

October 15

Global Handwashing Day

2019 Report



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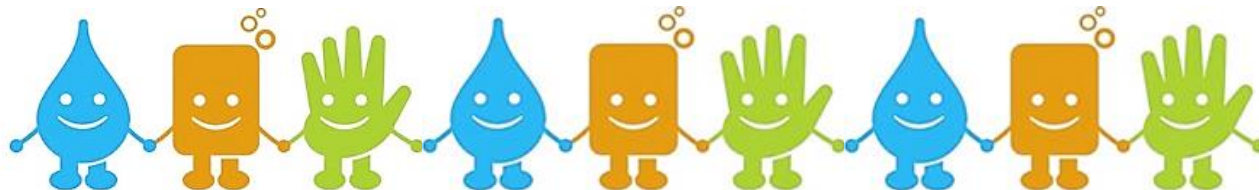


GLOBAL
HANDWASHING
PARTNERSHIP

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 spread the word about hand hygiene, build handwashing infrastructure, and demonstrate the value of handwashing with soap. Global Handwashing Day was founded in 2008 by the Global Handwashing Partnership.



Clean Hands for All



The 2019 Global Handwashing Day theme was **Clean Hands for All**, which emphasized the need to focus on handwashing equity and inclusivity.

This year's campaign had 4 call to actions:

- Ensure handwashing policies and programs are inclusive of all individuals
- Establish accessible and appropriate places to wash hands in households, schools, workplaces, health facilities, and other community spaces
- Conduct further research on handwashing inequities in different settings
- Promote effective and inclusive handwashing behavior change in research and policies



GLOBAL HANDWASHING DAY 2019

Clean Hands for All

This year's theme follows the push to leave no one behind in the Sustainable Development agenda. Inequalities in handwashing facilities and handwashing promotion programs can put individuals at higher risk for diseases that impact their health, education, and economic outcomes. Our tagline, **Clean Hands for All**, reminds us that we must be inclusive when addressing handwashing disparities.

WHAT YOU CAN DO



Ensure handwashing policies and programs are inclusive to all individuals



Establish accessible and appropriate places to wash hands in households, schools, workplaces, health facilities, and other community spaces



Conduct further research on handwashing inequities in different settings



Promote effective and inclusive handwashing behavior change in research and policies

ABOUT GLOBAL HANDWASHING DAY

Global Handwashing Day is a global advocacy day dedicated to increasing awareness about the importance of handwashing with soap as an effective and affordable way to prevent diseases and save lives.



2019 Resources



In 2019, the Global Handwashing Partnership updated its website and developed a more interactive experience for celebrants. Resources and tools were also tailored to this year's theme.

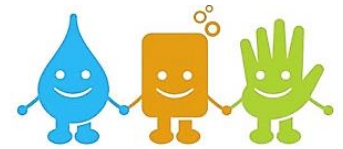
- Social Media Toolkit available in English, Spanish, and French
- Fact Sheet related to this year's theme
- Infographic with calls to action
- Community Forum to spotlight handwashing efforts around the world
- Banners and Posters





Photo credits (clockwise from top left): Action Against Hunger, HAD Organization, Kanam Plateau State – Nigeria, UNICEF Bangladesh

Overall Results Worldwide



In 2019, over **130 million people** from **145 countries** participated in events, and mass media programs reached more than **185 million people**. In addition, **276 million people** learned about handwashing through social media and virtual campaigns. In total, Global Handwashing Day celebrations reached more than **590 million people** and counting!

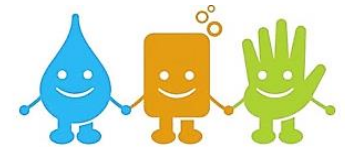


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Catholic Relief Services/Rummon Talukdar

