

2020

Annual Report



**GLOBAL
HANDWASHING
PARTNERSHIP**

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About the Global Handwashing Partnership

The Global Handwashing Partnership is a public-private partnership working to advance handwashing with soap as a fundamental component of health and development. The partnership serves as a global advocate and knowledge hub for handwashing and hand hygiene programming. As a global leader, the GHP supports the prioritization of handwashing within programs, strategies, and policies at the local, national, and global level.

The Global Handwashing Partnership reaches a broad network of hand hygiene champions, with partners from government agencies, multilateral organizations, private corporations, nongovernmental organizations, and academic institutions. A full list of partners can be found on the next page.

Partnership objectives

Promote clean hands for all through advocacy efforts

Serve as a knowledge hub to share evidence and resources on handwashing and hand hygiene programming

Ensure handwashing with soap is universally recognized, promoted, and practiced

Steering Committee and Strategic Partners



Members



Affiliates

Action Against Hunger
Banka Bioloo
Clean the World
Foundation
DefeatDD
Eco-Soap Bank
Handzies

HappyTap
icddr,b
International Aid
IRC WASH
Manila Water Foundation
Medentech
MSR Global Health

PHAAE
Real Relief
Soapbox
Smixin
Soapen
SPATAP
Splash

United Purpose
Vaccine
Ambassadors
WaterAid
Wellbeing
Foundation
World Vision

Why Handwashing?

Handwashing with soap is an easy, effective, and affordable way to prevent infections and save lives. Globally, pneumonia and diarrheal diseases account for approximately 1.8 million deaths among children under 5 years old. Children who practice regular handwashing are 50% less likely to contract pneumonia and 28-43% less likely to experience diarrheal episodes. Handwashing has also been shown to reduce maternal and neonatal mortality, healthcare-associated infections, other respiratory infections, and neglected tropical diseases.

Good hand hygiene not only matters for health – it can remove barriers to education, nutrition, economic opportunity, and equity. Proper handwashing supports efforts to improve education by reducing missed school days and preventing diseases that hinder critical child development. These cross-cutting benefits can ensure the achievement of multiple Sustainable Development Goals.

Beyond its cross-cutting benefits, research suggests handwashing may be the single most cost-effective strategy to reduce illness globally. National handwashing behavior change programs are estimated to provide up to a 92-fold return on investment by reducing health care costs, as well as improving productivity and economic growth within a country.





Activity Highlights

Advocacy Highlights

Global Handwashing Day

Global Handwashing Day is an annual global advocacy day celebrated every October 15. The day is dedicated to advocating for handwashing with soap as an easy, effective, and affordable way to prevent diseases and save lives.

WASH Viruses Away

In response to the COVID-19 pandemic, the Global Handwashing Partnership launched the *WASH Viruses Away* campaign with key handwashing messages and resources.

Rx Hand Hygiene

The Global Handwashing Partnership continued its *Rx Hand Hygiene* campaign to highlight solutions and address barriers to proper hand hygiene in healthcare facilities.

Global Handwashing Day



GLOBAL HANDWASHING DAY

Hand Hygiene for All

The COVID-19 pandemic provides a stark reminder that one of the most effective ways to stop the spread of a virus is also one of the simplest: hand hygiene, especially through **handwashing with soap**. To beat the virus today and ensure better health outcomes beyond the pandemic, handwashing with soap must be a priority now and in the future. Our tagline, **Hand Hygiene for All**, calls for all of society to achieve universal hand hygiene.

MAKE A COMMITMENT



Governments: Commit to investing in a culture of hand hygiene by placing handwashing at the heart of strategies and national budgets, and developing country roadmaps where needed



Businesses: Commit to promoting handwashing through partnerships, cash and in-kind donations, investing in and supporting supply chains for hand hygiene products for low-income communities, and promoting good handwashing practices among your workforce



Donors: Commit to diversifying your contributions to hand hygiene, ensuring all funding covers both hand hygiene infrastructure and behavior change, and holding grantees accountable for designing programs based on learning and evidence



Institutions: Commit to ensuring handwashing facilities are accessible and available at key points and enacting policies that enable a culture of hand hygiene at an institutional level



Researchers: Commit to conducting research on handwashing in different settings, identifying best practices among different groups and contexts, and developing evidence-based resources for handwashing habit formation



Advocates: Commit to promoting handwashing access and practice in all settings, including households, healthcare facilities, schools, workplaces, and other public spaces

The Global Handwashing Partnership leads the planning, facilitation, and report of Global Handwashing Day each year. This year's theme was ***Hand Hygiene for All*** in alignment with the WHO/UNICEF-led [Hand Hygiene for All Global Initiative](#).

