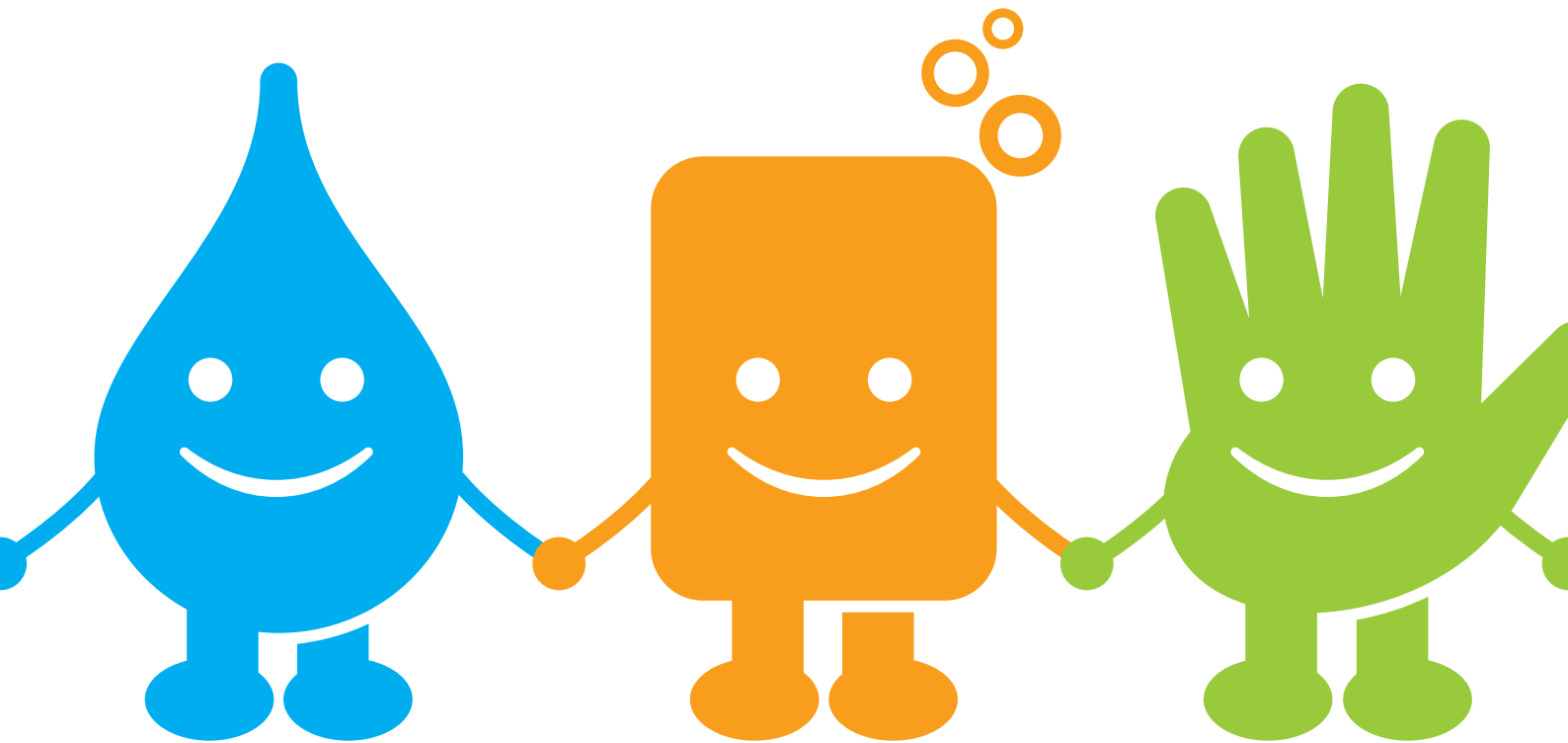


**Global Handwashing Day**  
**15 October**

Planner's Guide



**This Planner's Guide is designed to ensure that  
you have the materials you need to make the  
first-ever Global Handwashing Day a success!**





**Clean  
hands  
save  
lives**

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# About Global Handwashing Day 2008:

## About Global Handwashing Day 2008

The practice of handwashing with soap tops the international hygiene agenda this year with the first-ever Global Handwashing Day, slated for Wednesday, October 15, 2008. The UN General Assembly has designated 2008 the International Year of Sanitation, and Global Handwashing Day will echo and reinforce its call for improved hygiene practices.

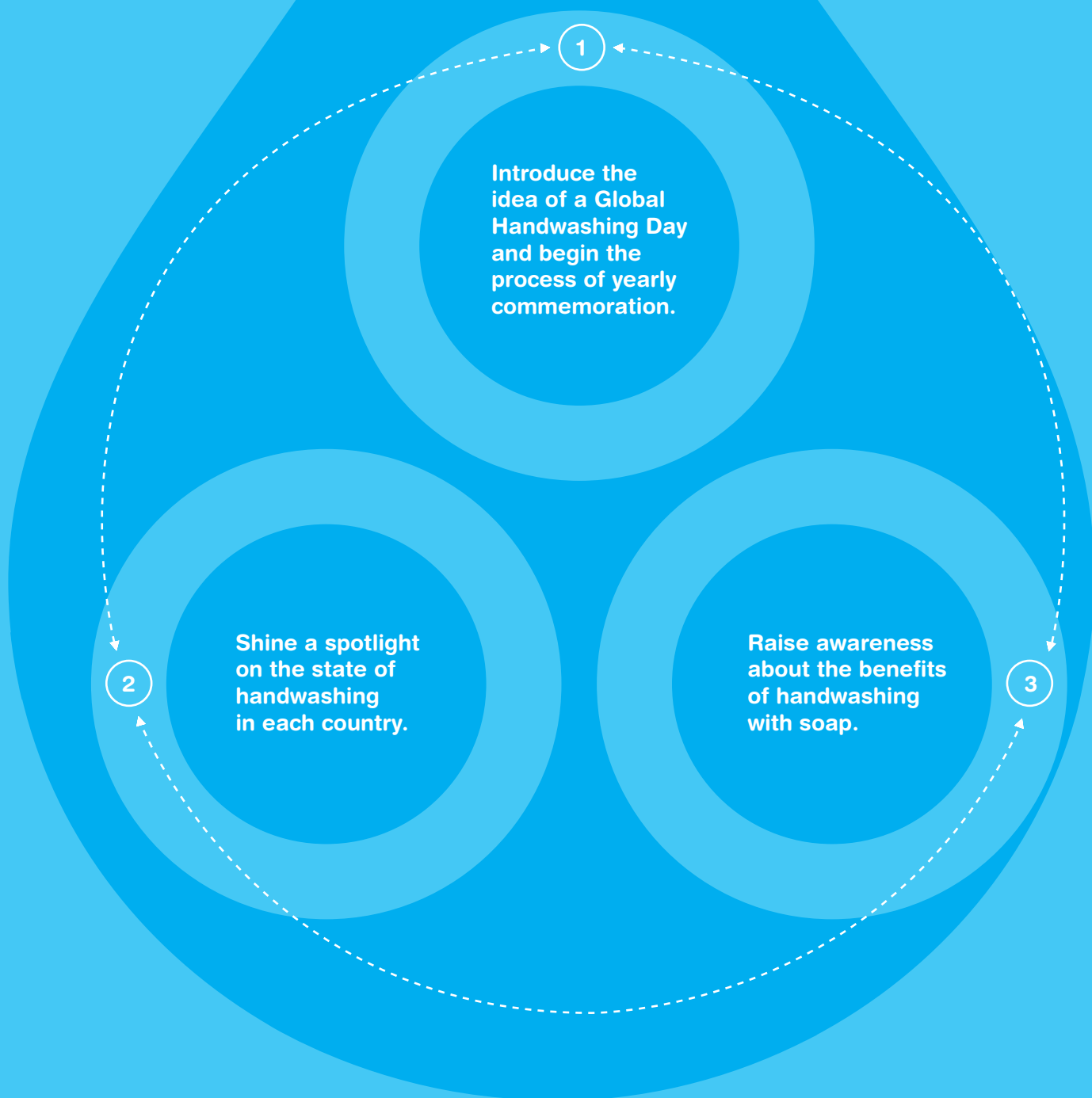
The guiding vision of Global Handwashing Day is a local and global culture of handwashing with soap. Although people around the world wash their hands with water, very few wash their hands with soap at critical moments (for example, after using the toilet, while cleaning a child, and before handling food).

Handwashing with soap is among the most effective and inexpensive ways to prevent diarrheal diseases and pneumonia, which together are responsible for the majority of child deaths. Every year, more than 3.5 million children<sup>1</sup> do not live to celebrate their fifth birthday because of diarrhea and pneumonia. Yet, despite its lifesaving potential, handwashing with soap is seldom practiced and not always easy to promote.

The challenge is to transform handwashing with soap from an abstract good idea into an automatic behavior performed in homes, schools, and communities worldwide. Turning handwashing with soap before eating and after using the toilet into an ingrained habit could save more lives than any single vaccine or medical intervention, cutting deaths from diarrhea by almost half<sup>2</sup> and deaths from acute respiratory infections by one-quarter.<sup>3</sup> More handwashing with soap would make a significant contribution to meeting the Millennium Development Goal of reducing deaths among children under the age of five by two-thirds by 2015.

