened immune systems by 58%, and reduces respiratory infections by up to 21%.[30]
- A recent study indicated that in some developing countries, annual net costs of diarrhea and pneumonia incur more than $12 billion per year, while estimated costs of a national handwashing program would be less than $100 million and bring $2-5 billion in savings.[29]

Handwashing and Nutrition

- Evidence suggests that access to soap and water can help improve child growth. It is estimated that handwashing with soap and clean drinking water could reduce the loss of nutrients through diarrhea and reduce stunting in children under 5 by up to 15%.[32,33]
- Good handwashing can help reduce undernutrition, which contributes to 73% of the diarrheal deaths each year.[34]
- The number of times a child's hands were washed per day and the use of soap were two of seven independent predictors of stunting in children under 5. Each additional handwashing episode per day decreased the likelihood of child stunting by 24%. Never or rarely using soap during a child's handwashing was associated with a 3.6-times higher risk of stunting.[35]

ANNEX 7. **Essential Handwashing Facts**

Handwashing and Newborn & Child Health

- Evidence suggests that handwashing with soap can significantly reduce newborn deaths. For example, in one study, the mortality rate among neonates exposed to birth attendants and mothers who had good handwashing practices was approximately 40% less than neonates whose birth attendants and mothers had poor handwashing practices.[36]
- Diarrhea is responsible for children missing 272 million schooldays each year.[38] Handwashing with soap at critical times could help reduce school absenteeism 40-50%.[38]

Handwashing and Healthcare

- In a study of 66,000 healthcare facilities in lower- and middle-income countries, 35% of facilities did not offer soap and water for handwashing.[39]
- On average, hand hygiene compliance is approximately 50%. Low-cost hand hygiene measures can reduce infection spread in health settings by 50% and avoid up to 20% of certain infections.[40]
- Hygiene compliance in healthcare facilities can reduce the risk of acquiring MRSA by 24%.[41]
- Hand hygiene interventions have been shown to be effective in reducing resistant infections in hospitals; one model estimated that each increase of 1% in hand hygiene compliance could save nearly $40,000 in MRSA-related healthcare costs per year.[41]

Handwashing and Other Outcomes

- Emerging evidence suggests that handwashing may also play a role in preventing soil-transmitted helminth infections, which infect over 1.5 billion people.[42,43]
- It is estimated that 41 million people, mostly women and children, have active trachoma infection, the world's leading infectious cause of blindness.[45] Evidence shows that facewashing is critical to preventing the spread of this blinding disease.[23]

ANNEX 7. **Essential Handwashing Facts**

- Facewashing is an important hygiene intervention that can be combined with handwashing to enhance health outcomes.[23]
- Observational data from four cluster-randomized control trials in rural India, Bangladesh, and Nepal, researchers found that birth attendants' handwashing was associated with a 49% reduction in the odds of post-partum maternal death.[45]

Handwashing Behavior and Access to Handwashing Stations

- There are inequities in hygiene access. Poorer households, those located in rural areas, and those with less education have lower access to functional handwashing stations than wealthier households, those in urban areas, and those with higher education.[46]
- There is not sufficient data to make a global estimate of households with access to basic hygiene facilities, but access ranges from nearly 100% in some countries to less than 10% in others.[47]
- The absence of WASH facilities, including handwashing stations, in schools and workplaces is an equity issue for girls and women, particularly for menstrual hygiene management.
- Even though handwashing is a cornerstone of public health, actual rates of handwashing around the world are quite low and vary widely. A systematic review found that, on average, handwashing with soap is only practiced 19% of the time.[48]
- Motivators for handwashing differ in every community. However, some common motivating factors include disgust, good manners, desire for a social status associated with cleanliness, wanting to fit in with the handwashing behavior of peers and role models, wanting to nurture children, and the comfort of having clean hands.

ANNEX 8.
Handwashing Resources

These resources may be useful to those interested in implementing a handwashing program. This is not an exhaustive list, so please refer to the GHP website at www.globalhandwashing.org for more materials.