Now more than ever, handwashing with soap must be promoted and practiced. Global Handwashing Day serves as a platform to not only raise awareness on the importance of handwashing, but also to gather commitments from leaders in government, private sector, civil society, and academia to address and prioritize hand hygiene for all.

Due to the ongoing pandemic, there was an increase of engagement over social media and through virtual campaigns. Overall, social media reach, including hashtag and account analytics, reached over **430 million people**. This is a 60% increase over 2019. In total, Global Handwashing Day reached over **1 billion people** worldwide through in-person and virtual events and mass media. The full report will be available in February 2021.

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WASH Viruses Away Campaign

The *WASH Viruses Away* campaign seeks to bridge short-term hand hygiene prioritization for COVID-19 response to longer-term habit formation.



Key Campaign Outputs

Campaign Outputs	Description
<u>WASH Coronavirus Away Poster</u>	This poster provides a visual representation of key times to wash hands to prevent COVID-19.
<u>COVID-19 Landing Page</u>	This landing page serves as a central platform to find handwashing and coronavirus resources.
<u>"How to" Guidance Briefs</u>	This series of guidance briefs provides practical recommendations to improve handwashing in the context of COVID-19.

Rx Hand Hygiene Campaign

The Global Handwashing Partnership continued its Rx Hand Hygiene campaign to highlight solutions and address barriers to proper hand hygiene in healthcare facilities.



Key Campaign Outputs

Campaign Outputs	Description
<u>Hand Hygiene Profiles</u>	The Hand Hygiene Profiles series includes case studies of health care leaders promoting hand hygiene in their healthcare facility.
<u>Rx Hand Hygiene Webinar</u>	In partnership with Emory's Center for Global Safe WASH, this webinar included presentations on how to facilitate clean hands in healthcare facilities through the context of COVID-19.
<u>#ApplaudwithWASH Social Media Campaign</u>	In honor of Hand Hygiene Day (May 5), this social media campaign leveraged the importance of clean hands for frontline health workers.

Knowledge Management Highlights

Handwashing Handbook

The [Handwashing Handbook](#) is a comprehensive resource for handwashing programs. The handbook address handwashing advocacy, behavior change, integration with related programming and a systems approach.

Handwashing Thursday Series

To support the launch of the Handwashing Handbook, the Global Handwashing Partnership hosted the Handwashing Thursday Series which is a six-part webinar series addressing different elements of the Handwashing Handbook.

Resource Hub

The Global Handwashing Partnership maintains the searchable resource hub with the latest research and success stories for handwashing from our partners and others.

Handwashing Handbook

The Handwashing Handbook provides practical guidance for strengthening local systems to support handwashing and tools for planning and implementing successful programs to change handwashing behavior in a variety of contexts. It is based on evidence that reflects the collective expertise of the Global Handwashing Partnership and aims to share lessons learned with a global network of handwashing champions. The handbook was launched on Global Handwashing Day (October 15).

Visit the Handwashing Handbook landing page and download the Handwashing Handbook [here](#).



Handwashing Thursday Series

Topic	Date
<u>Making the Case for Handwashing</u>	October 1
<u>Designing and Implementing Handwashing Programs</u>	October 22
<u>Monitoring and Evaluating Handwashing Programs</u>	November 5
<u>Improving Handwashing in Specific Contexts</u>	November 19
<u>Integrating Handwashing with Related Programming</u>	December 3
<u>Addressing Handwashing at a Systems Level</u>	December 17

To amplify the Handwashing Handbook launch, the Global Handwashing Partnership hosted a Handwashing Thursday Series. The series complements the chapters of the handbook and provides additional context for various handwashing topics.

Resource Hub

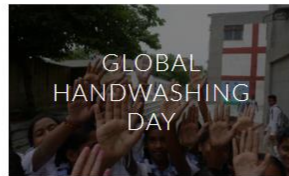
Search

Search ...

Content All Content Topic All Topics Audience All Audiences

Language All Languages Publication Year All Publication Years

SUBMIT Reset



The Global Handwashing Partnership resource hub serves as a repository of handwashing and hand hygiene resources. Resources are tagged by content and topic.

In 2020, over 120 new resources were added to the resource hub. Explore the Resource Hub [here](#).