Global Handwashing Day will be the centerpiece of a week of activities that will mobilize millions of people in more than 20 countries across five continents to wash their hands with soap.

Launched by the  
Public-Private  
Partnership for  
Handwashing with  
Soap (PPPHW),  
this first-ever event  
is designed to:



**In the long term,  
Global Handwashing  
Day can become a  
powerful platform  
for advocacy aimed  
at policy makers and  
key stakeholders  
and an occasion  
for concrete public  
commitment to  
actions that will spur  
behavior change.**

The goals of the PPPHW are to:

The inaugural Global Handwashing Day will revolve around schools and children. Children suffer disproportionately from diarrheal and respiratory diseases and deaths. But research shows that children – the segment of society so often the most energetic, enthusiastic and open to new ideas – can also be part of the solution. Ideally situated at the intersection of the home, school and community, children can be powerful agents of behavioral change.

During Global Handwashing Day – and the surrounding week – playgrounds, classrooms, community centers and the public spaces of towns and cities will be awash with educational and awareness-raising activity as countries unite to change handwashing behavior on a scale never seen before.

The Public-Private Partnership for Handwashing with Soap (PPPHW) is a coalition of international handwashing stakeholders. Established in 2001, the partnership includes the Water and Sanitation Program, UNICEF, USAID, the World Bank, the Centers for Disease Control and Prevention, the London School of Hygiene & Tropical Medicine, Johns Hopkins University School of Public Health, Colgate-Palmolive, Procter & Gamble, Unilever, the USAID/Hygiene Improvement Project, and the Water Supply and Sanitation Collaborative Council.

**Reduce the incidence of diarrhea and pneumonia in poor communities through public-private partnerships promoting handwashing with soap.**

**Support its partners' large-scale, national handwashing interventions and promote replication of successful approaches.**

**Share scientific evidence showing handwashing with soap to be an exceptionally efficacious and cost-effective health intervention.**

2

# Handwashing with Soap: The Basics

Handwashing with soap is a life-saving intervention within the technological and financial reach of all countries and communities. But promoting it requires appeals not necessarily to health, but to other things that people value, such as comfort, social status, nurture and a wish to avoid disgust.<sup>4</sup>

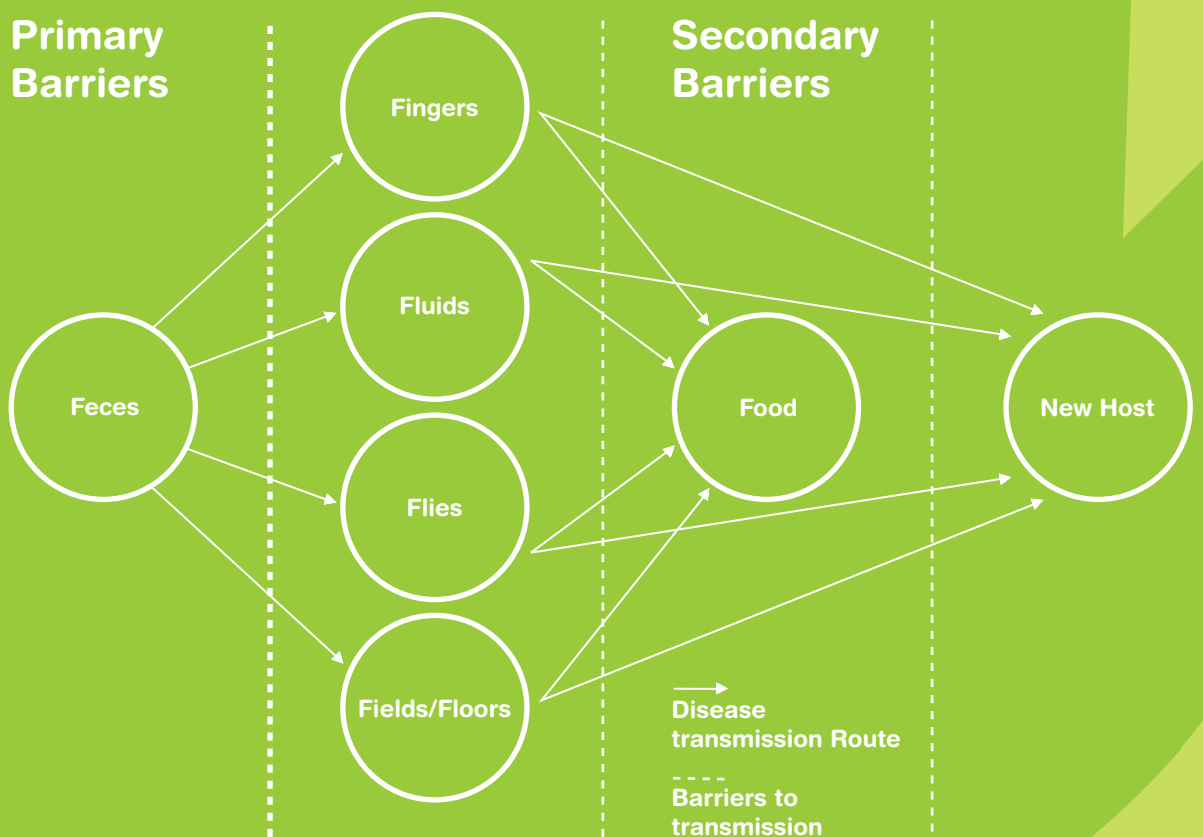
Handwashing *with soap* is seldom done.

People all over the world wash their hands with water. The belief that washing with water alone to remove visible dirt is sufficient to make hands clean is commonplace in most countries. But washing hands with water alone is significantly less effective than washing hands with soap in terms of removing germs, and handwashing with soap is seldom practiced. Around the world, the observed rates of handwashing with soap at critical moments range from zero percent to 34 percent. Using soap adds to the time spent washing, breaks down the grease and dirt that carry most germs by facilitating the rubbing and friction that dislodge them and leaves hands smelling pleasant (which creates an incentive for soap's use). With proper use, all soaps are equally effective at rinsing away the germs that cause disease.

Using soap *at critical moments* is the key to handwashing's benefits.

The critical moments for handwashing with soap are after using the toilet or cleaning a child's bottom and before handling food.

Handwashing with soap works by interrupting the transmission of disease. Hands often act as vectors that carry disease-causing pathogens from person to person, either through direct contact or indirectly via surfaces. When not washed with soap, hands that have been in contact with human or animal feces, bodily fluids like nasal excretions, and contaminated foods or water can transport bacteria, viruses and parasites to unwitting hosts,<sup>5</sup> as shown in the F-Diagram, of disease transmission and control, below. Source: Wagner and Lanoix



## Handwashing with soap reduces disease.

Handwashing is a cornerstone of public health, and new hygienic behaviors and sanitary services were principal drivers of the sharp drop in deaths from infectious disease in affluent countries in the late 19th century. Along with the isolation and safe disposal of feces and the provision of adequate amounts of clean water, handwashing with soap is one of the most effective ways to prevent diarrheal diseases; it is also the cheapest way. In addition, handwashing with soap can limit the transmission of respiratory disease, the largest killer of children under five. Handwashing with soap is also a formidable ally in efforts to combat a host of other illnesses, such as helminths (worms), eye infections like trachoma and skin infections like impetigo.

### Diarrheal disease:

Diarrheal Infections are the second most common cause of death in children under five. A review of more than 30 studies found that handwashing with soap cuts the incidence of diarrhea by nearly half.<sup>6</sup> Diarrheal diseases are often described as water-related, but more accurately should be known as excreta-related, as the pathogens come from fecal matter. These pathogens make people ill when they enter the mouth via hands that have been in contact with feces, contaminated drinking water, unwashed raw food, unwashed utensils or smears on clothes. Handwashing with soap breaks the cycle. The figure on the following page shows the effectiveness of handwashing with soap for reducing diarrheal morbidity in comparison to other interventions.

