



2021 GLOBAL HANDWASHING DAY REPORT

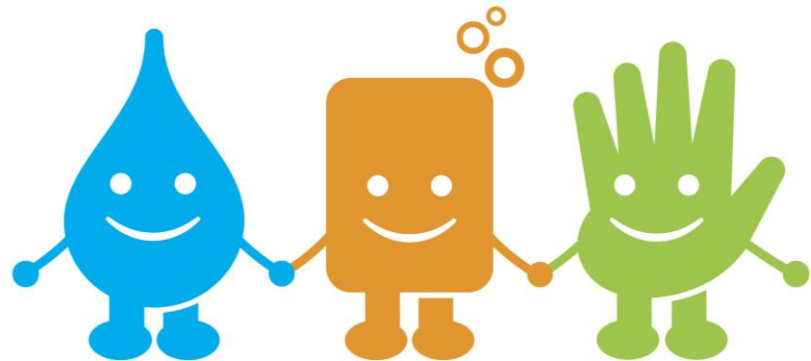


About Global Handwashing Day

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 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.



Our Future is at Hand – Let's Move Forward Together

The 2021 theme was **Our Future is at Hand – Let's Move Forward Together.**

Building on the momentum from previous years, Global Handwashing Day 2021 demonstrates the impact of coordinated action among governments, the private sector, and community champions to accelerate hand hygiene progress.

As Global Handwashing Day continues to grow in reach year after year, it remains a critical platform for global awareness and action at all levels. Now more than ever, Global Handwashing Day calls for strengthening the institutional and policy environment to drive progress for hand hygiene, ensuring the

availability of hand hygiene facilities and supplies and drawing on evidence-based behavior change approaches to encourage sustained hand hygiene practices. This Global Handwashing Day, our future is at hand.



Photo Credit: UNICEF

Calls to Action



Governments: Develop and fund country roadmaps toward universal hand hygiene, including a combination of policy, regulation, and awareness raising for hand hygiene



Institutions: Prioritize hand hygiene infrastructure and policies within schools, healthcare facilities, workplaces, and public settings



Donors: Invest in programs that are hygiene sensitive, promote behavior change, and drive hand hygiene habits



Researchers: Make hand hygiene research publicly available and translate complex findings into easy-to-use guidance or recommendations for implementers



Business: Contribute toward resilient hand hygiene systems through partnerships, research, policies, financing, and innovation, and promote hand hygiene within your workforce



Advocates: Raise awareness on the importance of hand hygiene behavior change as an essential part of health and development to influence political buy in

Resources

In 2021, the Global Handwashing Partnership produced a series of resources to support Global Handwashing Day celebrants. Global Handwashing Day resources are available in English, French, and Spanish.

Resource	Description
<u>Infographic</u>	This infographic provides a visual snapshot of key evidence and the 2021 Global Handwashing Day calls to action.
<u>Fact Sheet</u>	This fact sheet explains the research and rationale behind this year's Global Handwashing Day theme, <i>Our Future is at Hand – Let's Move Forward Together</i> .
<u>Social Media Toolkit</u>	This social media toolkit includes key messages and graphics to share on Global Handwashing Day.
<u>Community Forum</u>	This community forum showcases GHP partner efforts to promote handwashing with soap.
<u>Commitments Form</u>	This commitments form allows Global Handwashing Day celebrants to make long-term commitments to address hand hygiene for all.



Global Handwashing Day
October 15

FUN FACT

The Global Handwashing Partnership initiated the first Global Handwashing Day on October 15, 2008. The first ever Global Handwashing Day reached 120 million children, with celebrations in 73 countries across 5 continents. Since then, Global Handwashing Day has been celebrated annually around the world!

Global Handwashing Day Outcomes

In 2021, Global Handwashing Day reached over **2 billion people** through virtual or in-person events and mass media campaigns. These outcomes are the result of hand hygiene champions across the world.

Beyond reach, Global Handwashing Day serves as a platform for commitment. In 2021, **50 new commitments** were made by country Ministers, private sector executives, and community leaders. These commitments will continue to be tracked year to year to ensure progress.



Case Studies

Accelerating Hand Hygiene for All

UNICEF, the World Health Organization, and the Global Handwashing Partnership hosted a high-level event to launch the first [State of the World's Hand Hygiene Report](#), sharing how governments are driving efforts to scale up good hand hygiene. Video commitments from government and corporate leaders played throughout the event. The event proceedings are available [here](#).