Country Highlights

Nigeria

Continued support of handwashing being prioritized as part of the Clean Nigeria Campaign, in collaboration with the Nigeria Federal Ministry of Water Resources and WSSCC

United Kingdom

Supported the development of hand hygiene campaigns for schools in the United Kingdom, in collaboration with Unilever

Kenya

Presented a webinar for the National Business Compact on Coronavirus Behavioral Task Force.

Multiple Countries

Supported the initial meetings of the World Bank Hand Hygiene Accelerator with World Bank staff from several countries participating.

Partnership Highlights

Hand Hygiene for All Global Initiative

The Global Handwashing Partnership is a core partner of the Hand Hygiene for All initiative, leading the initiative's advocacy working group and supporting the development of a longer-term advocacy and communications strategy. The Global Handwashing Partnership website also serves as the primary hub for Hand Hygiene for All resources.

WASH Groups

The Global Handwashing Partnership is a key partner of the Sanitation and Water for All private sector constituency. In 2020, the Global Handwashing Partnership spearheaded a private sector statement focused on handwashing in response to COVID-19.

Integrated Programming Groups

The Global Handwashing Partnership is a key partner of the Clean, Fed & Nurtured Coalition; CORE WASH and Health Interest Group; Frontline Health Workers Coalition; and the Neglected Tropical Disease NGO Network.



Partner Highlights

Colgate-Palmolive

Colgate-Palmolive is a caring, innovative growth company that is reimagining a healthier future for all people, their pets and our planet. Colgate focused on its purpose in response to COVID-19 and was uniquely positioned to help fight the novel coronavirus by leveraging one of its core products to help stop its spread. In 2020, Colgate-Palmolive:

- Mobilized five production facilities on three continents to produce and donate [26.5 million soap bars](#) to help stop the spread of the COVID-19 virus in the regions facing acute needs, reaching more than 100 million people. The soap was specially packaged with instructions on proper handwashing to amplify the World Health Organization's #SafeHands message (see right image).
- Provided \$20 million in health and hygiene products to community-based organizations around the world that have the infrastructure to distribute the donated product to those most in need in local communities.



- Educated over 1.5 billion people on proper handwashing techniques by encouraging them to take the #SafeHands Challenge
- Invited the public to wash their hands with soap as part of its week-long celebration around Global Handwashing Day in Europe and Latin America.

The determination and dedication of all Colgate employees across many geographies made it possible to reach people in 28 countries to help stop the spread of COVID-19. Click [here](#) to learn more.

Essity

VR Clean Hands Training

Through its Tork brand, Essity developed the Tork VR Clean Hands Training, the first interactive virtual reality hand hygiene training. Stepping into the virtual world, the player takes on the role of a nurse or a doctor on duty in a hospital. The player cares for patients and gets direct training feedback of their hand hygiene compliance according to their level of success in complying with the World Health Organization's '5 Moments for Hand Hygiene'. The training has had 3,400 downloads by healthcare organizations or professionals since its launch earlier this year.

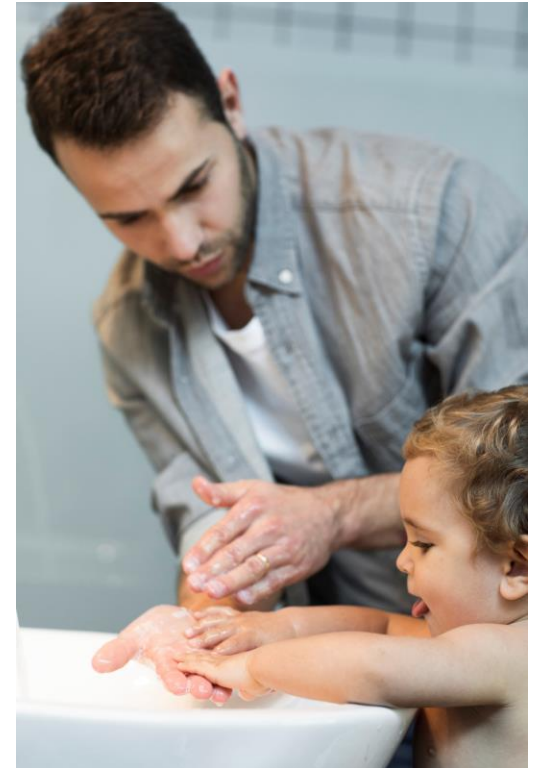
Ella Handwashing free app for mobile

This free EllaHandwash app teaches children from ages 3 to 6 how to

wash their hands the right way while having fun. The app includes animations without text so that any child can play with the goal to encourage children to practice hand hygiene as they enter pre-school, kindergarten or during their play dates. Since the app launch, it has been downloaded more than 70,000 times on tablets and is now compatible with smartphones.