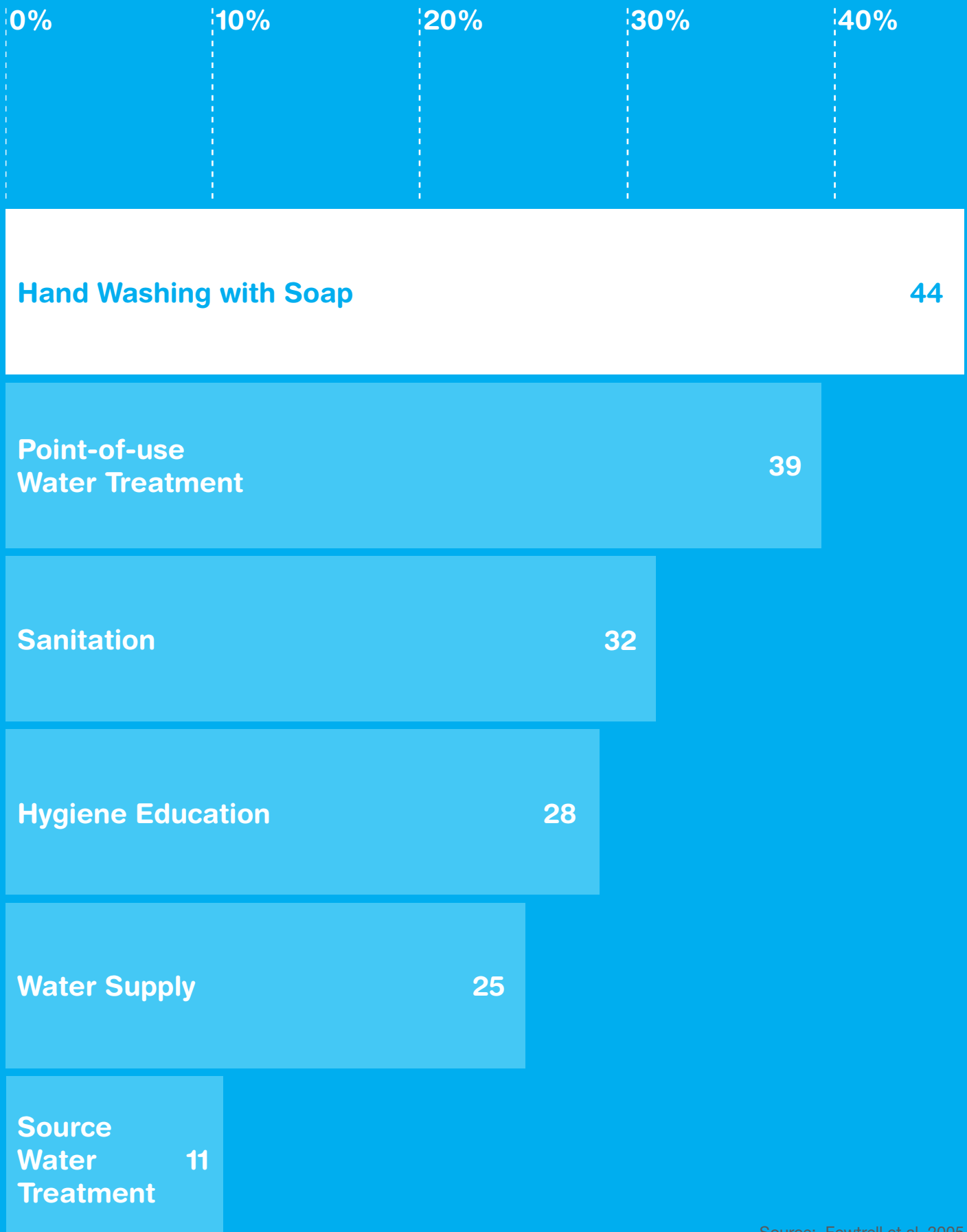
### Acute respiratory infections:

Acute respiratory infections like pneumonia are the leading cause of child deaths. Handwashing reduces the rate of respiratory infections in two ways: by removing respiratory pathogens that are found on hands and surfaces and by removing other pathogens (in particular, enteric viruses) that have been found to cause not only diarrhea, but also respiratory symptoms. Evidence suggests that better hygiene practices – washing hands with soap after defecation and before eating – could cut the infection rate by about 25 percent.<sup>7</sup> And a recent study in Pakistan found that handwashing with soap reduced the number of pneumonia-related infections in children under the age of five by more than 50 percent.<sup>8</sup>

### Intestinal worm and skin and eye infections:

Though not as extensive and robust as the research evidence for diarrheal disease and respiratory infections, studies have shown that handwashing with soap reduces the incidence of skin diseases; eye infections like trachoma; and intestinal worms, especially ascariasis and trichuriasis. More evidence is needed but existing research points to the effectiveness of handwashing in reducing the incidence of these diseases.

# Reduction in diarrheal morbidity [%] per invention type



Handwashing with soap is the single-most cost-effective health intervention. Disability-adjusted life years (DALYs) are used to measure the burden of disease and the effectiveness of health interventions by combining information on years of life lost and years lived with a disability. Remarkably, handwashing with soap has been shown to be the most effective way to avert DALYs associated with diarrheal diseases. Handwashing is also orders of magnitude less expensive than immunization; for instance, one DALY requires investment in measles immunization anywhere from US\$250 to US\$4,500. This is not to say that immunization is not essential; it is simply to point out the tremendously inexpensive life-saving opportunities being missed by the widespread failure to invest in handwashing promotion. Soap is already available in most households in the world; cost is not the chief barrier to handwashing with soap.

## Interventions against diarrheal disease

Cholera immunizations	1,658 to 8,274
Rotavirus immunizations	1,402 to 8,357
Measles immunization	257 to 4,565
Oral rehydration therapy	132 to 2,570
Breastfeeding promotion programs	527 to 2,001
Latrine construction and promotion	<270
House connection water supply	223
Hand pump or stand post	94
Water sector regulation and advocacy	47
Latrine promotion	11.15
Hygiene promotion (including hand washing)	3.35

As table 1 (cost-effectiveness ratio), to the right shows, every US\$3.35 invested in handwashing programs yields one DALY; gaining that same year through latrine promotion would cost US\$11.00; through household water connection, more than US\$200.00. Source: Jamison et al. 2006

## Effective promotion requires understanding behaviors and motivations for change.

There is ample evidence that health considerations rarely motivate people to change their hygiene and sanitation practices. The conventional way to promote handwashing – top-down, health-focused campaigns that raise the specter of disease and death – have had little success in changing people’s behavior, research shows. Formative research – a thorough study of the factors that may influence different people within a community to wash their hands (or not) – is a critical first step in any hygiene promotion campaign. Only by knowing what people do now, what they value and which benefits of handwashing with soap appeal to them can you design an effective campaign.



Different communities value and are motivated by different things; there is no “one size fits all” handwashing campaign. For instance, formative research in Kerala, India, suggests that people want clean hands for reasons of comfort, to remove smells, to demonstrate love for children and to exercise their social responsibility. In Ghana, a study found the chief motives for handwashing to be to nurture, to avoid disgust and to gain social status. Social marketing campaigns that are based on the hopes and desires of the target population and approach that population as consumers with a range of behavior choices have found far more success than conventional promotion campaigns based on what experts believe a target population should do.

## Public-private partnerships help take behavior change efforts to scale.

Partnerships among national and local governments, international organizations, nongovernmental organizations (NGOs), and multinational, as well, as local soap manufacturers can be extremely effective in promoting handwashing with soap. They combine the health objectives of the public sector, the marketing expertise of the private sector and often the community knowledge of NGOs to create a more far-reaching and beneficial impact than any of the three could achieve on its own.



# Frequently Asked Questions

## What are the benefits of handwashing with soap?

Diarrheal diseases and pneumonia together kill almost 4 million children under the age of five in developing countries each year. Children from the poorest 20 percent of households are more than 10 times as likely to die as children from the richest 20 percent of households. Hands are the principal carriers of disease-causing germs, and handwashing with soap could avert 1 million of those deaths.<sup>9</sup> Washing hands with soap after using the toilet or cleaning a child and before handling food can reduce rates of diarrheal disease by nearly one-half and rates of respiratory infection by about one-quarter. Handwashing can also prevent skin infections, eye infections, intestinal worms, SARS and Avian Flu, and benefits the health of people living with HIV/AIDS.

## Why isn't it enough to wash with water alone?

Washing hands with water alone, a more common practice, is significantly less effective than washing hands with soap. Using soap adds to the time spent washing, breaks down the grease and dirt that carry most germs by facilitating the rubbing and friction that dislodge them and leaves hands smelling pleasant. The clean smell and feeling that soap creates is an incentive for its use.

## What are the “critical moments” when hands should be washed with soap?

Hands should be washed with soap after using the toilet or cleaning a child's bottom and before handling food.

## What is the “correct” way to wash hands?

Proper handwashing requires soap and only a small amount of water. Running water from a tap is not needed; a small basin of water or “Tippy Tap” is sufficient. (Tippy Taps are cans or plastic bottles that release a small amount of water – just enough for a clean hand wash – each time they are tipped.) One should cover wet hands with soap; scrub all surfaces of hands, including palms, back, between the fingers and especially under the fingernails, for at least 20 seconds; rinse well with running water (rather than rinsing in still water); and dry either on a clean cloth or by waving in the air. An easy way to gauge 20 seconds is to find a familiar song that takes about that long to sing; for instance, it takes about 20 seconds to sing the “Happy Birthday” song twice. Every country has short, popular children's songs that can be used for this purpose.

## What about people who don't have access to soap?

Lack of soap is not a significant barrier to handwashing at home. The vast majority of even poor households have soap in their homes. Research in periurban and rural areas found, for instance, that soap was present in 95 percent of households in Uganda, 97 percent of households in Kenya and 100 percent of households in Peru. The problem is that soap is rarely used for handwashing. Laundry, bathing and washing dishes are seen as the priorities for soap use. Lack of soap can be a barrier to handwashing at schools; however, schools in developing countries often have neither soap nor appropriate handwashing facilities. Building Tippy Taps and getting help from parents' groups to supply soap or create a small fund for soap are good options. In

schools, toilets and handwashing stations are critical to students' health and to reducing absenteeism.