Success Stories in 2019

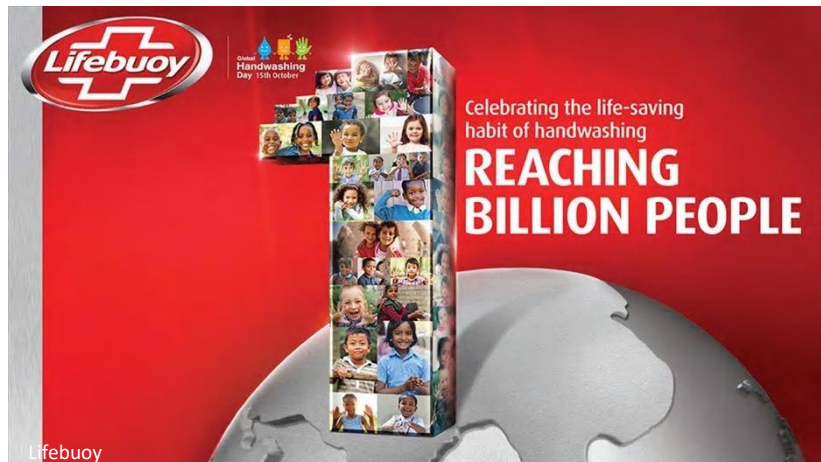


Lifebuoy's Handwashing Pledge

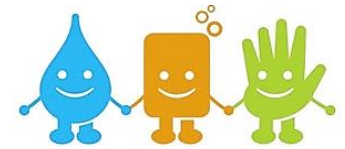
In time for Global Handwashing 2019, Lifebuoy met their 2020 target of improving the handwashing behaviors of 1 billion people a little early! Through their 'Help a Child Reach 5' Campaign, they work with over 20 partners in 30 countries to provide handwashing behavior change programs for children and mothers, and work with influencers to spread the message on the importance of handwashing with soap.

Clean Hands for All Health Workers

Father Muller Medical College Hospital hosted an inauguration in honor of Global Handwashing Day. Doctors, nurses, and other health practitioners participated in the event, which included speeches by hospital leaders, a pledge for hand hygiene, and a hand hygiene demonstration conducted by an infection control nurse. The event emphasized that handwashing is a key component in the prevention of hospital-acquired infections.



Success Stories in 2019



Addressing Handwashing in Emergency Settings

Action Against Hunger and its partners worked to sensitize communities in Somalia on the importance of handwashing with soap. They used demonstrations, sketches, and songs to teach proper handwashing behavior to schoolchildren and had a collective handwashing session in the community. Additionally, over 200 soaps were distributed in the community to ensure handwashing with soap at all key times.



Action Against Hunger

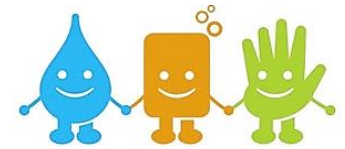
Empowering Hygiene Heroes in Nigeria

United Purpose, PZ Cussons Foundation, and Premier Cool joined forces to ensure better health practices in rural and urban communities in Nigeria. They held a national event, visited schools, and empowered 'hygiene heroes,' children who are trained to inspire their schools and families to make handwashing a habit. As part of this campaign, they aimed to reach 60,000 children from 210 schools across the country!



United Purpose/PZ Cussons

Success Stories in 2019



Students Lead Handwashing Celebrations in Bangladesh

Nearly 7.5 million students from over 59,000 Government Primary Schools celebrated Global Handwashing Day in Bangladesh. The Local Government Division, Department of Primary Education, and UNICEF teamed up to host an event to ensure handwashing behavior is sustained. This includes implementing contextually appropriate behavior-centered programs to establish and engrain handwashing habits at critical times.



UNICEF Bangladesh

Recycling Soap for Global Handwashing Day

Since 2009, Hilton and Clean the World Foundation have partnered to recycle soap from hotels and donate to communities around the world. Hilton has expanded this program to over 70 countries and made soap recycling a brand standard. Earlier this year, Hilton challenged its hotel owners and team members to recycle enough soap to create two million new bars of soap by Global Handwashing Day!

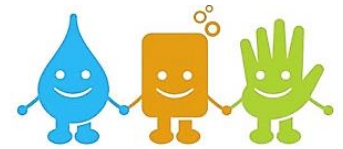


Hilton/Clean the World Foundation



Photo credits (clockwise from top left): Console Mission, PIVJET International, Blue Moon LLC, WASHforChange Network

Continuing the momentum!



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

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

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

Global Handwashing Day Partners



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Join us for Global Handwashing Day on October 15, 2020!

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

