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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 hand hygiene programming. As a global leader, the Global Handwashing Partnership supports the prioritization of handwashing within programs, strategies, and policies at the local, national, and global level.

The Global Handwashing Partnership engages a broad network of hand hygiene champions, with partners from government agencies, multilateral organizations, private corporations, nongovernmental organizations, and academic institutions. Steering committee members are listed to the right with a full list of partners available at the end of this report.

2021 Steering Committee Members



















Why Hand Hygiene?

Hand hygiene is one of the most important measures to prevent the spread of infectious diseases, including COVID-19. Children who practice regular handwashing are up to 50% less likely to contract pneumonia and 28-43% less likely to experience diarrheal episodes. Likewise, hand hygiene can prevent up to 50% of avoidable infections acquired during health care delivery.

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 crosscutting benefits can ensure the achievement of multiple Sustainable Development Goals.

Yet, billions of people do not have access to proper hand hygiene facilities. Recent data suggests **2.3 billion people globally lack a handwashing facility** with water and soap in their home. Achieving universal access to basic hygiene services by 2030 requires at least **a four-fold increase in the current rate of progress**.

Smart investments now will prepare us better for future disease outbreaks. Achieving universal hand hygiene by 2030 in all domestic settings would cost **US\$11 billion**, yielding health and economic benefits for everyone.

Ultimately, hand hygiene creates a safer and healthier future for all. We must work together to achieve universal hand hygiene and ensure hand hygiene remains a mainstay in public health interventions.

Celebrating 20 Years of Partnership

The Global Handwashing Partnership is celebrating its 20-year anniversary! Growing from country pilot programs that led to the establishment of local public-private partnerships in 15 countries, the Global Handwashing Partnership has become a global leader in advocacy and knowledge management for hand hygiene.

From facilitating Global Handwashing Day every year to playing a large role in spearheading the inclusion of hygiene in the Sustainable Development Goals, the Global Handwashing Partnership continues to adapt to the evolving challenges and opportunities for hand hygiene. As the Global Handwashing Partnership looks to the future, we will leverage the past 20 years of collaboration with our partners for greater impact moving forward.



Global Handwashing Partnership Milestones

2001

The Global Public-Private Partnership for Handwashing was formed

2015

SDGs adopted by United Nations Member States. SDG Target 6.2 includes hygiene, with an indicator related to handwashing with soap

2020

The COVID-19 pandemic spotlights the importance of hand hygiene as a preventative measure

2008

The Global Public-Private Partnership for Handwashing host the first Global Handwashing Day

2017

The Global Public-Private Partnership for Handwashing becomes the Global Handwashing Partnership

2021

The Global Handwashing Partnership celebrates 20 years of partnership



2021 Activity Highlights

In accordance with the 2020-2024 strategic plan, the Global Handwashing Partnership implements activities based on its mission and strategic objectives, highlighted below.

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

This report splits reflects advocacy, knowledge management, and coordination highlights implemented throughout the year. While the objectives and supporting activities of the Global Handwashing Partnership are broken down into three objectives (left), it should be noted that activities often support two or three of these goals, demonstrating the interconnectedness of the partnership's goals.

Activities reported allow the Global Handwashing Partnership to track progress toward its mission, which is to improve global health by acting as the **preeminent global advocate and knowledge hub** on handwashing and hand hygiene programming to achieve **clean hands for all.**

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 and elevating the issue at the global level.

National-level advocacy

National-level advocacy efforts ensure strong leadership and prioritization of hand hygiene in countries. Incorporating in hand hygiene in national plans, policies, and programs can ensure hand hygiene is funded and progress is tracked.

Integrated advocacy

Because of its cross-cutting benefits, it is critical to mainstream hand hygiene beyond traditional water, sanitation and hygiene actors. Building advocates across sectors ensures hand hygiene is fully integrated related nutrition, education, and health programs.

Global Handwashing Day

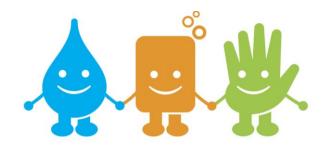
Every year, the Global Handwashing Partnership leads the planning, facilitation and reporting of Global Handwashing Day. Since its inception in 2008, Global Handwashing Day has evolved from a day of awareness to a day of action.