Handwashing Program Implementation and Measurement

More than Just a Day

Whether in a school, company, or institution, this brochure brings you a list of things you can do to promote handwashing with soap all year round.

Essential WASH Actions Training and Reference Pack

This training pack describes five essential actions and behaviors (including handwashing with soap) for water, sanitation and hygiene interventions. This guide provides training materials and guidance for behavior change interventions.

UNICEF Handwashing Monitoring & Evaluation Toolkit

This guide from UNICEF will walk you through planning and implementing monitoring and evaluation for your handwashing promotion program.

Practical Guidance for Measuring Handwashing Behavior

Developed by the Water and Sanitation Program, this resources gives an overview of the different M&E approaches and recommendations for handwashing behavior change.

ANNEX 8. **Handwashing Resources**

Assessing the Impact of Global Handwashing Day Activities

This booklet will help you set goals for Global Handwashing Day and devise appropriate indicators and methods for monitoring and evaluating activities. This document is available in both English and Spanish.

The Water and Sanitation Program's Handwashing with Soap Toolkit

The Water and Sanitation Program Handwashing with Soap Toolkit presents solutions to help practitioners form handwashing behavior change programs. The toolkit is based on research in Peru, Senegal, Tanzania, and Vietnam.

Behavior Change Theory and Models

GHP Handwashing Behavior Change Guidance

GHP's Handwashing Behavior Change guidance walks handwashing practitioners through a progress to pave the way for handwashing, initiate behaviors, form habits, and monitor programs.

FOAM

Developed by the Water and Sanitation Program, Focus on Opportunity, Ability, & Motivation (FOAM) is based on behavioral determinants that either promote or constrain behavior change.

IBM-WASH Model

This proposed model seeks to provide both a conceptual and practical tool for improving our understanding and evaluation of the multi-level multi-dimensional factors that influence water, sanitation, and hygiene practices in infrastructure-constrained settings.

ANNEX 8. **Handwashing Resources**

Evo-Eco Approach to Behavior Change

The Evo-Eco is behavior change model is based on evolutionary biology and ecological psychology. It is based on the insight that brains evolved to provide adaptive behavioral responses to rapidly changing or complex environmental conditions. The three components of this model are the environment, the brain, and the body.

WASH in Schools

100 School Survey

The questionnaire can be used to take a snapshot of hygiene conditions in schools. Results can help convince decision-makers that children need handwashing stations and good toilets in schools.

UNICEF's Three Star Approach for WASH in Schools Field Guide

This field guide is designed to improve the effectiveness of hygiene behavior change programs. The approach ensures that healthy habits are taught, practiced, and integrated into daily school routines.

Hardware for Group Handwashing in Schools Field Guide

This Field Guide developed by GIZ Fit for School looks at approaches, common mistakes, and lessons learned from the project's group handwashing in schools initiative.

UNICEF WASH in Schools Monitoring Package

UNICEF developed this package as a tool to promote and guide water, sanitation, and hygiene WASH in Schools monitoring at national, sub-national, and project levels. This package provides tools to help establish national-level monitoring and WASH in schools surveys, as well as a sample survey that can be used by students and teachers to monitor WASH in their own schools.

ANNEX 8. **Handwashing Resources**

WASH in Schools Advocacy Pack

This document helps users develop a WASH in Schools advocacy effort, including strategies and messages for advocating to governments and other stakeholders.

WASH for Schoolchildren in Emergencies: A Guidebook for Teachers

UNICEF created this guidebook for teachers in emergency situations. The guidebook and accompanying regional flashcards provide teachers in Africa and Latin America with the tools they need to teach children about water, sanitation, and hygiene. Although it was created for emergency situations, many of the activities and the flash cards could be used in non-emergency situations.