## Can handwashing make a difference in overcrowded, highly contaminated slum environments?

Yes. A study in Karachi, Pakistan, found that children in communities that received intensive handwashing interventions were half as likely to get diarrhea or pneumonia than children in similar communities that did not receive the intervention.

## Once people understand the health benefits of handwashing, won't they automatically do it?

No. Human beings the world over fail to do things they should do. If they did, everyone would maintain a healthy weight, no one would smoke or drink to excess and all of us would rise at dawn for an hour of cardiovascular exercise.

## Is lack of handwashing with soap a problem only in developing countries?

Even in places where handwashing is a (comparatively) entrenched practice and both soap and water are plentiful, people often fail to wash their hands with soap. A study in England found that people washed their hands only about half the time after cleaning a child after defecation, and a recent study of doctors' handwashing practices in the USA revealed that they failed to wash

their hands with soap between patient visits with surprising frequency. Medical personnel, who fully understand the health benefits of handwashing with soap, often failed to do so because of lack of time, rough paper towels for drying, inconveniently located sinks and hands chapped by frequent washing with drying soaps. A handwashing campaign begun in 2005 in New York City public hospitals has drastically reduced the number of serious infections, such as blood infections and pneumonia, contracted by hospital patients.

## How can you change people's handwashing behaviors?

Practitioners in the water supply, sanitation and hygiene sector, as well as manufacturers of soap, have learned a great deal about what works – and what doesn't – in changing private, personal behaviors and habits. What doesn't work is top-down, technology-led solutions or campaigns that hinge on health education messages. What is more effective is using approaches that build on the lessons of social marketing. This new approach emphasizes the role of careful formative research (a thorough study of the interests, attributes, needs and motivations of different people within a community). It is also based on the recognition that one size does not fit all and evidence showing that promoting a single message is more effective than promoting multiple messages. The new programs seek to reach and influence their target audiences through multiple mass media and interpersonal communication channels with specific messages designed to respond to their expressed needs and preferences. In short, treating people not as passive project beneficiaries, but rather as active customers motivated by a diverse range of preferences and motivations, yields best results.

There is much to be learned from successful interventions in other sectors. Reproductive health programs that pay attention to consumer needs and preferences work better than those that impose top-down targets, evidence shows. Similarly, approaches that create incentives for positive provider attitudes and behaviors get better results than those that rely on targets and punitive management practices. Successful sanitation programs generate community demand for toilets and latrines by appealing to people's desires for status, acceptance, community solidarity, privacy, convenience, safety and comfort; appeals to health tend to be significantly less effective in motivating behavioral change. The non-health motivations can be compared to the reasons people try to lose weight; maintaining a healthy weight is very important to one's health – but the reason people go on diets is generally not to be healthier but rather to look better.

## What is the Public-Private Partnership for Handwashing with Soap?

PPPHW is a coalition of international handwashing stakeholders. Established in 2001, the partnership includes the Water and Sanitation Program, UNICEF, the World Bank, the Centers for Disease Control and Prevention, the London School of Hygiene and Tropical Medicine, Johns Hopkins University School of Public Health, Colgate-Palmolive, Procter & Gamble, Unilever, the USAID/Hygiene Improvement Project, and the Water Supply and Sanitation Collaborative Council. Its aims are to: reduce the incidence of diarrhea and pneumonia in poor communities through public-private partnerships promoting handwashing with soap; support its partners' large-scale, national handwashing interventions and promote replication of successful approaches at the global level; and

share scientific evidence showing handwashing with soap to be an exceptionally efficacious and cost-effective health intervention. The PPPHW harnesses the marketing skills of industry and the capacities of the public sector in a program that aims to save the lives of children.

## Whose handwashing behaviors are the handwashing promotion programs aiming to change?

In many countries, a coalition of public and private organizations have come together to promote handwashing with soap on a large scale. These partnership programs seek to reduce illness and death due to diarrhea and pneumonia among children under the age of five. The primary target groups of PPPHW programs are mothers and other caregivers of children under the age of five. Another target group for handwashing programs is school-age children, who themselves are often caregivers for their younger siblings. School programs can help establish lifelong healthy habits.

## Who else can take part in promoting handwashing with soap?

Everyone can contribute to promoting handwashing with soap! A good first step is to find out what individuals and organizations are already doing and build on that. WASH campaigns – national alliances of governments, parliamentarians, NGOs, media, religious leaders, community groups, schools, private sector actors and other stakeholders – are active in many countries. WASH campaigns aim to advance hygiene and sanitation goals.



# Fundamental Five:

Five Facts Everyone Should Know about  
Handwashing with Soap

# 1

## **Washing hands with water alone is not enough!**

Washing hands with water alone, a common practice around the world, is significantly less effective than washing hands with soap. Proper handwashing requires soap and only a small amount of water. Using soap works by breaking down the grease and dirt that carry most germs, facilitating the rubbing and friction that dislodge them and leaving hands smelling pleasant. The clean smell and feeling that soap creates are incentives for its use. With proper use, all soaps are equally effective at rinsing away disease-causing germs.

# 2

## **Handwashing with soap can prevent diseases that kill millions of children every year.**

Handwashing with soap is among the most effective ways to prevent diarrheal diseases and pneumonia, which together are responsible for the majority of child deaths. Every year, more than 3.5 million children do not live to celebrate their fifth birthday because of diarrhea and pneumonia. Handwashing can also prevent skin infections, eye infections, intestinal worms, SARS and Avian Flu, and benefits the health of people living with HIV/AIDS. Handwashing is effective in preventing the spread of disease even in overcrowded, highly contaminated slum environments, research shows.

# 3

## **The critical moments for handwashing with soap are after using the toilet or cleaning a child and before handling food.**

Hands should be washed with soap after using the toilet, after cleaning a child's bottom (or any other contact with human excreta, including that of babies and children) and before any contact with food. Hands are the principal carriers of disease-causing germs. It is important to ensure that people have a way to wash their hands at these critical moments. Simple, low-cost solutions like Tippy Taps are within the financial and technological reach of even the poorest communities.

# 4

## **Handwashing with soap is the single most cost-effective health intervention.**

Handwashing promotion is cost-effective when compared with other frequently funded health interventions. A \$3.35 investment in handwashing brings the same health benefits as an \$11.00 investment in latrine construction, a \$200.00 investment in household water supply and an investment of thousands of dollars in immunization. Investments in the promotion of handwashing with soap can also maximize the health benefits of investments in water supply and sanitation infrastructure and reduce health risks when families do not have access to basic sanitation and water supply services. Cost is not typically a barrier to handwashing promotion; almost all households in the world already have soap – though it is commonly used for laundry, dish washing and bathing rather than for handwashing.

# 5

## **Social marketing approaches that center on the potential handwasher and his or her specific motivations are more effective than traditional disease-focused approaches.**

Research shows that handwashing behavior can be changed on a large scale through the use of social marketing approaches. The key is to view the potential handwasher as a consumer and then research that consumer's handwashing habits, as well as the factors that might encourage him or her to adopt new handwashing behaviors; design appropriate messages that appeal to the consumer's needs, wishes and preferences; and implement promotion programs that make use of a variety of message delivery channels.

5

# Innovative Ideas in Handwashing

## Public-private partnership to promote handwashing in Ghana

### What was new about the program?

The Ghana handwashing program made contamination visible to the ordinary Ghanaian for the first time, effectively communicating a hygiene message using commercial marketing techniques.

### Background

In Ghana, diarrhea accounts for 25 percent of all deaths in children under five and is among the top three reported causes of morbidity. Children under five typically have three-five episodes of diarrhea and a similar number of respiratory infections a year. Nine million episodes of disease could be prevented each year by washing hands with soap.

Ghanaians use soap, and they buy a lot of it. However, the soap is almost all used for cleaning clothes, washing dishes and bathing. In a baseline study, 75 percent of mothers claimed to wash hands with soap after toilet use, but structured observation showed that only 3 percent did so, while 32 percent washed their hands with water only. Mothers who did wash hands with soap generally did so because it felt good to remove dirty matter from hands, it was refreshing, it was a way of caring for children and it could enhance their social status.

The Ghana Public-Private Partnership to Promote Handwashing with soap crafted a high-impact communication strategy with the slogan “For Truly Clean Hands, Always Wash with Soap.” The intensive phase of the program’s communication activities was carried out in the period 2004-06. During this phase, the program used three routes to bring the handwashing with soap message to the target audiences – mothers and caregivers of children under five years and children in basic school, ages 6-15 years, across the whole country. The routes included

mass media, direct consumer contact and a district-level program through schools, health centers and communities. The communication strategy also included a public relations and advocacy component that targeted policy makers and opinion leaders and promoted the provision of handwashing infrastructure in schools and public latrines.