The 2021 Global Handwashing Day theme, "Our Future is at Hand – Let's Move Forward Together," reflects this shift and calls for coordinated action among governments, the private sector, and community champions to accelerate hand hygiene progress.

Building off the momentum from 2020, Global Handwashing Day 2021 reached over **250 million people** through social media, over **2 billion people** through mass media campaigns, and was celebrated in over **145 countries**.

Beyond its widespread reach, nearly **50 new commitments** were made by global leaders and hand hygiene champions around the world to prioritize hand hygiene progress. Commitments may be tracked from a year-to-year basis. Make a hand hygiene commitment here.

As Global Handwashing Day continues to grow year after year, it remains a critical platform to elevate the importance of hand hygiene at a global level. A full Global Handwashing Day report will be published in early 2022.



National-level Advocacy

Partnering with governments and other stakeholders to support country-level advocacy is a critical component of the Global Handwashing Partnership's strategic framework.

Through the Hand Hygiene for All Initiative, the Global Handwashing Partnership and its partners support the development of costed hand hygiene roadmaps across priority countries. Country roadmaps serve as an action plan toward hand hygiene progress for a given country and showcases concrete commitment from national governments. Learn more about the country roadmap process here and view a list of available roadmaps here.



Hear high-level government representatives committing to the roadmap process by clicking the embedded video or visiting our YouTube page here.

Integrated Advocacy



Hand hygiene has cross-cutting benefits across multiple sectors. Beyond its tie to the water, sanitation and hygiene sector, hand hygiene is a fundamental component of overall health and safety. Because of this, it is critical to mainstream hand hygiene with other issues, such as health, nutrition, education, and early childhood development.

The Global Handwashing Partnership contributes to several forums, ensuring hand hygiene remains top of mind in these networks:

- Clean, Fed & Nurtured Coalition
- CORE Group (WASH and Health and One Health Interest Groups)
- NTD NGO Network
- Sanitation and Water for All
- SuSanA
- WASH in Healthcare Facilities Community of Practice

Knowledge Management Highlights

Research Summary

The 2020 handwashing research summary outlines key themes and findings from handwashing-related research papers published in 2020. Topics include handwashing benefits, access and supplies, behavior, handwashing programs in specific contexts, and COVID-19.

Handwashing Innovations Think Tank

The Think Tank brings together academics, practitioners and stakeholders working in handwashing behavior change across the globe to co-create solutions for handwashing program innovations.

Knowledge Hub

The Global Handwashing Partnership serves as a knowledge hub, maintaining a searchable resource hub on our website with the latest research and success stories for handwashing and convening various knowledge exchange opportunities.

Research Summary

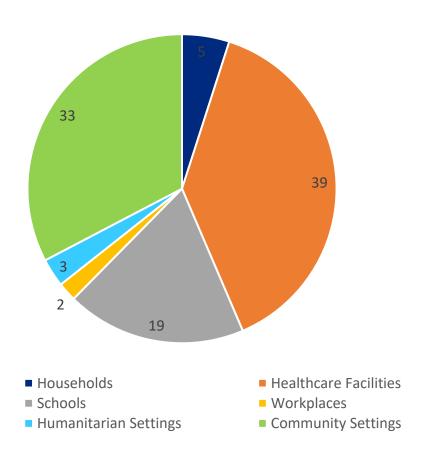
Every year, the Global Handwashing Partnership compiles and synthesizes peerreviewed research from the previous year (2020) to create the annual handwashing research summary.

The aim of this summary is to highlight key themes in hand hygiene research and identify potential gaps or areas for further research.

For the 2020 research summary, we also assessed quality of research with the aim to provide practical recommendations for our audience. Research highlights were organized by the following themes: benefits, access and supplies, behavior, programming in specific contexts, and COVID-19 response. A chart breaking down 2020 research by context is available to the right.

View the full research summary here.

Research by Context (%)



Handwashing Innovations Think Tank

About the Think Tank

The Global Handwashing Partnership Handwashing Innovations Think Tank brings together global experts from civil society, government, multilateral organizations, research institutions, and the private sector to drive learning and action in handwashing innovation.

