



Global Handwashing Day 2021 Social Media Toolkit Draft

What is Global Handwashing Day?

Celebrated every October 15, Global Handwashing Day is an annual global advocacy day dedicated to promoting handwashing with soap as an easy, effective, and affordable way to prevent diseases and save lives. Currently, 3 out of 10 people worldwide lack access to basic hygiene services. Global Handwashing Day provides a platform to take action and increase access and practice of handwashing with soap to achieve Sustainable Development Goal 6: Clean Water and Sanitation for All.

Sample Messages:

Happy #GlobalHandwashingDay! #COVID19 showcased the importance of handwashing for preventing disease. As we move beyond the pandemic, we must reimagine the future of hand hygiene. Commit here: <https://bit.ly/3rcMtr3>

To meet the SDGs, it is crucial that everyone has a place to wash their hands with soap and water. @PolicymakerHandle, will you commit to increasing financing for and improving access to hand hygiene for #GlobalHandwashingDay?

Today is #GlobalHandwashingDay! Handwashing with soap is crucial to preventing disease, promoting health and wellbeing, and building stronger economies. Learn more about #handwashing here: <https://bit.ly/3x6t0dJ>

What is this year's theme?

This year's theme, “**Our Future is at Hand - Let's Move Forward Together,**” calls on all of society to take collective action as we actively work toward universal hand hygiene. This unprecedented time provides a unique impetus to institutionalize hand hygiene as a fundamental component of health and safety. The learnings from the past year have emphasized the need for collective action to address the historic neglect of hand hygiene investments, policies, and programs once and for all. As we continue to address the ongoing pandemic and begin to enter a new normal, our future is at hand.

Sample Messages:

#OurFutureAtHand calls for governments to commit to developing and funding country roadmaps to accelerate universal hand hygiene. Make your commitment here: <https://bit.ly/3rcMtr3> #GlobalHandwashingDay [\[GRAPHIC\]](#)



#OurFutureAtHand calls for donors to invest in programs that are hygiene sensitive, promote behavior change, and drive hand hygiene habits. #GlobalHandwashingDay [\[GRAPHIC\]](#)

#OurFutureAtHand calls on the private sector to engage in partnerships, research, policies, financing, and innovations to ensure resilient hand hygiene systems. #GlobalHandwashingDay [\[GRAPHIC\]](#)

#OurFutureAtHand calls for all institutions, including #schools, #HCFs, and workplaces, to prioritize hand hygiene infrastructure and policies. #GlobalHandwashingDay [\[GRAPHIC\]](#)

#OurFutureAtHand calls for researchers to make their research publicly available and translate their research into actionable recommendations for hand hygiene programs. #GlobalHandwashingDay [\[GRAPHIC\]](#)

#OurFutureAtHand calls on YOU to raise awareness of the importance of hand hygiene in your community & make #handwashing a norm. #GlobalHandwashingDay [\[GRAPHIC\]](#)

How can I connect Global Handwashing Day messages to other key issues?

Imagining the new normal - COVID-19 brought global attention to the importance of handwashing to prevent the spread of disease. As we move beyond the pandemic, we must maintain the momentum and strive for universal access to hygiene services in all settings.

Sample Messages:

DYK 3 out of every 10 people worldwide don't have a handwashing facility in their home? This #GlobalHandwashingDay, let's move forward together to work toward #OurFutureatHand [\[GRAPHIC\]](#)

Handwashing facilities, complete with soap and adequate water, are essential to good hand hygiene. This #GlobalHandwashingDay, we must recognize the importance of access to handwashing facilities for everyone, everywhere.

Handwashing isn't possible without soap, water, and a place to wash your hands! Worldwide, over 2.3 billion people aren't able to wash their hands with soap and water



at home. This #GlobalHandwashingDay, we are taking action to ensure everyone is able to practice hand hygiene. [\[GRAPHIC\]](#)

Hand hygiene habits - Forming handwashing habits will establish hand hygiene behavior as an automatic response. This can help ensure that individuals consistently wash their hands at critical times, such as before handling food and after using the toilet.

Sample Messages:

COVID-19 reminded us of the importance of hand hygiene. As we move beyond the pandemic, don't forget that washing your hands also protects against the flu, diarrheal diseases, and even antimicrobial resistance. Wash your hands to protect yourself & your loved ones!

Handwashing is one of the healthiest habits you can adopt! Turning handwashing into a habit will protect your health and the health of those around you. Learn more about handwashing behavior change and habit formation here: <https://bit.ly/36jsltH>

Inclusive hand hygiene - Inclusive hand hygiene includes gender sensitive programming, decolonization, and inclusive handwashing facilities. Inclusive hand hygiene is essential to ensuring universal access to hand hygiene and meeting the SDGs.

Sample Messages:

DYK gender plays a significant role in a person's hand hygiene needs, yet implicit gender bias remains within some hand hygiene programs? This #GlobalHandwashingDay, programs must reflect on how they address gender equity at all stages during program design and implementation.