## The Communication Strategy Achievements

Mass media: The program employed state-of-the-art marketing strategies. The guiding concept for this phase of work was “Your hands are only truly clean if washed with soap.” Two radio and two TV adverts suggested that there was “*something’ on your hands,*” suggesting an unknown menace, an unseen contamination that only soap could remove. The two radio adverts and a TV advert targeted mothers and caregivers, while the other TV advert targeted children. The radio and television adverts were supported by posters and billboards sited in all 110 district and 10 regional capitals of the country, and the distribution of promotional items like badges, T-shirts, branded poly bags and soap. The radio and TV adverts ran for six months, with particularly intense activity in the first three months of the campaign.

Direct to consumer contact: Under the Direct Consumer Contact (DCC) Programme, an event management firm visited two districts per region in six regions and conducted 128 high-impact events in schools to reach 103,313 school children, 2,930 teachers, 926 food vendors and 132 events in health centers and communities for 11,500 mothers. DCC is used as an interpersonal communication strategy that provides information on handwashing with soap in an innovative and interactive, face-to-face manner. This direct contact allows consumers to ask questions and converse about handwashing with soap, which facilitates behavior change.

PR campaign: A public relations program targeted at opinion leaders and strategic targets delivered continued press and media coverage in support of the aims of the handwashing program. A number of radio and television discussion programs and interviews were held throughout the country on national media and district-specific FM radio stations. An advocacy brochure that outlined the strategy for the initiative was also produced and distributed to strategic targets and partners.

An evaluation reported that, after six months of the campaign, rates for handwashing with soap for mothers were over 80 percent.

Exposure to all campaign materials was also high, with almost everyone aware of and able to sing the campaign theme song, and with more than 80 percent of children and adults reporting more handwashing with soap since the campaign.

The Ghana handwashing program for the first time made contamination visible to the ordinary Ghanaian and was able to communicate a hygiene message in an innovative manner along the lines of commercial marketing.

## Lessons

A major lesson from the Ghana program was that when partners from different backgrounds and sectors are not accustomed to working together, establishing common grounds and trust takes time and effort.

Another important take-home lesson was that the public and private sector can work together for the public good when there is transparency, the strengths of each are recognized and each member is treated as an equal in the partnership.

## What was new about the program?

The program used a powerful yet simple demonstration tool – the glow germ demo kit – to make visible the germs on hands that look clean, but were not washed with soap.



## Background

The Lifebuoy Swasthya Chetna (“Health Awakening”) program began in 2002 as a rural health and hygiene education initiative in India. The project was designed to spread awareness about the importance of washing hands with soap and to promote general hygiene in rural villages. The program has reached more than 100 million people, and its teams have reached at least 44,000 villages in rural India. Swasthya Chetna is one of the world’s largest self-sustained and self-funded hygiene promotion projects.



Glow germ demo used to establish the presence of germs and the importance of using soap to remove them.



Children performing on Swasthya Diwas – Health Day



Rally: to let the whole village know



## Key project activities:

Lifebuoy Swasthya Chetna is a multi-phase activity that works toward effecting hand washing behavior change among the rural communities it touches. The central message of the campaign is:

*Visibly clean is not really clean.*

## The communication tasks were to:

Establish the presence of germs even on clean-looking hands, using a simple but extremely powerful, low-cost demonstration tool called the “glow germ demo kit.” Developed by Unilever for use in Swasthya Chetna, it brings to the target audience the idea that hands are only truly clean if washed with soap.

Establish the consequences of these hidden germs on hands.

## Communicating the message to children:

School children are change initiators and, in this context, the program works with them to take the messages home and into their communities. Children are also excellent communicators if they find the topic or activity fun and involving. The tools to communicate the central Swasthya Chetna message are adapted according to the specific audience, and schools have proven excellent entry points into communities. The element of Swasthya Chetna that involves children focuses on how to position hygiene as fun and uses stories, games, songs and quizzes.

## Key factors to success of the program:

Continuous monitoring and evaluation is at the core of the program – each year, program activities are evaluated on both awareness of hygiene moments and effective behavior changes. Improvements can be made to the subsequent year’s program to make it more effective in achieving its goals.

Cost-effectiveness of the program – the cost per village is approximately £50 for the three exposures, including implementation and development of the materials.

Commitment of the operating company – Swasthya Chetna is now central to what the brand does in India, and the operating company (Hindustan Unilever Limited) has invested more than US\$5 million.

## Children As Agents Of Change: Lessons From UNICEF

### What is new about the UNICEF approach?

UNICEF recognizes the potential of children as agents of handwashing behavior change by coupling water and sanitation improvements in schools with hygiene education. The use of environmental health clubs, drama groups and student focus groups creates the conditions for children themselves to be agents of change in their schools, families and communities.

### Background

Children have historically had few if any roles in school decision making, let alone in community-based programming in hygiene and sanitation. UNICEF works toward making schools healthier and more attractive to children, especially girls, through school-based water, sanitation and hygiene programs. Guiding this approach is the knowledge that healthier children are more effective learners, and girls who spend less time fetching water have more time for school. Helping to build separate and decent sanitation facilities in schools can reduce dropout rates, especially among girls.



## Achievements

The following UNICEF country programs illustrate the impact children are having on improving handwashing with soap behavior:

**Nigeria.** Efforts in Nigeria to change the classroom environment are child-centered, including forming children's hygiene and child rights clubs, training teachers in life skills education, involving parents and encouraging village artisans to participate in hygiene and sanitation projects. One school initiated an Environmental Health Club, where students promote handwashing with soap in both the school and the community and advocate for secure household water supplies to continue hygienic behavior at home. With the help of a teacher, the 12 girls and 18 boys who make up the club operate and maintain the facilities and keep track of the borehole's usage. The club funds its activities by selling plastic buckets and clay pots fitted with taps. Two years after the project's inception, handwashing among children increased by 95 percent. Teachers reported that students came to school clean and had fewer cases of ringworm and other skin diseases. In addition, school attendance grew steadily each year, from 320 pupils when the program was initiated to 538 in 2001.

**Indonesia.** A primary school project called "Dokter kecil," or little doctors, develops school clubs, consisting of 30 students from grades four to six, that promote hygiene through community theater and other lively, interactive activities. The children put on school plays for their parents and other community members that convey lessons on the importance of washing

hands with soap before preparing food or eating and after using the toilet. The students' work of improving the health of their community goes beyond their theater productions. They also take charge of the village's Jum'at Bersih (Clean Friday), a national movement, begun in 1994, that encourages hygiene promotion, particularly handwashing with soap, during meetings on Islam's holy day. The little doctors are becoming leaders, learning to communicate clearly and effectively, solve problems, negotiate and analyze. "People love drama, and parents especially love to see their children perform," said one of the supervising teachers. "It is far more effective than telling people directly to change the way they do things."

**Malawi.** An approach in Malawi honors the right of children to participate in a process of developing and instituting national standards for sanitation facilities and hygiene promotion in primary schools. National review teams interviewed children on what they liked and disliked about their sanitation facilities and hygiene education programs. The children spoke candidly and perceptively of the changes needed, and their insights are being used to modify the technical designs and approach to health behavior change. The children proved keen advocates for better sanitation and child-friendly health education. Comic books based on their feedback have already been designed for grades five to eight. This approach and the insights derived are being seen more actively as having potential applications for programming improvements in nutrition, education, health and other areas.

## Key lessons

UNICEF's experience in promoting handwashing with soap in schools as part of a larger water, sanitation and hygiene effort shows how important it is to involve children themselves as active participants with real project responsibilities rather than as passive targets of health messages. Combining handwashing with soap promotion with hands-on school improvements also creates in the children a sense of ownership that makes new behaviors more likely to stick.

# Safeguard Pakistan School Education Program Empowering Children with Hygiene Education:

## What's new about this program?

The Safeguard School Program connects with kids in a language that they understand. This program leverages the animated character Commander Safeguard as the communication vehicle to make the overall hygiene message relevant, memorable and engaging for school children. Commander Safeguard communicates with children in a way that is novel and exciting.



## Background

The Safeguard School Program promotes handwashing awareness and brings about habit change at the grassroots level in Pakistan by becoming an ally in empowering children with health and hygiene education. The program has its roots in the Karachi Soap Health Study (2002) led by the Centers for Disease Control, HOPE and Procter & Gamble. The study showed that regular handwashing with soap can reduce the incidence of diarrhea by up to 50 percent. In Pakistan, where every year more than 250,000 children die from diarrhea, this message of handwashing becomes a message for survival.



## Partnership with Public Sector Health Organizations to make a difference

Health and hygiene programs are carried out in collaboration with the PMA, the largest body of doctors across Pakistan, and the IDSP, which is working to create awareness about infectious diseases prevention in Pakistan. These credentialing partners help Safeguard in recruiting and training doctors and preparing tutorial material communicated in schools.

## Achievements

Safeguard School Program has empowered more than 5 million school children between the ages of 6 and 11 years with hygiene education over the last four years. To date, this program has covered more than 10,000 schools in 100 cities of Pakistan.

