

October 15

# Global Handwashing Day



## 2018 Report



Global Handwashing Day  
October 15



GLOBAL  
HANDWASHING  
PARTNERSHIP

# 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.





Photo credits: (cover) Valerie Caldas (photoshare); (this page) UNICEF India

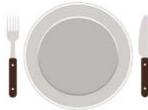
# Clean Hands – A Recipe for Health



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**  
#GLOBALHANDWASHINGDAY  
OCTOBER 15



**MODEL GOOD HANDWASHING BEHAVIOR, AND REMIND OR HELP OTHERS TO ALWAYS WASH THEIR HANDS BEFORE EATING**

**CLEAN HANDS - A RECIPE FOR HEALTH**  
#GLOBALHANDWASHINGDAY  
OCTOBER 15



**MAKE HANDWASHING PART OF YOUR FAMILY MEALS**

**CLEAN HANDS - A RECIPE FOR HEALTH**  
#GLOBALHANDWASHINGDAY  
OCTOBER 15



**ESTABLISH PLACES TO WASH YOUR HANDS IN YOUR HOUSEHOLD AND IN YOUR COMMUNITY.**

**CLEAN HANDS - A RECIPE FOR HEALTH**  
#GLOBALHANDWASHINGDAY  
OCTOBER 15

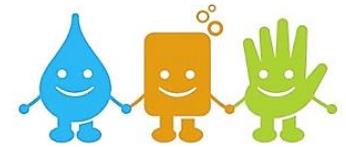


**PROMOTE EFFECTIVE HANDWASHING BEHAVIOR CHANGE IN RESEARCH, POLICIES, PROGRAMS, AND ADVOCACY.**

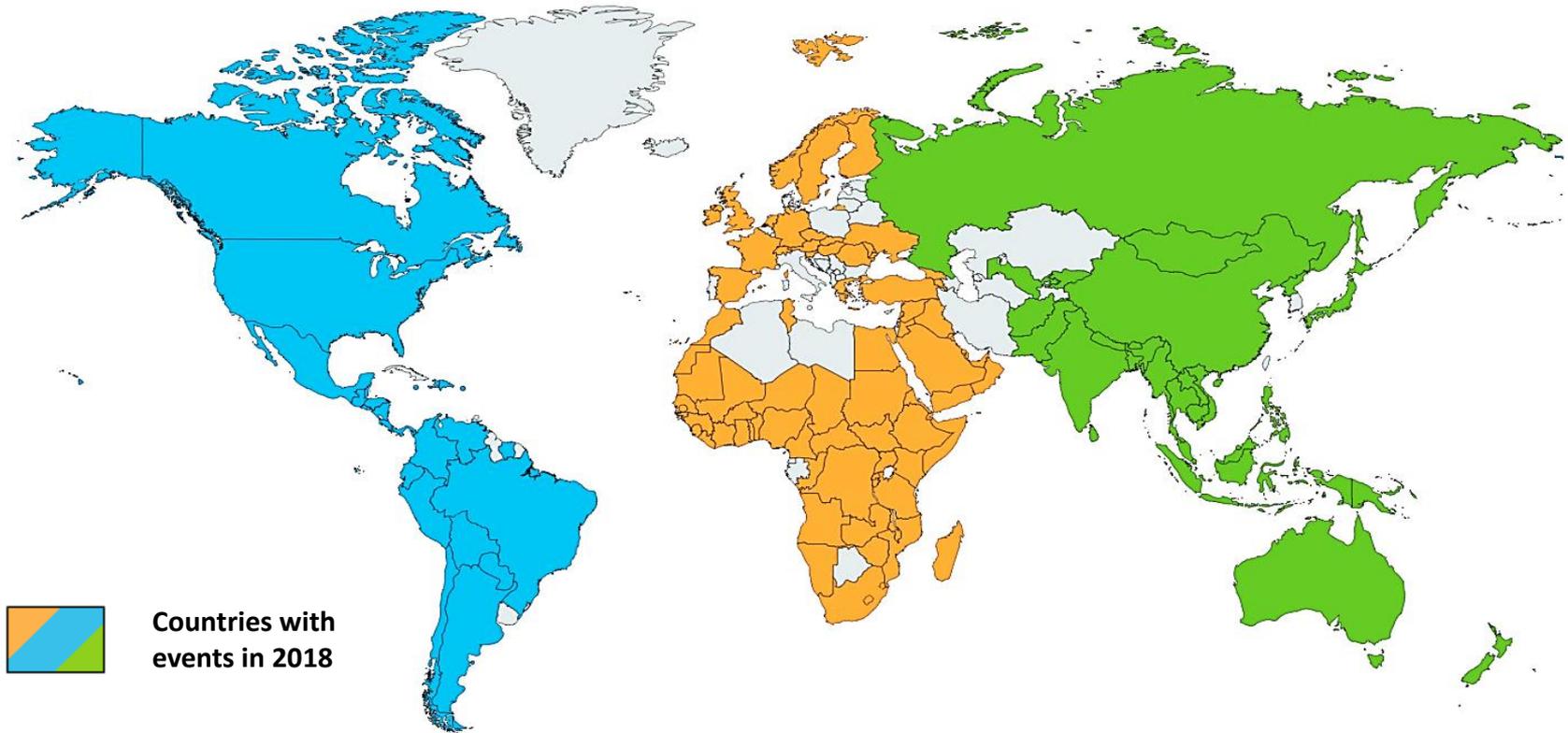
**CLEAN HANDS - A RECIPE FOR HEALTH**  
#GLOBALHANDWASHINGDAY  
OCTOBER 15



# Worldwide Results



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.

The screenshot displays the 'GLOBAL HANDWASHING DAY 2018' online hub. At the top, it features the title and a navigation bar with 'HOME', 'PARTNERS', and 'THE BLOG'. A featured article from October 16, 2018, is titled 'Clean hands: a recipe for health long after a meal is over'. The article includes an image of children at a handwashing station and text explaining the importance of hand hygiene, particularly for children in poor communities. Below the article is a 'Read Full Post' link. To the right, there is a section for 'SEE WHAT OTHERS ARE SHARING' with a 'Follow on High5' button. The bottom part of the screenshot shows another article from October 29, 2018, titled 'WSSCC network helps spread handwashing message through fun activities for children'. This article features an