School hygiene research and support in Spain & Portugal

The Manosucias program was developed in response to the challenging environment described in a recent report around hygiene in schools. The program includes a song to encourage children to wash their hands frequently and with proper technique. It is built in cooperation with the Spanish Red Cross.



FHI 360



FHI 360 hosts the secretariat for the Global Handwashing Partnership. FHI 360 also supports handwashing activities through its programs around the world. The following are a few examples from the organization's handwashing efforts.

- **DRC:** Handwashing activities have been a central part of responses to address both Ebola and COVID-19 in eastern DRC in healthcare facilities and communities, with community health volunteers promoting handwashing within communities including public places such as worship areas, markets, transport stations, and public institutions.
- **Kenya:** The Afya Uzazi project has provided handwashing messaging in school programming utilizing school health club platforms. The program also supports infection prevention and control surveys in health facilities with the aim to address gaps in handwashing at key points.
- **Tanzania:** Through the Tulonga Afya project, handwashing promotion has included radio and TV spots, social media, SMS messaging, and influencers and faith leaders.
- **Uganda:** Through its Communication for Healthy Communities project, FHI 360 supported Ebola prevention behavior change activities, leading to an improvement of handwashing practice among the targeted communities.

London School of Hygiene and Tropical Medicine

COVID-19 Hygiene Hub

The COVID-19 Hygiene Hub is a free service to help actors in low- and middle-income countries rapidly share, design, and adapt evidence-based hygiene interventions to combat COVID-19. The Hygiene Hub seeks to connect and share successful approaches, provide tailored technical support, and develop resources to aid improved program implementation in low- and middle-income countries. Key achievements include:

- Developed 180 resources which have been read more than 52,000 times to date by more than 22,000 individuals.
- Provided rapid, technical advice and project support to more than 142 different organizations across 60 countries.
- Provided longer-term in-depth project support to 47 global or national-level initiatives.
- Shared information about 272 projects across 70 countries on our interactive map.
- Shared 20 in-depth program case studies which document the successes and challenges of COVID-19 response actions.

Wash'Em

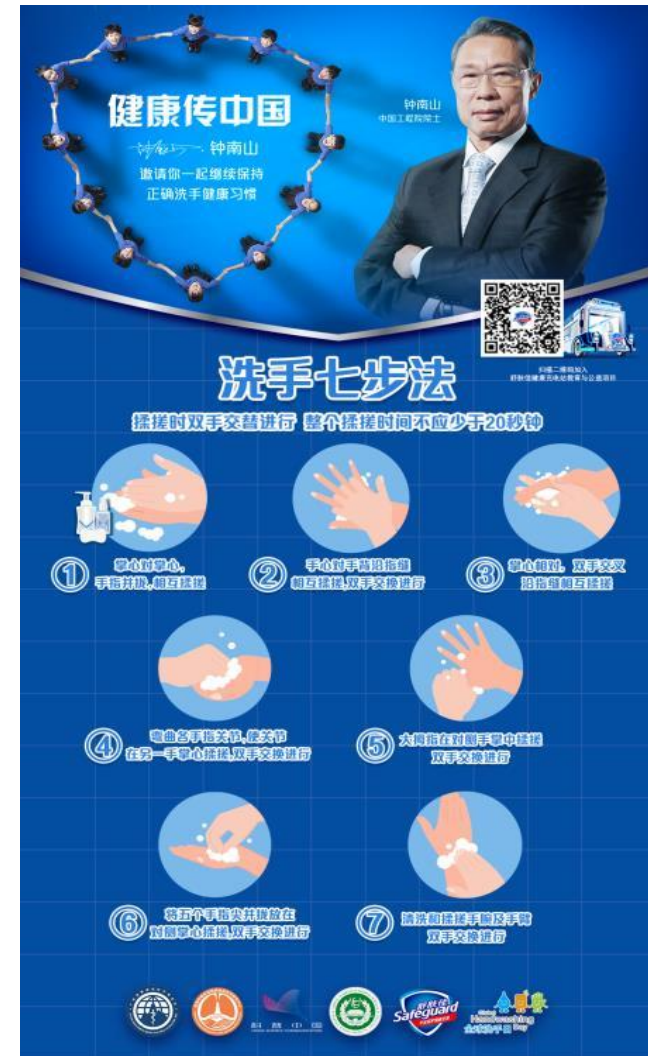
Wash'Em is a process for rapidly designing evidence-based and context-adapted handwashing promotion programs in crises and outbreaks. In the early stage of the pandemic, the Wash'Em team developed a [COVID-19 guide](#) with activity descriptions, ran a series of [webinars](#), developed [activity videos](#), and posted [video blogs](#) about some of the technical aspects of handwashing. These resources focused on low-cost and feasible actions that actors could take to promote handwashing in the early stages of the pandemic.

