



2022

Global Handwashing Partnership Annual Report



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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 in Figure 1 to the right, with a full list of partners available at the end of this report.



Figure 1. 2022 Steering Committee Members

Why Hand Hygiene?

Hand hygiene is one of the most important measures to prevent the spread of infectious diseases. Children who practice regular handwashing are up to **50% less likely to contract pneumonia** and **28-43% less likely to experience diarrheal episodes**. Likewise, improved hand hygiene can prevent up to **50% of healthcare associated infections**.

Good hand hygiene not only matters for health – it can remove barriers to **education, child development, 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.

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, good 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.

A photograph of three young girls in white hijabs and black dresses, smiling and washing their hands at a public water station. The girl in the foreground is crouching and looking towards the camera. The other two girls are behind her, also smiling. The water station has multiple faucets and a yellow wall in the background.

ACTIVITY HIGHLIGHTS

Photo Credit: World Vision

2022 Activity Highlights

The Global Handwashing Partnership implements activities to fulfill its mission, which is to serve as preeminent global advocate and knowledge hub for hand hygiene programming to achieve **clean hands for all**.

Our activities are implemented in collaboration with partners to maximize impact and improve overall coordination.

For this report, activity highlights are categorized under the sections noted in Figure 2 to the right.



Figure 2. Global Handwashing Partnership activity categories

Hand Hygiene for All

Since 2020, the Global Handwashing Partnership has served as a core partner of the [Hand Hygiene for All Initiative \(HH4A\)](#), which is led by UNICEF and WHO.

Created in response to COVID-19, the initiative serves as a catalyst for a coordinated push to improve national and global hand hygiene action. The initiative has made strong progress toward its vision with improved hand hygiene policies in place among 60+ countries, global research priorities identified, coordination structures strengthened, and the first-ever [State of the World's Hand Hygiene Report](#) launched.

In 2022, the Global Handwashing Partnership has supported key activities for the initiative, including continuing its leadership role for the the initiative's advocacy working group,

supporting the development and dissemination of the new Hand Hygiene Acceleration Framework Tool (HHAFT) and playing a key role in the upcoming global guidelines for hand hygiene in community settings.

Hand Hygiene Advocacy Working Group

The Hand Hygiene Advocacy Working Group plays a critical role in advancing the hand hygiene agenda by galvanizing commitments and action by decision makers and influencers across constituencies (governments, private sector, and civil society) and delivering strong and impactful advocacy and communications. As the lead of the Hand Hygiene for All advocacy forum, the Global Handwashing Partnership conducted key stakeholder

interviews to develop a global hand hygiene advocacy strategy for the group. The strategy includes the following external-facing objectives:

- Increase global awareness and understanding of the importance of hand hygiene as an international development priority
- Generate broad and sustained support for hand hygiene investments to accelerate progress toward universal hand hygiene targets by 2030
- Link hand hygiene with related sectoral issues, such as infection prevention and control, neglected tropical diseases, nutrition, education, and maternal and child health.

In addition to the development of a global advocacy strategy, the group serves as an important coordination platform among

partners to develop key advocacy messages and priorities across relevant convenings throughout the year.

Hand Hygiene Acceleration Framework Tool

In 2022, the Global Handwashing Partnership has also played a key role in disseminating a new policy strengthening tool for hand hygiene called the Hand Hygiene Acceleration Framework Tool (HHAFT). The HHAFT tracks the *process* a country has undergone to develop its hand hygiene [roadmap](#) or strategy as well as the *quality* of content in those strategies and plans to achieve an enabling environment.

The tool builds on existing frameworks and milestones from other hand hygiene tools and includes an additional assessment that can be used to determine gaps in the existing enabling

environment of countries. Figure 3 provides an overview of the HHAFT.