The 2021 Think Tank theme was, "Re-imagining the future of hand hygiene: Post-COVID shifts and big ideas for change."
Think Tank sessions focused on key questions for hand hygiene (detailed to the right). This theme is consistent with the need to sustain hand hygiene beyond the pandemic. The Think Tank was held virtually over five days in May 2021.

Think Tank Sessions

The Current State of Hand Hygiene. This opening session gave an overview of 'what we know' and identified future priorities.

Hand Hygiene Habits. This session took an indepth look at the <u>science of habit formation</u>.

Hand hygiene & Gender. This session focused on understanding the implicit gender bias in program design and the role of gender in hand hygiene promotion.

Purposeful partnerships. This session looked at purposeful partnership, with an emphasis on engaging the private sector.

The Next Big Goal for Hand Hygiene. This closing session pulled together insights from previous sessions with the goal to better define our rallying call for universal hand hygiene.

Think Tank Recommendations

Leverage the momentum from COVID-19 to ensure long-lasting behavior change. The COVID-19 pandemic provides an opportunity for champions to piggyback handwashing with other COVID-19 behaviors. Leveraging the principles of handwashing habits can ensure hand hygiene progress continues beyond the pandemic.

Take advantage of the recent hand hygiene focus to influence broader buy-in. Over the last 18 months, there has been an inherent shift in the way hand hygiene is discussed and framed in the context of health and safety. Make hand hygiene more attractive to implement by emphasizing the opportunity for impact made possible by more funding and better hygiene practices in all contexts including public spaces.

Go beyond traditional approaches for hand hygiene and consider other factors that impact hand hygiene (e.g., gender). Conduct formative research to understand the behavioral determinants of hand hygiene behavior for specific target audiences, and address factors such as gender, that may impact a person's hand hygiene practice.

Diversify partnerships to include actors beyond the WASH sector to strengthen hand hygiene resiliency beyond the pandemic.

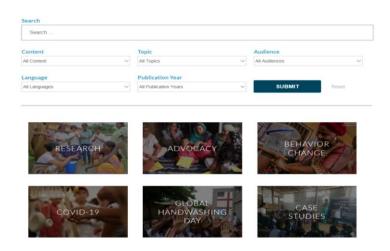
Ensure a shared vision and be open and clear from the start about expectations, goals, and resources. Partnerships should also have a framework that ensures transparency, coordination and communication to build trust.

View the full Think Tank Report here.

Knowledge Hub

The Global Handwashing Partnership maintains a resource hub on its website. This resource hub serves as a central repository of hand hygiene-related resources and is updated on a regular basis. Resources are tagged by content and topic.

In 2021, the Global Handwashing Partnership added over 20 new resources to its resource hub, garnering over 300,000 page views.



In addition to the resource hub, the Global Handwashing Partnership works with partners to host knowledge exchange and capacity building opportunities throughout the year.

In 2021, the Global Handwashing Partnership hosted 11 knowledge exchange events, ranging from the Handwashing Innovations Think Tank (see page 15) to a webinar focused on monitoring & evaluation to numerous side sessions at the UNC Water & Health Conference and Stockholm World Water Week.

By amplifying key hand hygiene resources and coordinating discussions and events for hand hygiene actors, the Global Handwashing Partnership seeks to build capacity for hand hygiene program implementers.

Explore the Global Handwashing Partnership knowledge hub <u>here</u>.

Coordination Highlights

Hand Hygiene for All Initiative

The Global Handwashing Partnership serves as a liaison between our partners and the <u>Hand Hygiene for All Initiative</u>. Led by WHO and UNICEF, the initiative seeks to mainstream hand hygiene as a public health intervention and works with national governments to develop national roadmaps for hand hygiene progress.

State of Hygiene Report

The first-ever World's State of Hand Hygiene Report was launched on Global Handwashing Day 2021. The Global Handwashing Partnership coordinated with partners to contribute data and case studies for the report and plays a critical role in disseminating the report's key messages.

Hand Hygiene Task Force

The Global Handwashing Partnership launched a hand hygiene task force to support the development of global guidelines and best practices for hand hygiene in community settings, including public settings.