With the transition from the acute phase of the response to a phase of longer-term programming for COVID-19 control, the Wash'Em team monitors its users to learn how they have effectively used the Wash'Em approach to shape their COVID-19 programs. This includes developing remote training packages, providing direct support to users and developing materials that summarize [safe and effective ways of working during the pandemic](#). The team continues to interview and engage users so that they can improve the process.

Proctor & Gamble

In light of COVID-19, Proctor & Gamble through its Safeguard brand conducted a series of handwashing education activities. Starting in July 2020, Safeguard kicked off a brand campaign called, "Spread Health across China." The campaign focused on ensuring health through proper handwashing habits. It was endorsed by the Health Education Center of the Chinese Academy of Medical Sciences and Dr. Zhong Nanshan, the top expert on disease control in China. Through this campaign, Safeguard committed to educating 100 million people in China via both socially distant in-person events and online content.

For Global Handwashing Day, Safeguard China partnered with One Foundation, a Chinese Charity Foundation, to equip primary schools in rural areas of China with handwashing facilities. Safeguard also produced a handwashing education poster and video that was distributed through Weibo, a popular social platform in China. These materials included details on handwashing steps and evoked people's attention to join the "Spread Health across China" campaign.



COVID-19 Response

UNICEF reached over 2.8 billion people in 132 countries through COVID response efforts, including COVID-19 messaging on IPC, provision of critical WASH supplies and training of health care staff and community health workers in infection prevention and control.

Hand Hygiene for All Initiative

UNICEF, in partnership with the World Health Organization, launched the Hand Hygiene for All Initiative, using a multi-faceted, society-wide approach to establishing a culture of hand hygiene. This initiative calls for countries to lay out comprehensive roadmaps that bridge together the national COVID-19 preparedness and response with the mid- and long-term national development plans. Country level action is at the core of the initiative, supported by global coordination, advocacy and collective action.

Country Highlights

These are a select few highlights of country progress in promoting hand hygiene for all:

- **Ecuador:** The ministries responsible for WASH and Education worked together to conduct a comprehensive needs assessment across all schools in the country and developed a coordinated plan to ensure schools could reopen safely. The Minister for Education was also featured in a promotional video to institutionalize handwashing in schools.
- **Rwanda:** The government developed the National Handwashing strategy, 'my health is in my hands,' that promotes simple technologies and local innovations with the aim to have 100% basic handwashing coverage by 2024.
- **Bangladesh:** Building on existing nationwide campaigns, a multi-sectoral working group under the leadership of the government is mapping the country's strengths and gaps, setting targets to reach hand hygiene for all by 2030.

Unilever

Unilever through its Lifebuoy brand, runs one of the world's largest handwashing programs in the world, spanning across more than 30 countries and reaching more than 1 billion people with improved hand hygiene habits. In the midst of the ongoing COVID-19 pandemic, Lifebuoy continues to propel its purpose forward through new and innovative ways to encourage hand hygiene at key moments.

Hygiene Behavior Change Coalition

In 2020, Unilever partnered with the UK Foreign, Commonwealth & Development Office (FCDO) to fund a global program called the Hygiene & Behavior Change Coalition (HBCC). The HBCC represents a £100 million contribution to raising awareness on the importance of good hygiene among the world's most vulnerable populations. The coalition leverages a three-pronged approach, building on Unilever's tried and tested hygiene interventions and expertise, focusing on: mass communications, behavior change programs and digital solutions, to change hand hygiene habits for good. Learn more about the Hygiene Behavior Change Coalition [here](#).