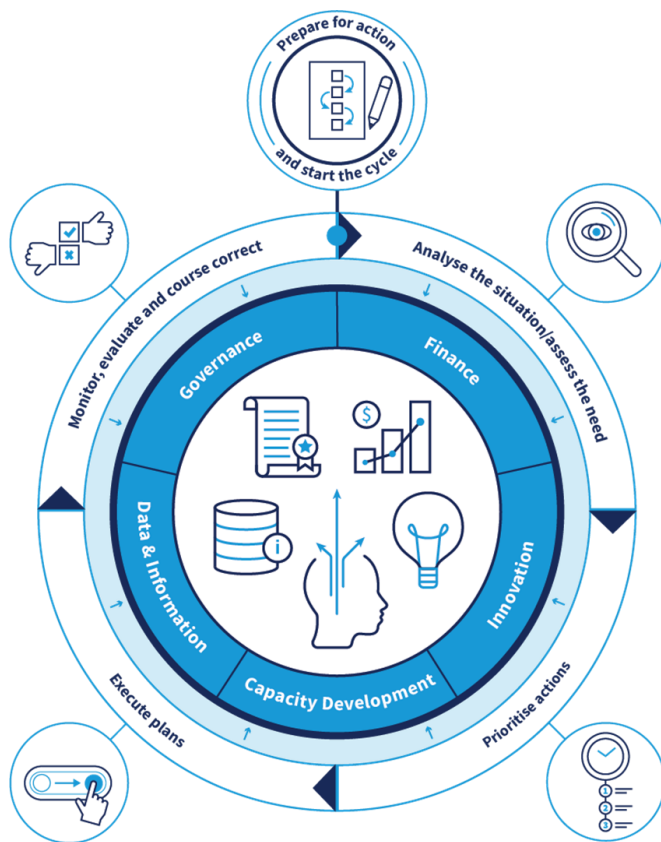


Figure 3. Hand Hygiene Acceleration Framework Tool

Since the tool's development, several countries have tested the HHAFT within their local context. These countries shared their experiences in sessions at Stockholm World Water Week and during Global Handwashing Day (more information on these sessions can be found on Page 13 and 16). Furthermore, additional information on the HHAFT can be found on this landing page [here](#).

Global Guidelines on Hand Hygiene in Community Settings

Historic neglect coupled with the recent surge in hand hygiene interest identified a need to develop normative guidelines for hand hygiene in community settings. Under its mandate to address demand for guidance on areas of public health, the WHO is leading the development of global guidelines in collaboration with UNICEF. These guidelines will provide evidence-based

recommendations to governments on how to improve hand hygiene in community settings, focusing on rapid measures that can be implemented to address hand hygiene.

Under the guidelines' scope, 'community settings' fall into three categories: domestic, public, and institutional settings (see Figure 4).

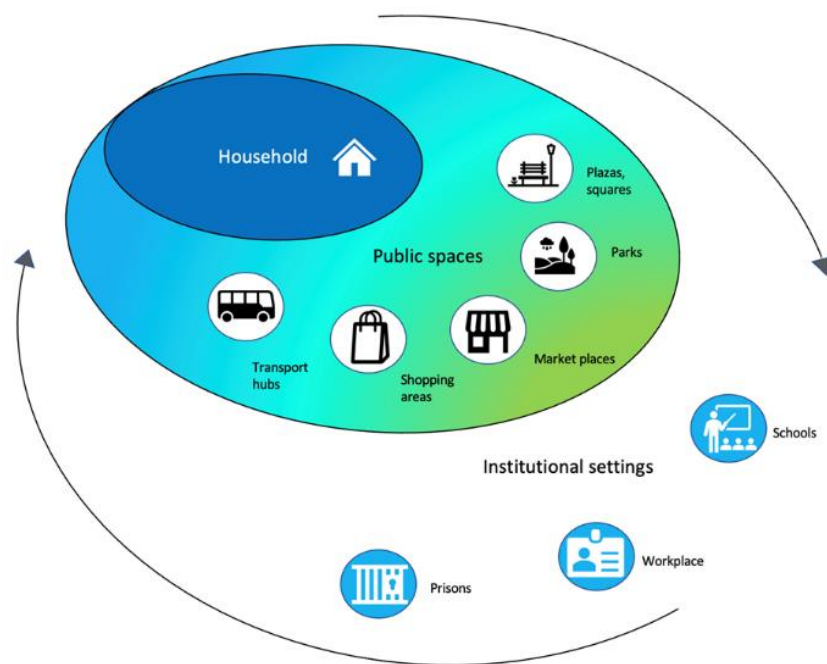


Figure 4. Settings within the global guidelines scope

To support this process, the Global Handwashing Partnership facilitated a hand hygiene task force to feed into the process and hosted a Hand Hygiene Think Tank aimed at supporting the guidelines' implementation strategy.

