Global Handwashing Day

October 15

2018 Report
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 from around the world join forces to spread the word about the importance of handwashing with soap. Global Handwashing Day was founded in 2008 by the Global Handwashing Partnership.
Clean Hands – A Recipe for Health

The 2018 Global Handwashing Day theme was Clean Hands – A recipe for health. This theme emphasized the links between handwashing and food, through nutrition and food hygiene.

Handwashing with soap can limit stunting in children, and improve and maintain nutrition. Handwashing with soap is also a critical part of food hygiene. This year, Global Handwashing Day celebrants encouraged everyone to make handwashing part of every meal.
2018 Calls to Action

- Wash your hands with soap at critical times, especially before eating, cooking, or feeding others.
  
  Clean Hands - A Recipe for Health
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- Model good handwashing behavior, and remind or help others to always wash their hands before eating.
  
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- Make handwashing part of your family meals.
  
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- Establish places to wash your hands in your household and in your community.
  
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- Promote effective handwashing behavior change in research, policies, programs, and advocacy.
  
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In 2018, over **73 million people** from **144 countries** participated in events, and mass media programs reached more than **259 million people**. In addition, **240 million people** learned about handwashing through social media and virtual campaigns. In total, Global Handwashing Day celebrations reached more than **570 million people** and counting!
2018 Resources

In 2018, the Global Handwashing Partnership developed 8 interactive resources and tools tailored to this year’s GHD theme, including:

- **Planner’s Guide** and **Social Media Toolkit** available in English, Spanish, and French
- **Fact Sheet** related to this year’s theme
- **Infographic** with calls to action and expanded **Calls to Action document**
- **Virtual map** to view celebrations around the world
- **GHD Review: Lessons for Planners**
- **Banners and Posters**
2018 GHD Crowd Hub

The Global Handwashing Partnership partnered with Crowd 360 platform to create the first ever Global Handwashing Day online hub. Throughout October, the hub served as a centralized space to promote GHD events and hygiene efforts from GHP partners.

The Crowd 360 hub hosted 23 posts from 22 organizations. These covered new findings in handwashing with soap; success stories; descriptions of GHD activities; and more.
Global Handwashing Day
Success Stories in 2018

Who do you wash your hands for?

Essity’s “Who do you wash your hands for?” global campaign encouraged people to think of handwashing as a way to protect others. The campaign’s website detailed the importance of handwashing, and shared short videos and messages. The team also created a video to showcase how someone can spread germs to others throughout the day if they don’t wash their hands. Read more here.

Manila Water Foundation

The Manila Water Foundation held a month-long Global Handwashing Day campaign, including handwashing road shows, lectures, and nutrition counselling across multiple communities around the Philippines. They hosted a virtual campaign through social media and Viber (messaging app), reaching a total of 13 million people in October.
Global Handwashing Day
Success Stories in 2018

PIVJET’s Clean Hands Tour

PIVJET planned a “Clean Hands” campaign tour, hosting handwashing trainings in 6 cities in Cameroon. They held trainings in schools, orphanages, and workplaces, and focused on proper handwashing techniques and crucial moments to wash. The team also distributed handwashing kits to 3 schools and 2 health centers. In total, PIVJET’s “Clean Hands” tour reached over 1,200 individuals.

CDC #HandwashingHeroes Campaign

CDC’s #HandwashingHeroes campaign included handwashing demonstrations and hygiene kit distributions at Metro-Atlanta schools. The campaign also had several communication efforts using #handwashingheroes. CDC’s campaign reached over 2 million people, with their Facebook Live handwashing demonstration reaching over 33,500 views alone.
Global Handwashing Day
Success Stories in 2018

HappyHandz Heroes Day

HappyHandz partnered with childcare clinics and preschools to get kids excited about hand hygiene across 30 centers in Australia. Approximately 900 kids dressed up as their favorite HappyHandz hero and learned about handwashing through songs, presentations, and interactive activities throughout the day. A handwashing video featuring all of the HappyHandz characters was played in each clinic. Watch the video here.

Malawi’s National Handwashing Symposium

Feed the Children Malawi and partners hosted the Malawi National Global Handwashing Symposium with focus on handwashing within a nutrition project. The conference held a press conference to broadcast handwashing messages across national TV. In total, there were 80 participants at the in-person event, and over 14 million people received messaging through the national broadcast.
Global Handwashing Day
Success Stories in 2018

USAID’s CKM Photo Essay
The USAID Water CKM project shared the “Clean Hands—A Recipe for Health” photo essay with handwashing stories from Afghanistan, Bangladesh, Cambodia, Guatemala, Indonesia, and Kenya to showcase the Agency’s work in creating healthy communities. Their campaign page has reached over 3,000 unique views and can be viewed here.

UNICEF and MOE celebrate GHD in Djibouti
UNICEF Djibouti and the Ministry of Education had a fun-packed day for approximately 4,000 students. The day included a handwashing skit performed by students and a quiz bowl style competition on hand hygiene knowledge. Additionally, they held a text messaging campaign, reaching nearly 250,000 people nationwide.
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 all year long.

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 hub on the GHP website.
Thank you to this year’s Global Handwashing Day Sponsors:
Join us for Global Handwashing Day on October 15, 2019!

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