## Key lessons

Using a memorable, engaging and child-friendly vehicle – Commander Safeguard – to spread and reinforce health and hygiene messages is far more effective with children than standard health lessons.

Private Sector companies like Procter & Gamble bring unique consumer understanding and marketing expertise which, if combined with public sector health organizations, can lead to new innovative ways to influence hand wash behavior change.

## The Safeguard school program has two components:

1. **Execution:** The objective of the execution component is to spread and reinforce health and hygiene messages among children across Pakistan in a memorable and engaging manner. A typical school program day consists of Safeguard's team of qualified doctors visiting schools, where they conduct hygiene tutorial sessions. In these tutorials, children are taught about germs and how they are spread through casual contact via a germ visualization demo. They are also taught how to wash their hands properly through a handwashing demo. This hygiene message is reinforced through a Commander Safeguard animated cartoon. Each student is then given take-home educational material so that they can continue to learn and monitor their hygiene habits with their families.

2. **Reseeding component:** The objectives of the reseeding component are to ensure that health and hygiene learning continues long after the Safeguard team has completed its health tutorial and to help schools institutionalize this learning through activities like "Health Days." A Health Day is the celebration of health and hygiene organized and led by the schools themselves. Schools have celebrated Health Days in various ways, among them drama competitions, debates, singing competitions, art galleries, health awareness walks, and community cleanliness drives – all organized around the theme of health and hygiene.





# Get Involved:

Practical Guidance on How to Mark Global  
Handwashing Day 2008 <sup>10</sup>

**The driving theme for the inaugural year of Global Handwashing Day is handwashing in schools, and an important target audience is children, positioned as the agents of change. Global Handwashing Day is Wednesday 15 October; activities around handwashing will take place throughout the week, with a peak on Wednesday, to allow for greater impact.**

Global Handwashing Day planners should not be overambitious in the first year; the chief task for 2008 is to introduce the concept and establish credibility at the global and local levels. A solid, scalable framework needs to be created that can be built on in future years. Other recognition days have been established for decades; high-profile recognition cannot (and will not) come overnight. In order to differentiate Global Handwashing Day from other big-budget recognition days, Global Handwashing Day will have a consistent tone and distinct visual identity.

This document outlines the main areas to consider when planning your Global Handwashing Day activities.

In addition, attached as Annex 1 is a brief guide to advocacy in general, which was prepared for the International Year of Sanitation. It provides guidance on the general principles of issue-based advocacy.

## Institutional arrangements and the global context for Global Handwashing Day

The Global Handwashing Day call is open to all countries wishing to participate. Twenty “hero” countries in 2008 will be those in which the PPPHW steering group has a strong presence and where there is potential for high levels of participation and visibility. Each country will have a “lead” agency, chosen based on convening capacity, which will take national responsibility for driving the Global Handwashing Day on the ground and leading the coalition of organizations involved.

Where possible, the national coalition should be built on existing structures and relevant working groups, such as WASH coalitions. Tie-ins with other recognition days, national holidays and the International Year of Sanitation should be encouraged. Depending upon its human and financial resources, lead institutions will be responsible for launching the Global Handwashing Day activities and carrying out local PR and communications aligned with the global strategy and visual identity guidelines. Lead institutions are

also responsible for capturing learnings, using a template evaluation scorecard, provided by and collated centrally, to measure the success of the day. The success of the day in 2008 will be measured by the end of the school week (17 October).

To support the Global Handwashing Day activities in participating countries, following the initial press launch, the global steering group will provide additional materials on the website. The final press release will go out on the end of the week itself to publicize the success of the day. This release will include the following information: that we achieved the 2008 Global Challenge, how many countries/schools/students were involved, quotes from key opinion leaders, a summary of events that took place and a prediction or pledge for an even bigger and better day in 2009.

## The Challenge for 2008

To provide a “news hook” for media, we will frame Global Handwashing Day as a challenge: getting as many schools and school children as possible to wash their hands with soap on October 15. This will drive headlines and coverage and provide journalists an entry point to talk about Global Handwashing Day, as well as handwashing with soap more broadly.

At the national level, each lead agency and its partners on the ground will set its own challenge, ensuring that the target is a realistic stretch – a number sufficiently large to attract attention, but not one that will be impossible to reach. The target should be grounded in the facts about the specific handwashing situation in that country.

At the global level, the challenge is to have 20 countries participating in Global Handwashing Day. Once the national targets are set, the global challenge can be refined further to be 20 countries and a certain number of children washing their hands with soap.

## Compiling Data and Developing Key Messages

This kit provides data and messages for the world as a whole. But journalists, decision makers and regular people are most interested in knowing about the specifics in their own country. Thus, an important first step in preparing for Global Handwashing Day is to compile relevant national and, to the degree possible, state, municipal and local data.

The kind of data that will help you make your case includes mortality and morbidity statistics for children under five from diarrhea and pneumonia. If any studies have been done on handwashing behaviors in your country, the key findings about the prevalence of handwashing with soap are useful. Also helpful will be any data on handwashing or other hygiene programs, infrastructure or habits in schools, given this year's theme. It is important to draw a distinction between handwashing with water alone – which is commonly practiced – and handwashing with soap, which is, in general, comparatively infrequent. Even a brief observational study showing how many people are washing their hands with soap after using the toilet will make the topic come to life; it is effective to highlight the handwashing behaviors of people from all strata of society, not just poor people.

In addition to numbers, it is helpful to compile stories – stories of how poorly equipped schools are for handwashing, for instance, but also hopeful stories about what is working in your country. Doom and gloom news by itself generally doesn't motivate people to action – they need to see something concrete that is already working to inspire them.

Thus, well in advance of the day, the following will be useful:

**Hard data on mortality and morbidity from diarrhea and pneumonia**

**Findings of any handwashing behavior studies that have been done**

**Findings of any studies of handwashing and sanitation facilities in schools**

**Real-life stories of good practices in your country**

**Photographs of good and bad practices in schools and elsewhere**

**Pre-taped radio interviews and quotes**

**Charts and other infographics that newspapers can just drop into their stories on Global Handwashing Day**

## Whom to Target

From this data collection will emerge your key messages. For instance, you may find that 60 percent of people wash their hands with water – and think that doing so is sufficient – but only 10 percent wash their hands with soap. Thus, your key message may center around the idea that water alone is not enough – you need to wash with soap for truly clean hands – possibly evoking disgust at all the germs that are found on the hands. You may find that in a specific school, parents built handwashing stations and created a soap fund: one of your messages might be that parents, working together, can keep all their children healthy. Again, positive “we can do it” sorts of messages are more motivating than a recap of the death-and-disease statistics (though these are important to provide context, background and support for your messages).

Over time, the primary targets for Global Handwashing Day will increasingly be members of the general public. For this first-ever day, though, given that the task is to introduce the very idea of Global Handwashing Day, journalists, decision makers and other opinion leaders are important targets.

## Primary Targets:

### Journalists

are the way to get your Global Handwashing Day story and messages out. Providing ready-made information they can use will increase the likelihood that they will write about Global Handwashing Day and stress the messages that you think are most important.

### Political decision makers

are key to bringing handwashing behavior change to scale. They should be urged, directly and through their constituencies, to take action. Heads of state and governments, as well as ministers and officials with responsibility for education, infrastructure, health, finance, social affairs and foreign affairs, all need to be engaged.

### Education officials and teachers

are particularly important targets, as this first Global Handwashing Day focuses on schools. Creating ready-made handwashing materials and activities that teachers can do with their students is a good approach.

### School children

are important agents of change; activities on Global Handwashing Day should be ones that children can also do at home. An efficient way to reach out to this audience is by managing information campaigns in primary and secondary schools.

## Secondary targets (over time, some of these groups may become the focus of Global Handwashing Day):

### The general public

must become more aware of the benefits of handwashing with soap in order to foster behavior change at the necessary scale.

### Community and women's groups

are essential allies in seeking to change hygiene practices. Close to the people, they can be a good partner for understanding current handwashing behaviors and rolling out campaigns.

### Business people

should be encouraged to understand the potential commercial benefits of a nation of people using soap instead of just water to wash their hands.

They should also be encouraged to lend their marketing expertise to this public health goal.

### Religious leaders

greatly influence public opinion in many communities and should be encouraged to help inform their congregations of the benefits of handwashing with soap.

### Academics

who research topics relevant to handwashing with soap, including water supply and sanitation topics, should be encouraged to publish research findings in popular media, as well as opinion pieces supporting Global Handwashing Day.

### Celebrities

Global Handwashing Day planners should consider recruiting popular culture celebrities from music, sports, film and television to help carry Global Handwashing Day messages. To get them to agree to do this, these stars must be convinced that handwashing with soap is an issue worthy of their time and attention.