Hand Hygiene Task Force

Launched at the end of 2021, the Hand Hygiene Task Force was set up with a focus on hand hygiene in public spaces and serves as a mechanism to feed into the upcoming global guidelines process.

In 2022, the task force provided input into the guidelines initial scope, evidence retrieval process, and implementation strategy through various consultative meetings. One activity led by this task force is the Global Handwashing Partnership Hand Hygiene Think Tank which aims to support guidelines implementation and is described in the next section.

Hand Hygiene Think Tank

Implementation of the global hand hygiene guidelines across users and settings is critical. To facilitate this understanding, the Hand Hygiene Think Tank aimed to identify key stakeholders and their roles at the global, regional, national, and local level.

The Think Tank leveraged a rapid stakeholder mapping process using pre-developed [matrices](#) for each context outlined within the new guidelines scope (see Figure 4). The rapid process developed and utilized during the Think Tank provides a strong starting point that can be built on during more detailed stakeholder consultations to further develop the implementation strategy for the guidelines.

Overall, the Think Tank reiterates the importance of utilizing a systems approach to maximize impact. Defining stakeholders, networks, and their roles can and will inform engagement

strategies that lead to more effective guidelines operationalization and implementation. A full Think Tank report will be published in early 2023.

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.

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 2022 Global Handwashing Day theme, “**United for Universal Hand Hygiene,**” emphasizes the need to turn commitment into collective action. Leveraging the [commitments made](#) and lessons learned in recent years, this Global Handwashing Day called on **governments** to promote country-level hand hygiene efforts including the development of costed [hand](#)

[hygiene roadmaps](#) that consider a combination of policy, public financing, capacity building, and innovation to accelerate hand hygiene.

The day also called on **donors** to ensure sustained hand hygiene financing by investing in programs that are hygiene sensitive, promote behavior change, and lead to improved hand hygiene habits, as well as **businesses** to support affordable, accessible, and desirable hand hygiene solutions to ensure supplies are available for everyone, everywhere.

Furthermore, hand hygiene infrastructure and policies must be prioritized within **institutions**, such as schools, healthcare facilities, workplaces, as well as other public settings and **researchers** must fill hand hygiene evidence gaps, particularly around cost and return on investment.

Most importantly, **advocates** must continue to raise awareness of the importance of hand hygiene and make the case for hand hygiene investment.

Resources

In 2022, the Global Handwashing Partnership produced a series of resources to support Global Handwashing Day celebrants. Resources include a social media toolkit, fact sheet, community forum, and various digital assets for Global Handwashing Day. Resources are available in English, French, and Spanish on the Global Handwashing Partnership website.

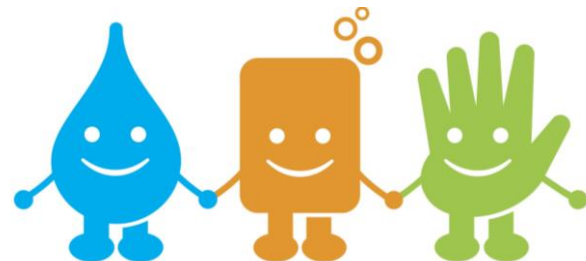
Learning Event

On top of facilitating Global Handwashing Day each year, the Global Handwashing Partnership also partners with WHO and UNICEF to host a global-level virtual event to celebrate Global Handwashing Day.

This year, the learning event focused on turning commitment into action. It presented an initial assessment of the Hand Hygiene Acceleration Framework Tool (described more on Page 8) and showcased country experiences when using the tool.

Opening remarks were made by WHO and UNICEF senior leaders, followed by a presentation on the HHAFT and country panel discussion featuring government leaders from Ethiopia, Nigeria, and Odisha (India). The event has reached over 1,100 people.

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 2023.



New Resources and Materials

As part of its knowledge management activities, the Global Handwashing Partnership maintains a searchable resource hub on our website with new resources and materials added on a regular basis. This section highlights some new resources produced and updated in 2022.