Essity

Essity teamed up with 2 major US sports teams to bring attention to hand hygiene through their "Tackle Hygiene with Every Catch" campaign.

The campaign leverages sports success to support local communities. Essity's Tork® brand launched this campaign, teaming up with the Philadelphia Eagles and Green Bay Packers to raise awareness and promote the benefits of hygiene. Fore very catch the Eagles and Packers make throughout the NFL (US National Football League) season, Essity will donate Tork® essential hygiene items including hand sanitizer, paper towels, and toilet paper to local charity projects in Philadelphia and Milwaukee communities up to 60,000 USD.

Read more about this campaign here.





FHI 360

FHI 360 hosts the Global Handwashing Partnership Secretariat, which leads overall coordination and activities of the partnership. Beyond its role as secretariat host, FHI 360 commits to hand hygiene more broadly through its programming.

FHI 360 recognizes the cross-cutting benefits of hand hygiene, building on best practices for behavior change and investing in inclusive, locally-led programs to ensure hand hygiene progress. Their handwashing program highlights are further detailed below:

 Through the USAID IHANN III project, FHI 360 integrates hand hygiene with nutrition, protection, water, sanitation and primary health care programming for internally displaced families and host communities in northeastern Nigeria.

- FHI 360 supports handwashing in public settings, such as marketplaces and transport stations, through its programs in eastern DRC.
- FHI 360 utilized Trials for Improved Practices to conduct formative research and identify behavioral determinants for mothers in Madagascar.
- Through the USAID EPiC Program, FHI 360 contributed to national policies, guidelines, and training materials on healthcare infection prevention and control, including hand hygiene, in more than 30 countries. In addition, they support and trained more than 1,000 frontline health workers on priority IPC practices in Honduras.

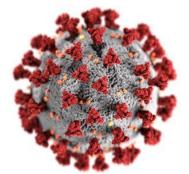
By integrating hand hygiene across their programs in multiple sectors, FHI 360 contributes to healthy hand hygiene around the world.

London School of Hygiene and **Tropical Medicine**

The London School of Hygiene & Tropical Medicine hosted the COVID-19 Hygiene Hub. This initiative was developed by individuals from the London School, the Centre for Affordable Water and Sanitation Technology (CAWST), and the Wash'Em team.

The COVID-19 Hygiene Hub was established as a free service that supported actors in low- and middle-income countries to rapidly design evidence-based hygiene interventions to combat the coronavirus. It served as repository of resources and learning developed during the first 18 months of the pandemic.

In total, the hub had 50 technical advisors from academic institutions around the world, supporting 313 organizations in 63 countries with rapid technical support. In addition, 55 initiatives received in-depth technical support to strengthen response programming.



The Hygiene Hub's repository is further detailed below.

Resources: The Hygiene Hub team developed resources over the course of the pandemic. Resources include <u>learning briefs</u> that synthesize common challenges and provide practical recommendations for implementers.

Webinars: To complement the resources in the online repository, the Hygiene Hub delivered a series of webinars in partnership with various response actors.

<u>Case studies:</u> Case studies provide in-depth examples of novel prevention programs, describing how initiatives were designed and noting lessons learned that may affect longer-term programming.

Proctor & Gamble

Proctor & Gamble and its brands remain committed to handwashing education and access. Through its Safeguard brand, Proctor & Gamble launched the health education and public welfare project, "Spread Health Across China," committing to popularize health knowledge and proper handwashing habits among 100 million people in China.

Thus far, the project has covered 550 rural primary schools in 11 provinces and delivered 2,253 handwashing facilities, reaching 236,663 rural students. Overall, the project has reached more than 40 million people since its inception.

Through the "Spread Health Across China" campaign, Safeguard partnered with CCTV.com this Global Handwashing Day to host a livestreamed ceremony on top of the Great Wall of China. Officers of the National Health Commission, leaders of Safeguard,

representatives of Zhong Nashan Medical Foundation of Guangdong Province and several brand partners and media guests participated as the Great Wall was lit up in support of Global Handwashing Day 2021. The event reached over 2 billion people to spread awareness on the importance of handwashing.



