



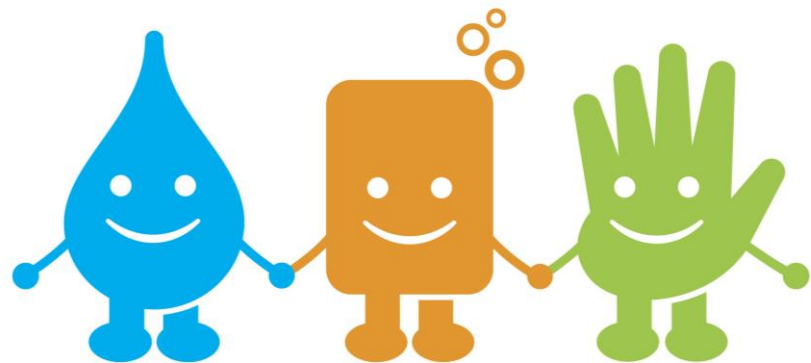
2023 GLOBAL HANDWASHING DAY REPORT

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.



Clean Hands are Within Reach

The 2023 theme was “**Clean hands are within reach.**”

While strides have been made, hand hygiene efforts must be tripled to achieve global targets. This requires focus not only on individual hand hygiene behavior, but also a broader effort to create an enabling environment that supports the scale up of hand hygiene in a country or community.

Achieving universal hand hygiene depends on the contributions of multiple and interconnected actors to enable hand hygiene access and practice at homes, schools, workplaces, health care facilities, and other community settings. This year’s theme emphasized that everyone has a role to play to ensure *clean hands are within reach*.



Photo Credit: UNICEF

Calls to Action



Governments: Strengthen national hand hygiene efforts and track your hand hygiene progress using the [Hand Hygiene Acceleration Framework Tool](#)



Institutions: Use a multi-faceted approach to improve hand hygiene in schools, healthcare facilities, workplaces, and other community settings



Donors: Increase and sustain financing to meet hand hygiene targets by investing in programs and national plans/strategies that are hygiene sensitive and promote hand hygiene habits



Researchers: Conduct further research to fill hand hygiene evidence gaps, with focus on hand hygiene behavior change and return on investment from hand hygiene interventions



Businesses: Contribute toward resilient hand hygiene systems through partnerships, research, policies, financing, and innovation



Advocates: Raise awareness on the importance of hand hygiene as an essential part of health and development

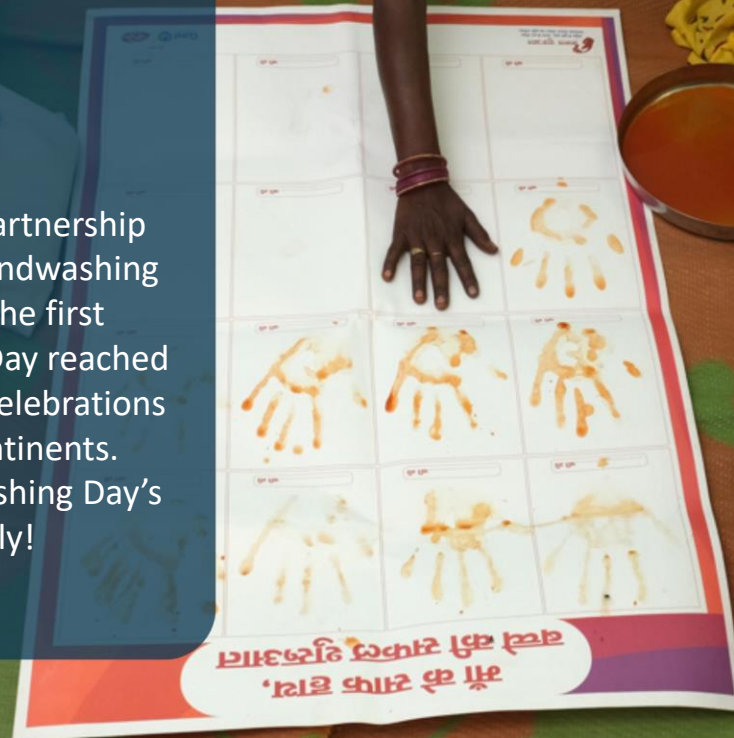
Resources

In 2023, 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 explains the research and rationale behind this year's Global Handwashing Day theme, <i>Clean hands are within reach</i> .
<u>Social Media Toolkit</u>	This social media toolkit includes key messages and graphics that were shared 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.



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's reach has grown significantly!



Global Handwashing Day Outcomes

In 2023, 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 2023, **18 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

Creating Clean Hands Contest

To increase leadership among a younger target audience, the Global Handwashing Partnership facilitated the first-ever "Creating Clean Hands" Contest. The contest aimed to encourage youth (18 years or under) to express their ideas and

creativity through a short music video promoting clean hands. More details on this year's contest can be found [here](#). Out of the creative entries from countries around the world, the contest crowned its first-ever winner in Mia from the Philippines.