Hand Hygiene Research Summary

Every year, the Global Handwashing Partnership synthesizes the latest hand hygiene peer-reviewed research published within the previous calendar year.

The latest hand hygiene research summary includes peer-reviewed research published in 2021 and presents key findings and guidance. The summary is reflective of the emerging findings

around hand hygiene across various settings.

The summary of research is broken down into the following sections:

- Health and Non-Health Impacts of Hand Hygiene
- Hand Hygiene Access and Supplies
- Determinants and Interventions for Hand Hygiene Behavior Change in Various Settings
- The Impact of COVID-19

The 2021 annual hand hygiene research summary was developed in collaboration with the London School of Hygiene and Tropical Medicine and the University of North Carolina at Chapel Hill. It is available in Arabic, English, French, Portuguese and Spanish. View the full research summary [here](#).

Handwashing Station Database

The Global Handwashing Partnership also launched a handwashing station database in collaboration with UNICEF in 2022. This database serves as a repository of fit-for-purpose handwashing station designs and aims to be a source of information and inspiration for the promotion and scale up of handwashing globally.

Users can use the filters to explore handwashing station products and designs that are context-specific for their needs. If you have a station to add to the database, fill out the form [here](#).

Handwashing Handbook Translations

Originally launched in 2020, the Handwashing Handbook has served as a comprehensive resource for hand hygiene programming. The

Handbook provides practical steps to make the case for hand hygiene, design and implement hand hygiene behavior change programs, and address hand hygiene at a systems level.

Two years after its original launch, the Handwashing Handbook is now available in six languages – Arabic, Chinese, English, French, Portuguese and Spanish. View the Handwashing Handbook [here](#).



Key Events and Conferences

Events and conferences are key moments to spread advocacy messages and share learnings. This section describes major events and conferences the Global Handwashing Partnership participated in for the year.

Stockholm World Water Week

Stockholm World Water Week is a leading conference on global water issues. The Week attracts a diverse mix of participants and offers an opportunity to share hand hygiene issues with a broader WASH audience.

The Global Handwashing Partnership co-convened a side session along with UNICEF, WaterAid, and WHO at the 2022 Stockholm World Water Week, titled “The World Shouldn’t Wait Any Longer for Universal Hand Hygiene.” The session shared the new Hand Hygiene Acceleration Framework Tool (more details on page 8).

UNC Water & Health Conference

The UNC Water & Health Conference explores the latest learnings around WASH with sessions focused on new and emerging practices.

The Global Handwashing Partnership supported two side events at the 2022 UNC Water & Health Conference, both aligned with the global guidelines process described on page 9. Both sessions were convened in collaboration with the Hand Hygiene for All Initiative. The first session focused on the overall guidelines process, while the second session disseminated initial findings from the Hand Hygiene Think Tank (see page 11) and the guidelines implementation strategy.

In addition to the side events, the Global Handwashing Partnership convened its first in-person partner meet-up in over 2 years.



PARTNER SPOTLIGHTS

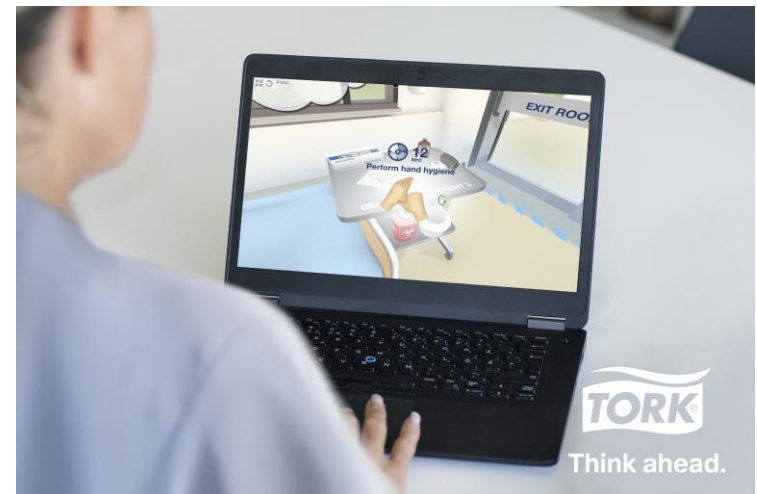
Essity

Essity is committed to being a key advocate for good hand hygiene. In 2022, Essity published and disseminated a [white paper](#) focused on behavioral change as a driver for improved hand hygiene and conducted their bi-annual [Global Hygiene & Health Survey](#), looking at the biggest hygiene developments, taboos, and concerns on a global scale. Key highlights from their report include:

- **78% of respondents say access to public washrooms is essential to wellbeing**
- **48% of respondents feel 'easy to access' and 'use' for all products in the washroom are part of the ideal washroom**
- **Only 1 in 4 respondents feel safe about hygiene in public bathrooms**

On top of their current hand hygiene initiatives, Essity celebrated World Hand Hygiene Day and Global Handwashing Day. For World Hand Hygiene Day, the company shared their latest development

for interactive hand hygiene training for healthcare professionals, which is now available as a VR training or as an interactive training on mobile devices.



For Global Handwashing Day, they shared findings from their latest survey and a dedicated video. Overall, Essity remains committed to hand hygiene through their ongoing efforts.

FHI 360

FHI 360 continues to host 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.

- Through the **Project for Humanitarian Assistance Serving Easter DRC (PHASED) project**, FHI 360 sensitized community members in both the Ituri and North Kivu provinces on the importance of handwashing in the fight against diarrheal diseases, informing them through various media on the critical moments for handwashing, and popularizing safe handwashing practices to cut the chain of transmission of waterborne diseases.
- Through the **Integrated Humanitarian Assistance to Northeast Nigeria III (IHANN III) project**, FHI 360 leveraged the Wash'Em tools to motivate hand hygiene behavior change, reaching nearly 10,000 individuals through hand hygiene mass media campaigns across Bama, Banki, Damasak, and Ngala. To support handwashing in IDP camps, FHI 360 has been operating handwashing stations installed at camp entrances, communal latrines, PHC clinics, GBV safe spaces and other field locations.
- Through the **Integrated Response for Mozambique Affected Populations (IRAMP) project**, FHI 360 distributed 40 handwashing stations and soap to markets, mosques, government offices, and health facilities for use in community gatherings. The organization also worked with the government to promote hand hygiene messages.
- Through the **Integrated Services for Humanitarian Implementation in Northern Ethiopia (ISHI-NE) project**, FHI 360 used several approaches to increase the knowledge, attitude and practice for hand hygiene of internally displaced persons at the Degan IDP camp.



LIXIL worked closely with UNICEF to develop, test, and launch the SATO Tap, a consumer-centric product to meet hand hygiene needs. The SATO Tap is a portable and contactless handwashing station that reuses plastic drinks bottles for the reservoir and requires as little as 100ml per wash, addressing consumer challenges and preferences. In 2022, LIXIL commercially launched the SATO Tap in India.

To support the launch of the SATO Tap product in India, LIXIL implemented social media campaigns to raise awareness about the importance of handwashing and the SATO Tap. Additionally, in Odisha, Bihar and Uttar Pradesh, they held soap-making training for more than 75 women of WASH HAAT, a group of masons and sanitation entrepreneurs who have an existing partnership with LIXIL. The company also partners with GramVaani and used IVR technology to learn more

about handwashing habits in remote communities and used wall paintings to showcase the new product.

With the launch in India, SATO now has established supply chains in both India and Tanzania, creating a strong foundation to make it available across two continents. SATO plans to officially launch production in Nigeria, Kenya, the Philippines, and Indonesia in 2023.



SC Johnson

SC Johnson is committed to bringing its accumulated learnings, data, and scientific evidence to develop and provide effective hand hygiene products and expertise. As a Steering Committee member, SC Johnson has been an integral participant in Global Handwashing Partnership activities, including this year's Hand Hygiene Think Tank (see page 11), Global Handwashing Day, and the work done through the Hand Hygiene for All Initiative, such as providing input for the upcoming global hand hygiene guidelines in community settings.

This year, SC Johnson participated in both World Hand Hygiene Day and Global Handwashing Day, releasing a number of digital assets and messages. For Global Handwashing Day 2022, SC Johnson Professional partnered with YouGov to conduct a hand hygiene survey with a total of 5,357 adult respondents from the UK, Germany and France. Interesting survey results are included to the right.