SC Johnson

SC Johnson is one of the newest members of the Global Handwashing Partnership Steering Committee. Throughout 2021, SC Johnson Professional worked with the Global Handwashing Partnership and UNICEF to create a task force for hand hygiene in community settings. This group aims to develop and standardize best practices and champion these promising practices both directly to consumers and through national government agencies.

SC Johnson Professional also continued its work with the International Scientific Forum on Home & Everyday Hygiene (IFH) to develop and advocate for the "8 Moments of Hygiene for Workplaces and Public Facilities," aiming to introduce and champion best practice for hand hygiene according to a risk-based approach.

Beyond its role with the Global Handwashing Partnership, SC Johnson is a longstanding member of the World Health Organization's POPS (Private Organizations for Patient Safety). Through this forum, SC Johnson supported World Hand Hygiene Day on May 5, 2021, leveraging social media and direct consumer activation in hospitals globally. Furthermore, through its partnerships with Sesame Workshop and Save the Children, SC Johnson provides education on the importance of hand hygiene for children.

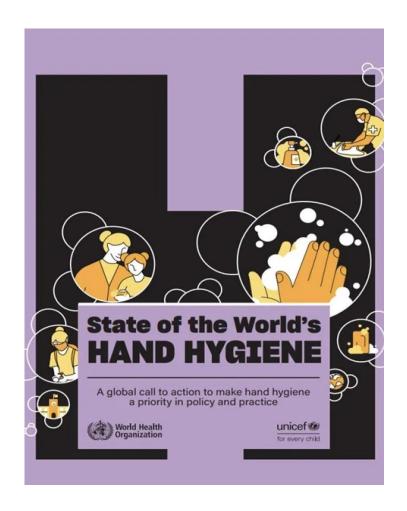


UNICEF

Launched in 2020, UNICEF co-leads the Hand Hygiene for All Initiative alongside the World Health Organization. The initiative calls for national governments to take action on hand hygiene and catalyze a coordinated push on global action to advance hand hygiene.

In 2021, the partnership made strong progress towards this vision, with 60+ countries pursuing hand hygiene and over 12 countries making commitments during Global Handwashing Day to advance hand hygiene.

On Global Handwashing Day, the landmark <u>State</u> of the World's Hand Hygiene Report was launched. The report consolidated the global status of hand hygiene, drawing on JMP, GLAAS, and country case studies to highlight progress, gaps, and priority actions.



Unilever

At the start of the COVID-19 pandemic, Unilever teamed up with the UK government's Foreign, Commonwealth and Development Office to launch the £100 million Hygiene Behavior Change Coalition (HBCC) global effort.

Since then, Unilever has worked with 21 NGOs and UN partners through HBCC to implement local programs and run mass media campaigns to raise hygiene awareness. Through HBCC initiatives, over 500,000 handwashing stations have been installed around the world and over 140,000 community health workers and teachers have been trained to deliver information on the importance of correct hygiene practice. More than 75 million Unilever hygiene products, including Lifebuoy soap and hand sanitizer, have also been donated and distributed in over 60 countries.

At a brand level, Unilever's Lifebuoy brand continued key campaigns to promote handwashing with soap.

Lifebuoy built on its existing H for Handwashing campaign, which seeks to change the way kids learn the alphabet and encourage children to adopt handwashing habits for life. The brand also launched new telehealth partnerships across India, Indonesia, Vietnam, Bangladesh and Pakistan, integrating handwashing messages and enabling the brand to expand the reach of vital health care services through these virtual platforms.

While Unilever has a century-long history of promoting hand hygiene through its brands, the unprecedented crises has only furthered its commitment and response to accelerating hand hygiene progress.

USAID

In 2021, USAID-supported projects promoted hand hygiene throughout COVID-19 response. Existing projects incorporated hand hygiene components to enhance infection prevention and control measures for healthcare facilities in several countries and contributed to national policies, guidelines and training materials around hand hygiene.

In addition, USAID published a <u>technical brief</u> on social and behavior change (SBC) for water security, sanitation and hygiene. The brief synthesizes key SBC principles and considerations to change hygiene behaviors in various settings.