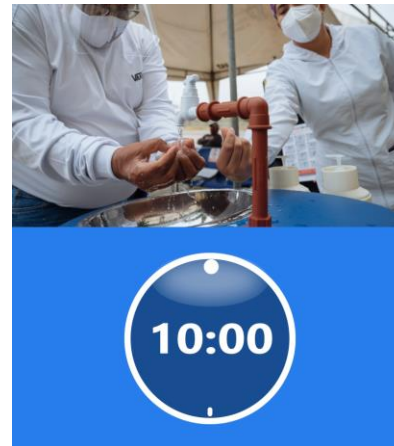


Global Handwashing Day Annual Event

Since 2020, the Global Handwashing Partnership has hosted an annual virtual event to celebrate Global Handwashing Day.

This year, the event aimed to inspire action by showcasing what has been done at the global, country, and individual level. The event included speakers from USAID, FHI 360, World Health Organization, Unilever/Lifebuoy, World Vision, UNICEF, and representatives from the Governments of Moldova and Iraq.

The event also included several inspirational videos, highlighting the importance of individual action. In total, the event reached over 1,500 people and the summary can be found [here](#).



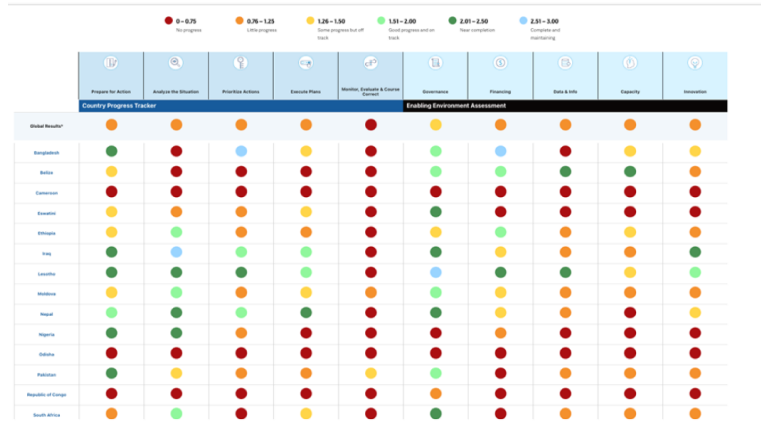
Global Handwashing Day
Clean hands are within reach



Partner Case Studies

Updates to the Hand Hygiene Acceleration Framework Tool Dashboard

In 2023, UNICEF, WHO, WaterAid, and the Global Handwashing Partnership launched a new global dashboard to visualize findings from the Hand Hygiene Acceleration Framework Tool (HHAFT). The dashboard includes global-level findings and country-specific pages with further analysis and documentation for each country that has filled out the tool. Check it out [here](#).



H for Handwashing: The Power of Play in Learning and Behavior Change

In 2020, Lifebuoy initiated their H for Handwashing campaign, focusing on integrating hand hygiene education into school curricula. This year, the campaign recognized the power of play in learning and behavior change – creating a strategy that seamlessly blends the joy of games with essential hand hygiene lessons. Read more about their campaign [here](#).



Partner Case Studies

SATO Tap Launches in Kenya and Nigeria

On Global Handwashing Day 2023, the SATO Tap was launched in two new markets: Kenya and Nigeria. Launching the SATO tap in these key markets in Africa ensures clean hands are within reach of consumers across both countries, and thus unlocking significant health, social and economic value. Learn more [here](#).



Spread Health Across China Campaign

On October 14, 2023, Safeguard and its partners launched the 2023 "Spread Health across China, Handwashing in Action" program at the China National Aquatics Center. The program proposed the "Ten Scenarios, Scientific Handwashing" initiative to popularize key times for handwashing. More on this event can be found [here](#).



Partner Case Studies

Shaking things up for good hygiene through #Dance4WaSH

This Global Handwashing Day, Viva Con Agua built on the success of their “Dance 4 WASH” project, which aimed to reach 1.2 million school children with WASH messages through dance and music. The campaign leveraged social media and local influencers to share important hand hygiene messages to young people. Read more about the #Dance4WASH campaign and other activism efforts [here](#).



Month-long handwashing celebrations in the Philippines

The Manila Water Foundation spearheaded a set of month-long campaign activities around this year's theme “Clean Hands are Within Reach.” Together with private and public sector partners, Manila Water Foundation organized onsite activities that demonstrate synergy in the promotion of hand hygiene for health and well-being. Read more about their month-long efforts [here](#).





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 and ultimately clean hands.

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.



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 X/Twitter; Global Handwashing Day on Facebook and LinkedIn)
- 3. Learn more** – The evidence around handwashing is constantly evolving. Check out the Global Handwashing Partnership's [resources page](#) and the [Handwashing Handbook](#) 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
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