



2022 GLOBAL HANDWASHING DAY REPORT

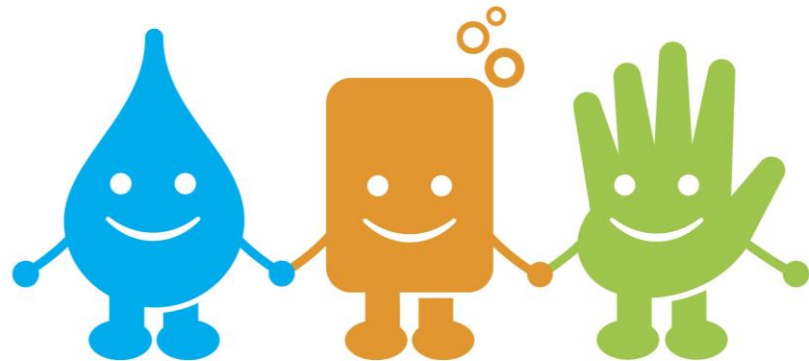


About Global Handwashing Day

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.



Unite for Universal Hand Hygiene

The 2022 theme was **Unite for Universal Hand Hygiene**.

Leveraging learning from recent years, the time to accelerate hand hygiene progress is now – and it requires a collective effort to enact real change. As the world moves beyond COVID-19 to imagining our new normal, we must unite for universal hand hygiene.

As the reach of Global Handwashing Day continues to grow 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 promoting national policy strengthening efforts for hand hygiene; ensuring sustained hand hygiene financing; supporting affordable, accessible, and

desirable hand hygiene solutions; prioritizing hand hygiene infrastructure and policies in institutional settings; conducting further research to fill hand hygiene gaps; and making the case for hand hygiene as an essential part of health and development.



Calls to Action



Governments: Promote national hand hygiene efforts, such as the development of a costed hand hygiene road map that considers a combination of policy, public financing, capacity building, and innovation to accelerate hand hygiene



Institutions: Prioritize hand hygiene infrastructure and policies within schools, health care facilities, workplaces, and other public settings



Donors: Ensure sustained hand hygiene financing by investing in programs that are hygiene sensitive, promote behavior change, and lead to hand hygiene habits



Researchers: Conduct further research to fill in hand hygiene evidence gaps, with focus on hand hygiene costs and return on investment as well as process evaluations for hand hygiene interventions



Businesses: Support affordable, accessible, and desirable hand hygiene solutions to ensure supplies are available for everyone, including your own workforce



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

Resources

In 2022, 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>Fact Sheet</u>	This fact sheet explained the research and rationale behind this past year's Global Handwashing Day theme, <i>Unite for Universal Hand Hygiene</i> .
<u>Social Media Toolkit</u>	This social media toolkit included key messages and graphics to share on Global Handwashing Day.
<u>Community Forum</u>	This community forum showcased the efforts of Global Handwashing Partnership members to promote handwashing with soap.
<u>Commitments Form</u>	This commitments form allowed 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 2022, Global Handwashing Day reached over **2 billion people** through virtual or in-person events and mass media campaigns. This outcome was the result of hand hygiene champions across the world.

Beyond reach, Global Handwashing Day serves as a platform for commitment. In 2022, **30 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.



Photo Credit: FHI 360



Photo Credit: UNICEF

Case Studies

SATO Tap launching in Tanzania

To mark Global Handwashing Day, SATO announced the launch of its award-winning handwashing solution, the SATO Tap, in Tanzania. To support the launch, the brand took part in an event in the Songwe District and ran a social media campaign that included a local influencer and a series of short videos encouraging people to purchase the SATO Tap, and retailers to stock the products. For more information on the SATO Tap, visit [here](#).



Photo Credit: LIXIL

Improving handwashing attitudes in Ethiopia

FHI 360's ISHI-NE program celebrated Global Handwashing Day with an event in Kalu Woreda. Representatives from the region's finance, economic, and health offices made remarks to promote the knowledge, attitudes, and practice of hand hygiene. The event incorporated role-play, handwashing songs, focus group discussions, and a Q&A competition to improve hand hygiene techniques and practices.



Photo Credit: FHI 360

Case Studies

New hand hygiene tools for countries

The Global Handwashing Partnership and Hand Hygiene for All Initiative hosted a learning event to showcase the new [Hand Hygiene Acceleration Framework Tool](#), featuring country government representatives from Ethiopia, Odisha (India), and Nigeria. Building on previous Global Handwashing Day commitments, this event called for more specific action to drive national-level progress.



Launching national strategies in Pakistan

For Global Handwashing Day 2022, UNICEF, GIZ, WaterAid, and Unilever coordinated with Pakistan's Ministry of Climate Change to organize a national dialogue on behavior change and hand hygiene for all in Pakistan. The event disseminated the Hand Hygiene for All Roadmap (launched in 2021) to provinces and served as the official launch of the National WASH SBC Strategy.



Case Studies

Hygiene & vaccination awareness in Tanzania

The Amref-NBCC team organized a two-day event to share interpersonal behavior change communications in the Dodoma region, Tanzania. The team worked with 14 health offices and 32 community health volunteers to demonstrate proper handwashing techniques and remind communities of other COVID-19 preventive practices, such as getting vaccinated.



Recruiting CEOs to advocate for handwashing

Lifebuoy announced plans to recruit a group of chief education officers (CEOs) for their 'H for Handwashing' Campaign this year. CEOs are children between ages 6 to 12 with a passion for making a positive impact in their local community. In their new role, they will spread hand hygiene messages to other kids and advocate at the highest levels to include hygiene in school curriculums.





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 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 universal hand hygiene.



Photo Credit: UNICEF

Get involved

Continue your efforts to achieve universal hand hygiene. Here are five 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!

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