Advocacy and Campaign Examples

Clean Hands for All: a toolkit for hygiene advocacy

This GHP resource provides an overview of hygiene advocacy, and contains ideas, materials, and guidance for hygiene advocates.

SuperAmma

The SuperAmma campaign is the culmination of years of behavioral science research to inculcate the habit of handwashing with soap. This communication campaign is based on the Evo-Eco theory of behavior change. The website (www.superamma.org) includes the approach and the materials that worked successfully in southern India.

Choose Soap

Choose Soap is a ready-to-use handwashing campaign for promoting handwashing in households in low-income settings. It draws on ideas and best practices from different fields including hygiene and health promotion, behavioral sciences, and marketing. The campaign includes activity scripts, a film, and posters, stickers, and other campaign planning materials ready for download.

Governments Take Action

Governments around the world are integrating handwashing into policies and programs. Learn how governments around the world are taking action to promote handwashing.

ANNEX 9.
Beyond Global Handwashing Day

Global Handwashing Day is a once-a-year opportunity to make a big splash in support of handwashing with soap, but the important work of hygiene promotion shouldn't end after October 15.

If all Global Handwashing Day celebrants advocate for handwashing with soap every day, not just on October 15, we can make significant progress in moving toward the goal of increasing hygiene programs, investment, and behavior. Refer to the Calls to Action on page XX for how you can support handwashing every day, not only on Global Handwashing Day.

Below you will find some simple ideas of how you can make handwashing a centerpiece of healthy behaviors around the year. Regardless of your affiliation, we encourage you to stay up-to-date on the latest in handwashing by signing up for our e-newsletter, and following the GHP on Twitter and Facebook. For many more resources relating to the promotion of handwashing with soap, see the resources section of the Global Handwashing Partnership website.

Questions on how to support handwashing beyond Global Handwashing Day? Get in touch with the Global Handwashing Partnership at contact@globalhandwashing.org

The Philippines Department of Education

ANNEX 10.
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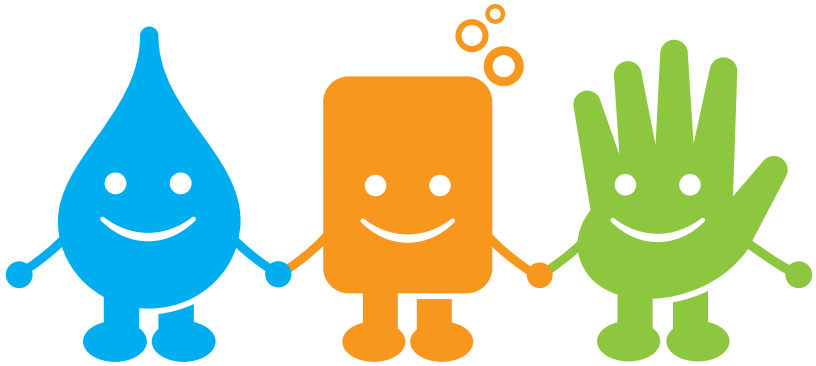
About the Global Handwashing Partnership

Global Handwashing Day was founded by the Global Handwashing Partnership (GHP). The GHP brings together the expertise, ideas, resources, and reach of partners around the world to promote handwashing with soap. We recognize hygiene as a pillar of health and development, and as an effective and affordable 'do-it-yourself vaccine' that prevents infections and saves lives. Our vision is that proper handwashing with soap at critical times will be universally recognized, promoted, and practiced as fundamental to good health.

The GHP's Steering Committee Members are: Colgate-Palmolive, FHI 360, the London School of Hygiene and Tropical Medicine, Procter & Gamble, UNICEF, Unilever, USAID, the Water and Sanitation Program (WSP) at the World Bank, and the Water Supply and Sanitation Collaborative Council (WSSCC). The GHP is also supported by a network of Strategic Partners and Members. Visit our web site at www.globalhandwashing.org for information on how your organization can join the GHP.



October 15 **Global Handwashing Day**

www.globalhandwashing.org