H for Handwashing

On Global Handwashing Day, Unilever-Lifebuoy launched a new movement to forever change how children are taught the alphabet. With everyday references such as 'A' for apple, 'B' for ball and 'C' for cat, Lifebuoy wants 'H' for handwashing. The €30 million, multi-year campaign is aimed at kids and adolescents ages 2–17. Lifebuoy worked with leading nongovernmental organizations in the early childhood development space such as Save the Children and Sesame Street to co-develop behavior change materials for children, and partnered with governments across India, Sri Lanka and South Africa to make handwashing part of school curriculums. Thus far, H for Handwashing has been launched across more than 30 countries, reaching over 130,000 school children and engaging over 100 influencers worldwide to raise the profile of handwashing through H for Handwashing. All H for Handwashing materials are accessible through the Global Handwashing Partnership's website on the H for Handwashing [resource page](#). Learn more about the H for Handwashing Campaign [here](#).



USAID supports handwashing activities as part of ongoing WASH activities and COVID-19 Risk Communication and Community Engagement activities. These are a few examples among many of the agency's handwashing efforts.

- **Indonesia:** Working in 120 communities spread across 35 municipalities, USAID IUWASH PLUS and its partners supported the installation of 5,000 handwashing stations, more than 900 soap dispensers, and nearly 700 water taps.
- **Nigeria:** USAID's Effective Water, Sanitation, and Hygiene Services (E-WASH) program intensified efforts with six water utilities to improve WASH services. USAID/Nigeria collaborated with telecommunications firms to deliver messaging about safe hygiene habits to millions of Nigerian cell phone users and provided direct technical support to the National WASH Response on COVID-19, including risk communication interventions such as signs and pictorial guidance on the proper use of masks and information resources for hand hygiene.
- **India:** Trained close to 40,000 health workers on COVID-19 prevention and response in the 12 states where it implements programs, directly benefiting 2.5 million people in India.
- **Philippines:** Collaborated with 28 public and private sector stakeholders to launch the "BIDA Solusyon" campaign, which aims, in particular, to reach high-risk, low-income workers with important COVID-19 safety messaging. The partnership allowed not only a large-scale media campaign online and on TV and radio, but also extended to physical signage and the publication of a BIDA Solusyon comic book developed by Breakthrough ACTION. Private sector partners also distributed masks, sanitizer, and other materials to help keep people safe.
- **South Sudan:** In settlements where donors provide safe water and sanitation, USAID support enabled UNICEF to reach nearly 30,000 residents in Juba with emergency WASH infrastructure and services, and to ramp up additional infection prevention and control measures such as routine cleaning and disinfection of sanitation facilities and water points.

World Bank

The World Bank's [Water Global Practice](#) (GP) has established a **Global Hand Hygiene Accelerator (GHHA)** that aims to mitigate existing gaps and bring the necessary knowledge, resources and tools to improve hand hygiene interventions in World Bank-supported projects. GHHA is a collaboration between the Water GP and [2030 Water Resources Group](#) to move hand hygiene from messaging to service provision using public-private partnerships and utilities, ensuring service continuity and increasing resiliency. GHHA supports activities grouped under 3 pillars: **Country Engagements:** Fostering local partnerships, providing operational advice to task teams; piloting deeper engagements in select countries like Bangladesh and Kenya; **Knowledge and Tools:** Curating and disseminating knowledge around processes and best practices related to hand hygiene and behavior change; providing a space for learning and building capacity of clients and staff; **Global Partnerships:** Leveraging the HH4A Initiative and partnerships with external organizations and stakeholders to facilitate national campaigns to bring together partners from public and private sectors.

GHHA was launched on September 23, 2020 during an inaugural webinar "Behavior Change is in our Hands –Scaling up Hand Hygiene in World Bank Operations." GHHA is providing **support** to task teams to introduce and improve hand hygiene components in World Bank supported operations. Since its inception, GHHA has contributed to [blogs](#), [case studies](#), [ongoing research](#), portfolio reviews and three knowledge sharing webinars on hand hygiene in partnership with GHP, WHO, LSHTM and UNICEF.

On a global scale, the World Bank is also working closely with countries and partners [to ensure communities have access to fixed and portable handwashing facilities, soap or ABHR and reliable water supplies](#) through its flagship projects that are being operationalized in Kyrgyz Republic, Ghana, Haiti, Indonesia, Vietnam, Nicaragua, Sri Lanka and Yemen, amongst others.



A Collective Way Forward

In 2021, the Global Handwashing Partnership will continue our commitment to serve as a knowledge hub and prominent global actor for handwashing to accelerate progress toward hand hygiene for all.

To learn more about the partnership's activities and priorities, visit the [Global Handwashing Partnership website](https://www.globalhandwashing.org/). To learn how to get involved, please e-mail the Secretariat team at contact@globalhandwashing.org.



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