image of children and text describing how the Water Supply and Sanitation Collaborative Council (WSSCC) engaged children in various activities to promote handwashing. A 'Read Full Post' link is also present. On the far right, there is a sidebar with a 'PARTNER SUBMIT' button and a list of social media links for Twitter, Facebook, and LinkedIn.

# 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 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

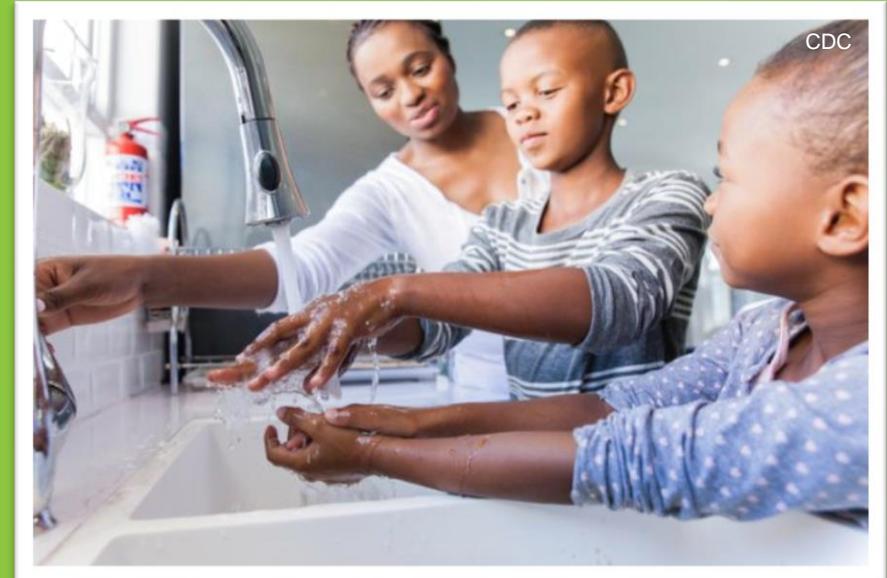
PIVJET planned a “Clean Hands” campaign tour, hosting handwashing trainings in 6 cities in Cameroon. They held trainings in schools, orphanages, and workplaces, and focused on proper handwashing techniques and crucial moments to wash. The team also distributed handwashing kits to 3 schools and 2 health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



PIVJET International



CDC

# 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](#).



HappyHandz

## 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.



Feed the Children Malawi

# 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.



## 5 THINGS TO DO AFTER GLOBAL HANDWASHING DAY

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

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

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

**LEARN MORE**  
 Visit [GlobalHandwashing.org](http://GlobalHandwashing.org) for resources, tools & ideas.

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

**#GlobalHandwashingDay**





# Thank you to this year's Global Handwashing Day Sponsors:



LONDON  
SCHOOL of  
HYGIENE  
& TROPICAL  
MEDICINE



**USAID**  
FROM THE AMERICAN PEOPLE



**WORLD BANK GROUP**  
Water



american cleaning institute®  
for better living



# Join us for Global Handwashing Day on October 15, 2019!

For tools, information, and inspiration, please visit [www.globalhandwashing.org](http://www.globalhandwashing.org). To join planning efforts, email us at [contact@globalhandwashing.org](mailto:contact@globalhandwashing.org).