**Tailoring your message to the listener: Not everyone is persuaded by the same line of reasoning. An important guidepost can be to search for the “what’s in it for me?” for different groups. Handwashing with soap may appeal to the public health community because it cuts down on diarrheal disease; it may appeal to mothers because it is a way to show that they care about their families; it may appeal to children because an admired sports star has been shown doing so; it may appeal to the Minister of Finance because it is an extremely cost-effective health intervention. Making the health argument to school children or the nurturing argument to the Minister of Finance might not be terribly effective in changing behaviors or prioritizing investment in hygiene promotion. The following gives examples of arguments that might be effective with different audiences.**

## **Politicians**

Treating diarrhea and pneumonia consumes a large proportion of the health budget; handwashing can cut the rates of diarrheal disease by nearly half, pneumonia by one-quarter.

Handwashing promotion is cost-effective when compared with other frequently funded health interventions. A US\$3.35 investment in handwashing brings the same health benefits as a US\$11 investment in latrine construction, a US\$200 investment in household water supply and an investment of thousands of dollars in immunization.

Investments in health, education and improved water supply are imperiled by the lack of handwashing with soap.

## Journalists

Many people do not realize that handwashing with water alone is not sufficient to make them clean. The information on handwashing benefits and prevalence is an under reported story.

Handwashing with soap could save 1 million lives per year.

Key news makers (sports stars, business leaders, top politicians or first ladies, for example) are getting behind Global Handwashing Day.

## Health community

Handwashing with soap is among the most effective ways to prevent diarrheal diseases and pneumonia, which together are responsible for the majority of child deaths. Every year, more than 3.5 million children do not live to celebrate their fifth birthday because of diarrhea and pneumonia.

Handwashing can also prevent skin infections, eye infections, intestinal worms, SARS and Avian Flu, and benefits the health of people living with HIV/AIDS. Handwashing is effective in preventing the spread of disease even in overcrowded, highly contaminated slum environments, research shows.

## Religious leaders

Many religious faiths call for washing and cleanliness before prayer or during other religious rituals; only hands that have been washed with soap are truly clean.

The health of your congregants, particularly the children among them, is imperiled by lack of handwashing with soap.

One million lives could be saved each year through handwashing with soap.

## Businesses

Marketing soap for handwashing (and generating demand) can increase your business.

Doing research into the motivations for using soap will allow you to create the most effective marketing campaigns.

Working with governments, NGOs and others to promote handwashing can improve your corporate image.

## Teachers

Diarrhea is responsible for the loss of hundreds of millions of school days every year; handwashing with soap can reduce diarrheal disease by nearly half.

The handwashing habits you teach in school will last a lifetime.

You can easily include handwashing with soap in many lessons.

Making HW stations is a good activity for school children and can influence their families.

## Children

It is cool and fun to wash your hands with soap!

Yucky germs from poop are everywhere, but they are too small to see. Washing hands with soap makes the germs go away!

You can be like a teacher in your family about handwashing with soap.

## NGOs

Understanding motivations for and barriers to handwashing with soap is the first step toward promoting behavior change; you are well placed to understand what motivates your constituencies.

Diarrheal epidemics can jeopardize projects and undo years of work; healthy people can better capitalize on social and economic interventions.

## Parents

To nurture your child properly, you must wash your hands at critical moments.

To raise your child properly, you must teach him or her to handwash with soap at critical moments.

The feces of babies and children are full of disease-causing germs; it is not benign, as many parents think.

Diarrhea is not a normal condition; it is an illness that is making your child less able to grow, learn and thrive.

## Community or traditional leaders

You can make a difference in your community by organizing handwashing programs for all members and leading the charge to set up handwashing stations in homes and schools.

Your role is critical for the success of Global Handwashing Day and your participation will make a difference.

The benefits of handwashing with soap and other hygiene improvements will only come if the community works together as one – if only a few participate the effect will be small and the community will miss an opportunity to distinguish itself.

## Others who don't currently use soap to wash their hands

People are motivated by different messages. Health appeals are less effective, in general, than appeals to disgust, to the wish to be attractive, to the desire to nurture one's family and the wish to be like others who wash their hands.

# Suggestions for National Activities

There are many ways to celebrate the first Global Handwashing Day. The following provides some suggestions.

## Launch event

A half-day kickoff to either the day itself or the week of activities, with public figures, an overview of Global Handwashing Day, and planned activities and discussion with local experts, authorities, school children and teachers, and media.

## Handwashing learning event

A half- to one-day seminar on handwashing, with case studies, videos, discussion and a field visit highlighting some of the best and worst examples of action/inaction, best practices, etc., with a focus on schools.

## Media event

An event specifically geared toward the media to launch Global Handwashing Day, with guest speakers, celebrities, officials or a field visit to a school with good practices and infrastructure to support them.

## Celebrities and leaders as handwashing champions

Sports stars, singers, actors, former political leaders, corporate leaders and academics can all act as ambassadors for handwashing behavior change. A picture of a much-admired sports star washing his or her hands with soap can go a long way to motivating children to handwash.

## Global Handwashing Day coordination group

Revitalization of an existing group or forming a new coordination group responsible for Global Handwashing Day activities. This might include a group of representatives from different stakeholder groups (government, NGO, industry, community) who might gather to plan activities for Global Handwashing Day.

Link in, if possible, to WASH campaigns, national alliances of governments, parliamentarians, NGOs, media, religious leaders, community groups, schools, private sector actors and other stakeholders that are active in many countries. WASH campaigns aim to raise the commitment of political and social leaders to achieving hygiene and sanitation goals and effecting the necessary behavioral changes through various information and communication channels, using traditional and mass media, hygiene promotion in schools, training and building local capacity in communications, and improving networking and research.

## School behavior-change competitions

Competitions geared at training students in best handwashing practice, such as:

Handwashing song competitions – if you give children some existing verses to a song, then they are more likely to make up new verses; it's hard for them to start from scratch

Playground game competition – create half a game involving handwashing and ask children to find ways to finish it

Relay races involving handwashing at handwashing stations

Posters that illustrate key messages about handwashing

Essay contests for older children

Rhyme/poetry contests

Drama/plays

## Handwashing station design competition

Competitions to design and construct affordable, usable handwashing stations could be held. There could be separate categories – for technical high school students, for engineers and engineering firms, for art and design students, for teachers, etc.

## Radio campaigns

Radio campaigns including soap operas, short PSA spots, and celebrity interviews and debates on handwashing and hygiene are a great way to get the handwashing message out. Use school children and teachers!

## Photo contest

A national photo contest of images of people handwashing with soap is another good awareness-raising technique. Focus on schools and children!

## Corporate sponsorship

Leveraging resources by approaching local soap companies, as well as hotels, restaurants and other firms, to sponsor handwashing day activities.

## Postage stamp

Investigating the possibilities of a special national Global Handwashing Day postage stamp.

## Participation in the WASH Media Awards

The WASH Media Awards initiative is a media contest soliciting print, electronic and broadcast media submissions on water supply, sanitation and hygiene issues from journalists in developing countries. The initiative aims to encourage broader media coverage of those issues. Locally, such a contest might delve further into issues of importance in your country, as well as engage the public more on the issue of handwashing.

## Soap wrapper prize

Having a local soap company insert winning tickets that can be redeemed for a prize on Global Handwashing Day. Build anticipation toward Global Handwashing Day with handwashing questions and answers on the soap wrappers. Prizes should be geared to hygiene hardware for schools.

## Stickers

Hand, water drop, or soap bar-shaped stickers could be provided to school children, who could then place them near toilets and handwashing stations, but also other places where people congregate, like bus stops, reminding people to wash hands with soap.

## **Annex 1: How to Advocate (adapted from the IYS advocacy kit)**

### **What is advocacy?**

The word *advocacy* has its origins in law, but its modern meaning is the process of managing information and knowledge strategically to change or influence policies and practices that affect the lives of people (particularly the disadvantaged).

#### **Key steps and elements for planning advocacy activities**

Effective advocacy work needs good planning. These seven questions can guide you in the development of your advocacy plan.

#### **1. Identifying the issues: What do we want to change?**

Many people wash their hands with water, but comparatively few wash their hands with soap. Our aim is to motivate people to automatically wash their hands with soap at critical moments – after using the toilet, after cleaning up a child who has defecated and before handling food.

#### **2. Analysis: What do we already know and what knowledge can we use?**

To ensure credibility among your target groups, you ought to be well informed and familiar with more than just the key facts. For country and local activities, you will need specific information on your region and the special problems of people there. Local data will be most persuasive to local media and politicians.

### 3. Setting objectives: What are our specific advocacy objectives, and how can we make them SMART?

**As for any project or program objectives, advocacy objectives should be SMART:**

**Specific** (What exactly do we want to happen?)

**Measurable** (Will we know when we've achieved it?)

**Achievable** (Is it possible to achieve given our resources and time?)

**Relevant** (Is it relevant to all stakeholders and the real problem?)

**Time-bound** (By when do we want it to happen?)

### 4. Identifying the targets: Whom do we want to influence?

Whom are we addressing: community residents, municipal authorities, NGOs, local or national politicians, the corporate sector, journalists?

Your research and analysis on your advocacy issue will have shown its specific local characteristics and the power relationships around that issue, helping you determine who has the power to effect the change you wish to take place. The better you know and define your targets, the better you will be able to select the most appropriate advocacy tools and approaches to reach and influence them.

