



## Global Handwashing Day 2022 Social Media Toolkit

### 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! Building on the progress made from previous years, we must #UniteforUniversalHandHygiene to ensure hand hygiene access and practice for everyone, everywhere.

Today is #GlobalHandwashingDay! What are you doing to #UniteforHandHygiene? Take action here: <https://bit.ly/3rcMtr3>

Meeting #SDG6 requires to increase progress by 4x. @PolicymakerHandle, will you commit to prioritizing hand hygiene through your national plans and priorities?

### What is this year's theme?

This year's theme is “**Unite for Universal Hand Hygiene.**” Joint action and collaboration are essential for successful and sustainable hand hygiene strategies. This year's theme calls for governments, donors, businesses, institutions, researchers, and advocates to unite in action to achieve the goal of hand hygiene for all.

### Sample Messages:

#UniteforUniversalHandHygiene to promote national hand hygiene efforts, including the development of a costed hand hygiene roadmap #GlobalHandwashingDay [\[GRAPHIC\]](#)

#UniteforUniversalHandHygiene to increase hand hygiene financing by investing in programs that are hygiene sensitive and lead to lasting hand hygiene habits #GlobalHandwashingDay [\[GRAPHIC\]](#)



#UniteforUniversalHandHygiene to support affordable, accessible, and desirable hand hygiene solutions for everyone, everywhere #GlobalHandwashingDay [\[GRAPHIC\]](#)

#UniteforUniversalHandHygiene to prioritize hand hygiene in institutional and public settings, including schools, healthcare facilities, workplaces, and other public settings #GlobalHandwashingDay [\[GRAPHIC\]](#)

#UniteforUniversalHandHygiene to fill hand hygiene evidence gaps, focusing on hand hygiene costs and return on investment to drive more investment #GlobalHandwashingDay [\[GRAPHIC\]](#)

#UniteforUniversalHandHygiene to advocate for hand hygiene as an essential element of health and development #GlobalHandwashingDay [\[GRAPHIC\]](#)

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

**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 hand hygiene targets.

#### 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!  
#UniteforUniversalHandHygiene

Handwashing stations are often not designed for people with disabilities, leaving many unable to wash their hands when needed. This #GlobalHandwashingDay, we must #UniteforUniversalHandHygiene to ensure hand hygiene for ALL. Learn more here: <https://bit.ly/3hHqvZ3>

**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!

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](#))

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%? Handwashing helps keep kids healthy and growing.

## What hashtags should I use?

Global Handwashing Day 2022 Hashtags	
Primary Hashtags for Global Handwashing Day	#GlobalHandwashingDay
	#UniteforUniversalHandHygiene
Secondary Hashtags for Global Handwashing Day	#WashYourHands
	#Handwashing
	#HandHygiene
	#HandHygieneForAll