- **48% of respondents felt concern that hygiene standards in public spaces and workplaces were not as good as they should be**
- **56% of respondents like to see hand sanitizer in public spaces**
- **45% of our survey respondents are now less likely to greet each other with a handshake, hug or kiss since the pandemic**

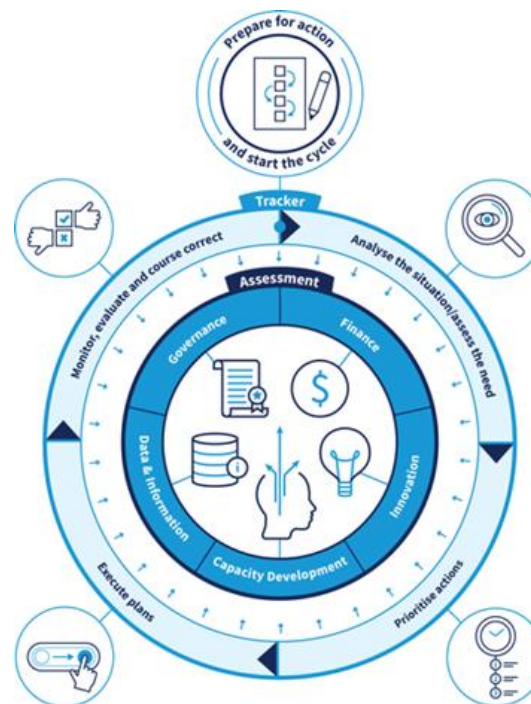
Beyond its role in the Global Handwashing Partnership and to address the concerns expressed above, SC Johnson proactively supports its customers with hygiene best practices in workplaces, schools and public facilities based on the [8 Moments of Targeted Hygiene](#) approach, and actively supported the UK All Party Parliamentary Group for Cleaning & Hygiene with lessons learned from the COVID-19 pandemic and recommendations for [embedding effective hygiene for a resilient UK](#).

UNICEF

Building on the leadership galvanized during Phase I of Hand Hygiene for All Initiative (see Hand Hygiene for All highlights starting on Page 7), the initiative evolved its focus on better understanding needs to support government-led initiatives to achieve universal hand hygiene in 2022.

UNICEF collaborated with WHO and WaterAid to design the [Hand Hygiene Acceleration Framework Tool \(HHAFT\)](#) to track the process that a government has undergone to develop and implement a plan of action for hand hygiene improvement and assesses the quality of that plan to establish systems to support hand hygiene progress. In addition to informing national governments around barriers that need to be addressed and opportunities to accelerate progress, the tool is generating evidence around core requirements for national hand hygiene systems and programs and areas for global investment.

On Global Handwashing Day, UNICEF collaborated with WHO, Water Aid and the Global Handwashing Partnership to launch the HHAFT and key insights from initial countries who piloted the HHAFT.



A close-up photograph of a hand being washed with green soap foam. The hand is positioned on the right side of the frame, with fingers slightly spread. To the left of the hand is a clear glass filled with a vibrant green liquid, likely soap water. The background is softly blurred, showing a red curtain and a white sink. In the bottom left corner, there is a white rounded rectangle containing the text 'WAY FORWARD' in bold blue letters.

WAY FORWARD

A Collective Way Forward

This year reminds us of how much progress has been made, from innovative hand hygiene products to the development of country-led 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](https://www.globalhandwashing.org/). To learn how to get involved, please e-mail the Secretariat team at contact@globalhandwashing.org.



Photo Credit: UNICEF



Steering Committee and Strategic Partners



Members



Affiliates

Action Against Hunger
Banka Biolo
CAWST
Clean the World Foundation
DefeatDD
DevWorks International

EcoSoap Bank
Gobie Clean
Handzies
HappyTap
Icddr,b
International Aid
IRC WASH

Manila Water Foundation
Medentech
MSR Global Health
PHAAE
Real Relief
Soapbox Collaborative
Smixin

Soapen
SPATAP
Splash
United Purpose
Vaccine Ambassadors
Wellbeing Foundation