This #GlobalHandwashingDay, commit to forming partnerships with other local actors to ensure hand hygiene programs are effective & sustainable! #OurFutureAtHand

Handwashing stations are often not designed for people with disabilities, leaving many unable to wash their hands when needed. This #GlobalHandwashingDay, remember that #OurFutureAtHand requires the inclusion of ALL people in hand hygiene programs. Learn more here: <https://bit.ly/3hHqvZ3>



Hand hygiene as a public behavior - COVID-19 helped to shift handwashing from a private behavior to a more public behavior. Maintaining the idea of handwashing as a public behavior can help ensure that everyone commits to washing their hands at key times.

Sample Messages:

#OurFutureAtHand needs more handwashing facilities in public spaces so that #handhygiene can remain a priority outside the home. #GlobalHandwashingDay

To prevent COVID-19 and other diseases, it's important to #WashYourHands both inside AND outside your home! This #GlobalHandwashingDay, remember to wash your hands regularly to protect yourself and those around you.

Coordinated and collective action - Hand hygiene has cross-cutting benefits beyond water, sanitation and hygiene and can impact our progress with antimicrobial resistance, neglected tropical diseases, child growth, and economic development.

Sample Messages:

The best way to combat #AMR is to avoid getting an infection in the first place! Handwashing with soap is essential to preventing infections and reducing antimicrobial resistance!

Hygiene is crucial in the fight against #AMR! Studies show that WASH interventions can prevent at least 9% of AMR infections worldwide and avert more than 6% of all deaths due to AMR infections. Read more here: <https://bit.ly/3D53LMu>

WASH is a critical element of #AMR interventions! Good hand hygiene can reduce the spread of pathogens and the need to use antimicrobial agents. Learn more about the link between AMR and WASH here: <https://bit.ly/3qcaIRT>

DYK that handwashing can help prevent transmission of several NTDs, including soil-transmitted helminths, trachoma, and echinococcosis? #WashYourHands to help #BeatNTDs ([source](#))

Handwashing is essential to help #BeatNTDs! Washing hands at critical times can help reduce transmission of all 3 STH species by more than 30%.



Hygiene and efforts to #BeatNTDs go hand in hand. This #GlobalHandwashingDay, we encourage those from the WASH and NTD sectors to find more ways to collaborate and accomplish more together.

Handwashing can prevent 1 in 3 cases of diarrhea in children, which in turn leads to better physical and cognitive development and increased nutritional status. For #GlobalHandwashingDay, commit to washing hands before preparing food & eating to help prevent diarrheal diseases.

DYK that handwashing with soap can help reduce stunting in children under 5 by 12%? By preventing diarrheal diseases, handwashing helps keep kids healthy and growing.

Investing in WASH is crucial for economic development! Did you know that access to hygiene services could yield net benefits of up to \$45 billion per year in increased productivity and reduced healthcare spending? Read more here: bit.ly/3hvo8cE

Additional Handwashing Messages

DYK that increasing handwashing with soap and water could prevent an estimated 165,000 deaths from diarrhea every year? ([source](#)) [\[GRAPHIC\]](#)

Worldwide, 712 million patients do not have access to water when they visit a healthcare facility. Increasing WASH services in healthcare facilities is essential to ensure everyone is able to wash their hands and keep both patients and providers safe and healthy. ([source](#)) [\[GRAPHIC\]](#)

1 in 3 healthcare facilities worldwide do not have access to handwashing facilities at point-of-care. This #GlobalHandwashingDay, we need to focus on the fundamentals of hygiene and ensure that all healthcare providers have access to soap and water. ([source](#)) [\[GRAPHIC\]](#)

Every year, over 300,000 women die in childbirth and over 1 million infants don't survive their first 24 hours of life. Many of these deaths can be attributed to preventable infections and could be avoided with better hand hygiene & increased access to handwashing facilities. ([source](#)) [\[GRAPHIC\]](#)

All people deserve access to safe & dignified healthcare, and access to handwashing facilities is crucial to make that happen! Good hand hygiene helps protect both patients AND healthcare providers from preventable infections. ([source](#))



#OurFutureAtHand needs schools to prioritize hand hygiene to keep students and teachers safe and to help make the most of children's education.

#OurFutureAtHand needs all healthcare facilities to ensure that healthcare providers have a place to wash their hands with soap & water in critical areas, such as at point of care and in restrooms, to help prevent hospital acquired infections and keep patients safe.

What hashtags should I use?

Global Handwashing Day 2021 Hashtags	
Primary Hashtags for Global Handwashing Day	#GlobalHandwashingDay
	#OurFutureAtHand
Secondary Hashtags for Global Handwashing Day (Campaign-Specific)	#WashYourHands
	#Handwashing
	#HandHygiene
	#BeatNTDs
	#InclusiveHealth
	#HandHygieneForAll

Where can I find more?

- Global Handwashing Partnership website: www.globalhandwashing.org
- Global Handwashing Day website: www.globalhandwashing.org/global-handwashing-day/
 - Plan an event [here](#).
 - Make a commitment [here](#).
 - Report your event [here](#).
- Find additional social media messages and graphics on our [social media page](#).