### 5. Identifying allies: Whom can we work with?

Start by gathering information on potential partners. For handwashing, existing handwashing partnerships and WASH coalitions are a logical place to start. Remember to reach out to less conventional groups. Approach a wide range of partners with an outline of activities and events to discuss and agree upon their involvement and support. Discuss their participation by focusing on their self-interest – as well as supporting a good cause, many activities can increase their visibility in the community or the general public. For example, when approaching actors in the private sector, check out their Corporate Social Responsibility Strategy.

### 6. Developing the messages, choosing approaches and selecting the tools: How can we best reach our targets?

No end of tools can be used for good advocacy work: press kits, newsletters, TV, radio and the press, drama and theater, artists and celebrities, the Internet, lobbying, project visits, petitions, posters, leaflets, and more. You will usually combine several tools, but you need first to look at a large variety of options to find the tools with the potentially biggest impact on your target groups.

To develop clear messages, transform your data and information into messages that your targets can relate to. Here,

sound bites, slogans or short claims are best: "Clean hands save lives" is a good example. Turn dry facts and statistics into easy-to-remember, clear key messages and lively stories.

### 7. Monitoring & valuation: How can we measure the impact of our activities?

Monitoring and evaluating advocacy work requires clear yardsticks with which to measure success. It is almost impossible to monitor or evaluate progress with vague objectives.

Define indicators for success (or proxy indicators) for all objectives during the planning phase and incorporate them in your advocacy plan. Indicators should be drawn up for inputs, outputs, outcomes and, as much as possible, impact.

If no hard, quantitative data are available to measure the impact, record whatever evidence – such as clippings – is available as systematically as possible. Presenting a reasoned argument for the likely or plausible impact, based on what has been achieved to date, is often all that can be done.

Find out what impact your efforts have had to plan for follow-up action: What elements contributed to your success or failure? How many people did you reach? Inform your partners about this. Thanking the planning committee and your partners can lay ground for future collaboration.



# Press Release Template

## Millions of children in 20 countries across 5 continents will join hands to encourage handwashing with soap on the first-ever Global Handwashing Day (15 October 08)

NEW YORK <DATE> From Egypt to India, China to Peru, Ethiopia to Indonesia, playgrounds and classrooms, local communities and big cities will be buzzing on Global Handwashing Day (15 October 2008) with high profile awareness-raising and educational activity to accelerate handwashing behavior change on a scale never seen before.

According to WHO, diarrhea kills almost 2 million children every year, making it the second leading killer of children worldwide. A simple hygiene habit – washing hands with soap – could halve this figure. The inaugural Global Handwashing Day puts this often overlooked hygiene challenge at the forefront of the international agenda while keeping children at the heart of each country's national and local initiatives.

Diarrhea is both preventable and treatable, yet families in developing countries continue to pay the price of this disease in lost lives, missed school days, reduced resistance to infections, impaired growth, malnutrition and poverty. When coupled with educational initiatives, handwashing with soap is one of the world's most cost-effective preventive health interventions and has been proven to reduce the risk of not only diarrhea, but also some of its more severe manifestations, such as cholera and dysentery, by 48-59 percent.

On Global Handwashing Day, children, school teachers and parents will join celebrities, government officials, NGO ambassadors and members of the private sector to call for proper hygiene practices across the world and raise awareness that handwashing with soap is a powerful public health intervention. <INSERT EXAMPLES OF ACTUAL PLANNED ACTIVITIES>.

The coalition behind the Global Handwashing Day is an alliance of public and private partners who together form the Public-Private Partnership for Handwashing ([www.globalhandwashing.org](http://www.globalhandwashing.org)), an international initiative to promote handwashing with soap to reduce diarrhea in developing countries and implement large-scale handwashing interventions by combining the expertise and resources of the soap industry with the facilities and resources of governments.

Global Handwashing Day spotlights this important issue in the year that the UN General Assembly has designated the International Year of Sanitation (IYS) to promote improved hygiene practices and draw attention to the world's enormous sanitation challenge. Handwashing plays an important part in the efforts to reach the Millennium Development Goals relating to health improvements, education and the reduction of poverty and child mortality, as well as access to and effective use of water supply and sanitation services agreed to by UN member countries at the World Summit on Sustainable Development in Johannesburg in September 2002. Stepping up investment in handwashing will be crucial to meet the child health targets set by the UN.

<INSERT QUOTE HERE IF POSSIBLE>

For further information, please contact:  
<TO BE INSERTED>

Notes to Editors:  
<TO BE INSERTED>

# 8

## Suggested Reading List, Citations and Credits

## Selected Readings and Websites on Handwashing

Luby, Stephen P., Mubina Agboatwalla, Daniel R Feikin, John Painter, Ward Billhimer MS, Arshad Altaf, Robert M Hoekstra. 2005. "Effect of handwashing on child health: a randomized controlled trial." *The Lancet*. Vol 366, July 16, 2005 [http://www.aku.edu/CHS/pdf/SoapHealth\\_ARI\\_Lancet\\_Man.pdf](http://www.aku.edu/CHS/pdf/SoapHealth_ARI_Lancet_Man.pdf)

Clasen T, Roberts I, Rabie T, Schmidt W-P, Cairncross S. 2006. "Interventions to improve water quality for preventing diarrhoea." (Cochrane Review). *The Cochrane Library*, Issue 3, 2006. Oxford. <http://www.cochrane.org/reviews/en/ab004794.html>

Curtis, V. and Cairncross, S. 2003. "Effect of washing hands with soap on diarrhoea risk in the community: a systematic review". *The Lancet Journal of Infectious Diseases*, Vol. 3, May 2003, pp 275-281. <http://www.globalhandwashing.org/Publications/Attachments/CurtisHandwashing.pdf>

The Handwashing Handbook: A Guide for Developing a Hygiene Promotion Program to Increase Handwashing with Soap <http://www.globalhandwashing.org/>

WELL Fact Sheet: Health impact of handwashing with soap Author: Jeroen Ensink Quality assurance: Val Curtis <http://www.lboro.ac.uk/well/resources/fact-sheets/fact-sheets-htm/Handwashing.htm>

## Sample Materials for Use in Schools

Scrub Club ([www.scrubclub.org](http://www.scrubclub.org))

Healthy Schools, Healthy People toolkit for use in schools: (<http://www.itsasnap.org/snap/pdfs/SNAP%20Toolkit%20FINAL%204.pdf>)

## Citations and Credits:

### Introduction:

Cover Art and Global Handwashing Day logo, Landor Associates

Peru Handwashing Girls 1, photo by Nga Kim Nguyen/WSP

### Section 1

1 UNICEF, State of the World's Children 2008.

2 Lorna Fewtrell, Kaufmann R.B., Kay D., Enanoria W., Haller L., and Colford, J.M.C., Jr. 2005. "Water, sanitation, and hygiene interventions to reduce diarrhoea in less developed countries: A systematic review and meta-analysis." The Lancet Infectious Diseases, Vol. 5, Issue 1: 42-52. Also, Curtis, V. and Cairncross, S. 2003. "Effect of washing hands with soap on diarrhoea risk in the community: A systematic review." The Lancet Infectious Diseases, Vol. 3, May 2003, pp 275-281.

3 WELL Fact Sheet at <http://www.lboro.ac.uk/well/resources/fact-sheets/fact-sheets-htm/Handwashing.htm>

### Section 2

4 WELL Fact Sheet.

5 WELL Fact Sheet.

6 Lorna Fewtrell et al.

7 WELL Fact Sheet.

8 S. Luby, Agboatwalla M., Feikin D., Painter J., Billhimer W, Altaf A., and Hoekstra R. [2004] "The effect of handwashing on child health: A randomised controlled trail." The Lancet, Vol. 366, Issue 9481: 225-33.

F-Diagram of disease transmission and control, source: Wagner and Lanoix.

Reduction in diarrhea morbidity, source: Fewtrell et al. 2005.

Cost-effectiveness ratio chart, source: Jamison et al. 2006.

Mother and Daughter Handwashing In Nepal, photo from Unicef Nepal

### Section 3

9 The Handwashing Handbook at [http://esa.un.org/iys/docs/san\\_lib\\_docs/Handwashing\\_Handbook.pdf](http://esa.un.org/iys/docs/san_lib_docs/Handwashing_Handbook.pdf)

### Section 5

Ghana PPPHW Poster, credit Ghana Public-Private Partnership to Promote Handwashing with soap

Lifebuoy Swasthya Chetna, credit Unilever

Lifebuoy Logo, credit Unilever

Glow Germ demo photos, credit Unilever

Little Girl Handwashing, photo from Unicef

Little Boy Handwashing, photo from Unicef

Little Three Girls Handwashing, photo from Unicef

Safeguard logo, credit Procter & Gamble

Hygiene Lecture photos, credit Procter & Gamble

Safeguard Reseeding Component photos, credit Procter & Gamble

IDSP logo, credit Infectious Diseases Society of Pakistan

Pakistan Medical Association logo, credit Pakistan Medical Association

### Section 6

10 The Unicef IYS Country Support Package.