USAID Water and Development

___ TECHNICAL SERIE

INTRODUCTION

This technical brief provides guidance on developing effective, evidence-based social and behavior change programming to achieve water security, sanitation, and hygiene development objectives. It lays out the process for developing Social and Behavior Change (SBC) programs in support of water, sanitation, and hygiene (WASH) and water resources management (WRM) objectives and provides examples of country implementation and ley considerations applicable to both WASH and WRM.

KEY TAKEAWAYS

- Behavior change interventions can contribute to the success of all development results within USAID's Water and Development Plan and should not be limited to hygiene behaviors.
- Communication-only approaches do not result in sustained behavior change within the WASH sector SBC programs for WASH and WRM need holistic approaches that include a suite of activities,
- including structural and communication interventions, to increase the likelinodo of sustained change.

 Effective behavior change programming requires a systematic process that includes in-depth analysis, detailed planning, and sufficient and appropriate human and financial resources.

July 2021

World Bank

The World Bank's Water Global Practice has supported a growing number of projects to implement and scale hand hygiene through its Global Hand Hygiene Accelerator by providing just-in-time funding to accelerate such efforts.

In 2021, the Bank strived to deepen knowledge sharing and collaboration on hand hygiene by convening and participating in various webinars and joint events. For example, the World Bank discussed the importance of hand hygiene in terms of disease burden and benefit cost ratios as well as the challenge of financing hand hygiene during a session at the AfricaSan conference.

The World Bank also undertook several internal reviews and assessments to identify, analyze, and document emerging scenarios

and results pertaining to mainstreaming hand hygiene initiatives and related behavior change in World Bank operations at the Water Global Practice. A global capacity building assessment was conducted in collaboration with the Global Handwashing Partnership to understand the Bank's client-side capacity development and training needs around hand hygiene.

Furthermore, the World Bank contributed inputs into key tools published in 2021. This includes the hand hygiene costing tool, jointly prepared by WHO and UNICEF to provide country-specific cost estimates for universal hand hygiene in households as well as operational toolkits for WASH in Schools and WASH in Healthcare Facilities.

CAWST

CAWST and its partners, Action contre la Faim (ACF) and the London School of Hygiene and Tropical Medicine made significant progress through Wash'Em, a free service to improve the design of rapid, evidence-based hygiene behavior change programs in emergency settings. Wash'Em has been used in more than 100 humanitarian crises by 60 different organizations.

2021 highlights include: improvement of the Wash'Em software, allowing users to work on more than one project at a time, share project snapshots with their teams, test the program designer using mock data, and manage recommendations; launching a self-directed online training; delivering trainings to 165 learners from over 25 countries; creating an active community of practice with over 100 users and learners; and ongoing research to better understand user experience.

Nigeria Federal Ministry of Water Resources

In 2021, the Nigeria Federal Ministry of Water Resources continued the National Youth Volunteer Program, training 100 youths on hand hygiene issues with the goal of ending open defecations in the country. The Ministry is also actively committed to building hand hygiene capacity among its own staff, including hand hygiene as part of broader training on hygiene promotion.

Furthermore, the Ministry has been actively engaged in the development of a national hand hygiene roadmap (see more details on country roadmaps on page 12 of this report). Thus far, the Ministry has commissioned a market assessment of hand hygiene products and services to enrich the development of the roadmap. The final roadmap should be available soon and will be added to the Hand Hygiene for All roadmap landing page here.



A Collective Way Forward

As the Global Handwashing Partnership celebrates its 20th anniversary, we are reminded of how much progress has been made, from innovative hand hygiene products (more to come in 2022) to the development of countryled hand hygiene roadmaps. This tremendous milestone also serves as a reminder of how much more needs to be done to ensure universal hand hygiene by 2030.

The Global Handwashing Partnership will continue our commitment to serve as a prominent global actor for hand hygiene and serve as a knowledge hub for hand hygiene actors around the world. Beyond these roles, the strength of the Global Handwashing Partnership has always been in its collective network. As we work toward a joint vision of hand hygiene for all, we must recognize and leverage the power of the whole of society.

To learn more about the partnership's activities and priorities, visit the **Global Handwashing Partnership website.** To learn how to get involved, please e-mail the Secretariat team at **contact@globalhandwashing.org.**





Steering Committee and Strategic Partners























Members









Affiliates

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

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
Wellbeing Foundation