A Public-Private Event in Nigeria

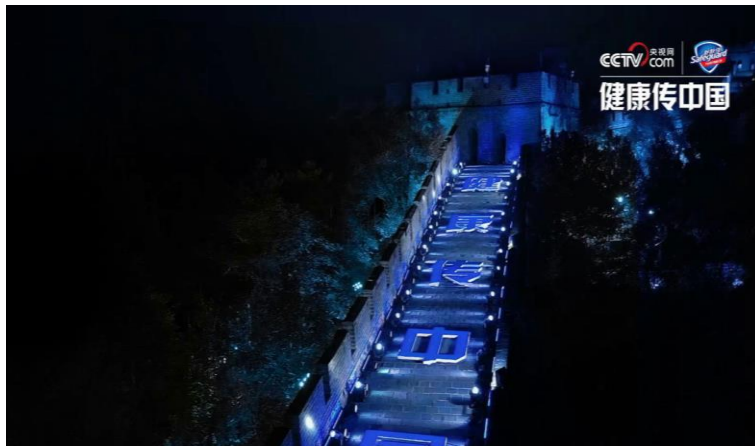
The Federal Ministry of Water Resources and Dettol teamed up for a commemoration event to promote hand hygiene habits in Nigeria. Senior leaders spoke on the importance of hand hygiene throughout the event, including words from the Minister of Water Resources, Engr. Sulaimon Hussein Adamu (represented by permanent secretary Mrs. Didi Walson-Jack) and Mr. Akbar Ali Shah, Dettol General Manager.



Case Studies

Lighting Up the Great Wall of China

Proctor & Gamble's Safeguard "Spread health across China" campaign partnered with CCTV.com to host a livestreamed ceremony on top of the Great Wall of China. Officers of the National Health Commission, leaders of Safeguard, and representatives of the Zhong Nshan Medical Foundation of Guangdong participated as the Great Wall was lit up in support of Global Handwashing Day 2021.



Hand Hygiene Roadmap in Pakistan

This Global Handwashing Day, the Government of Pakistan and their development partners celebrated the launch of the country's hand hygiene roadmap, setting ambitious targets for expanding access to hand hygiene in schools, healthcare facilities, workplaces, and other key areas. Pakistan is the first country to launch this type of roadmap. Read more on the country roadmap for hand hygiene [here](#).



Case Studies

The World's Biggest Classroom

Lifebuoy celebrated Global Handwashing Day with the world's largest virtual classroom for handwashing in partnership with Sesame Street. Their multi-year "H for Handwashing" campaign aims to equip future generations with the lesson of handwashing to safeguard health and wellbeing. The brand brought together a panel of experts along with teachers, parents, educators, and children from over 30 countries for this unforgettable lesson.



Country-Wide Handwashing Celebration

In Bhutan, nearly 200,000 students in 605 schools, 13,373 monks and nuns from 250 monastic schools, and 288 health care facilities observed Global Handwashing Day 2021. According to the Ministry of Education, schools in Bhutan recorded a 77% increase in handwashing facilities last year with monastic institutions, healthcare facilities, and public places also recording increased access to inclusive handwashing facilities.





FUN FACT

Global Handwashing Day
October 15

Some Global Handwashing Day celebrants host month-long campaigns to raise awareness on the importance of handwashing with soap in their communities. While Global Handwashing Day can make a huge splash, it's important to raise the profile of hand hygiene throughout the year!

Beyond Global Handwashing Day

Global Handwashing Day is a once-a-year opportunity to make a big splash in support of handwashing with soap, but the important work of hand hygiene promotion should not end after October 15. If Global Handwashing Day celebrants advocate for handwashing with soap every day, we can make significant progress in moving toward the goal of increasing hand hygiene programs, investment and behavior.

Whether you are supporting your child's school with WASH improvements, such as developing a group handwashing station, or demonstrating good hand hygiene practices to change your community's social norms around handwashing, efforts must continue beyond October 15 to achieve hand hygiene for all.



Photo Credit: UNICEF

Get involved

Continue your efforts to achieve universal hand hygiene. Here are 5 ways to stay engaged and maintain the momentum.

- 1. Practice makes perfect** – Maintain positive hand hygiene behavior and practice proper handwashing technique by washing your hands for at least 20 seconds.
- 2. Spread the word, not germs** – Tell others about the importance of handwashing. Stay updated on the latest in handwashing by signing up for our Soapbox newsletter and following us on social media (@HandwashingSoap on Twitter; Global Handwashing Day on Facebook)
- 3. Learn more** – The evidence around handwashing is constantly evolving. Check out the Global Handwashing Partnership's [resources page](#) and the [Handwashing Handbook landing page](#) for the latest handwashing resources.
- 4. Be a hygiene hero** – Continue to advocate for hand hygiene where you live and work. Use the advocacy toolkit [here](#).
- 5. Consider joining the Global Handwashing Partnership** – Join a global network of hand hygiene champions. Contact the secretariat if interested.

Click [here](#) for a full list of ways to continue your hand hygiene advocacy.

Thank you to our partners!

Steering Committee

FHI 360
London School of Hygiene
and Tropical Medicine
Proctor & Gamble
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