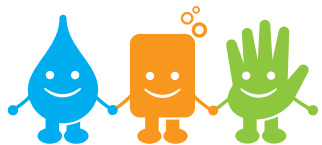


October 15

Global Handwashing Day

Planner's Guide



Global Handwashing Day
October 15

September 2014, 3rd edition

This guide was prepared by FHI 360 for the Global Public-Private Partnership for Handwashing with Soap (PPPHW). The PPPHW's Steering Committee Members are: Colgate-Palmolive; FHI 360; the London School of Hygiene and Tropical Medicine; Procter & Gamble; UNICEF; Unilever; USAID; the University at Buffalo; the Water and Sanitation Program (WSP) at the World Bank; and the Water Supply and Sanitation Collaborative Council (WSSCC).

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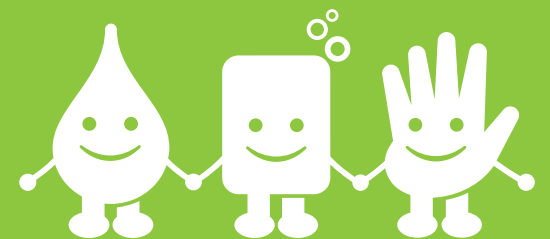
Graphic Design: [Design Lab 360](#)

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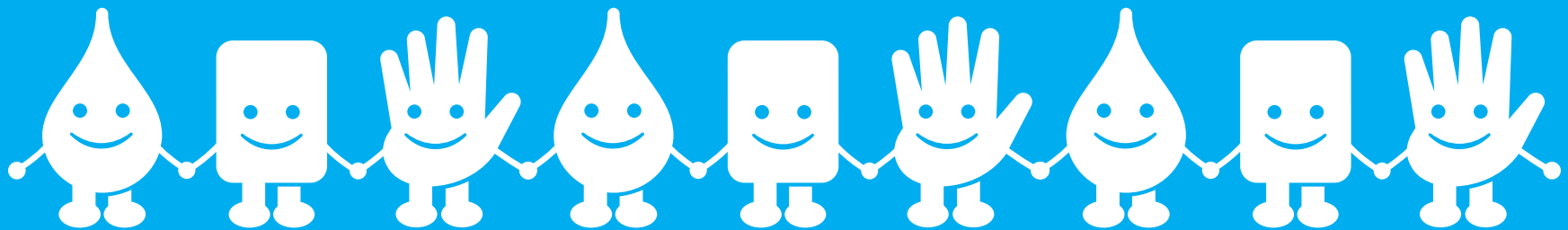
Clean Hands Save Lives



October 15 is Global Handwashing Day,

a global advocacy day dedicated to increasing awareness and understanding about the importance of handwashing with soap as an effective and affordable way to prevent diseases.

Global Handwashing Day is an opportunity to design, test, and replicate creative ways to encourage people to wash their hands with soap at critical times.





Since the first Global Handwashing Day in 2008, when over 120 million children around the world washed their hands with soap in more than 70 countries, community and national leaders have used Global Handwashing Day to spread the word about handwashing, built sinks and tippy taps, and have demonstrated the simplicity and value of clean hands.

Why handwashing is important

Every year, 1.7 million children do not live to celebrate their fifth birthday because of diarrhea and pneumonia.¹ Handwashing with soap is among the most effective and inexpensive ways to prevent diarrheal diseases and pneumonia. This simple behavior can save lives, cutting deaths from diarrhea by almost one-half and deaths from acute respiratory infections by nearly one-quarter.²

Handwashing with soap can 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.

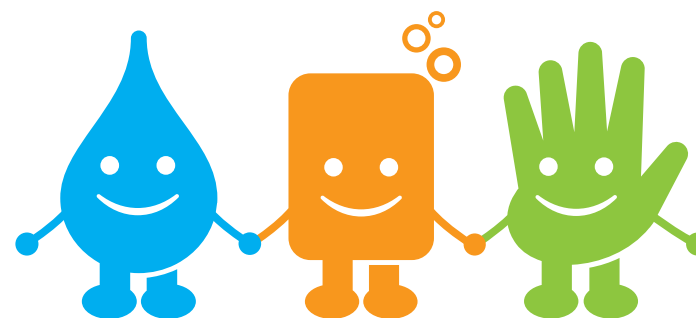
About Global Handwashing Day

The Global Public-Private Partnership for Handwashing initiated the first Global Handwashing Day on October 15, 2008, mobilizing 120 million children in 73 countries across five continents to wash their hands with soap. Today it is endorsed and commemorated by a wide array of governments, international institutions, civil society organizations, non-governmental organizations (NGOs),

private companies, and individuals around the globe. In 2013, Global Handwashing Day celebrations were held in 108 countries and over 200 million people participated in events.

About this Planner's Guide

This Planner's Guide is a resource to help individuals, groups, and organizations around the world plan their Global Handwashing Day activities. In this guide you will find practical tips, tools, facts, and ideas to implement a successful Global Handwashing Day celebration. This guide also includes suggestions for promoting handwashing every day of the year—beyond Global Handwashing Day.



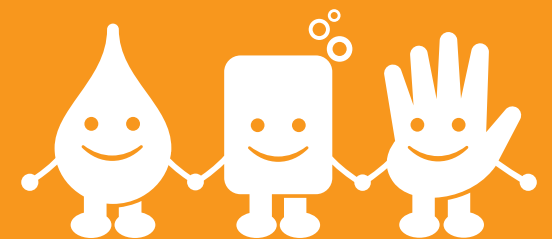
Want to use our logo for a Global Handwashing Day Initiative?



Anupam Subhadarshan, Programme Officer - Odisha, Catalysts for Social Action

SECTION TWO: Inform

5 Facts about Handwashing



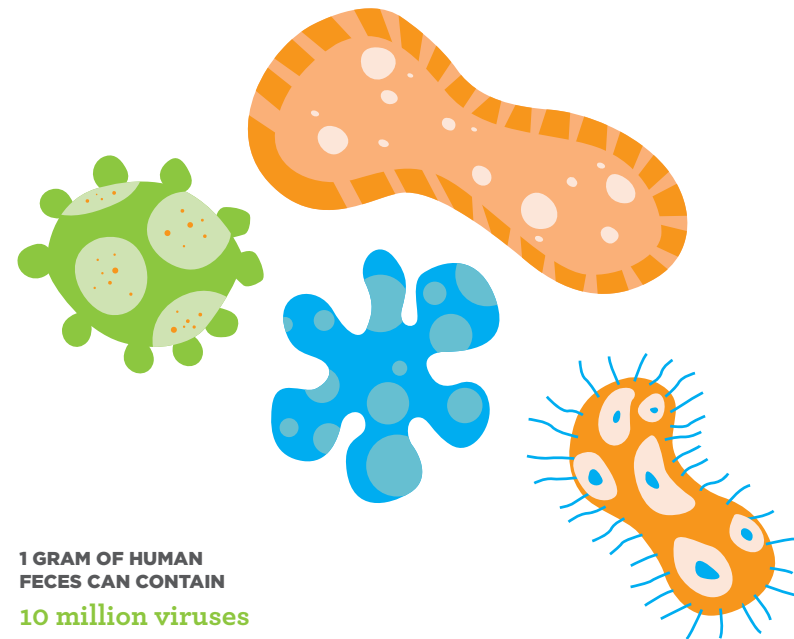
1

Handwashing with soap is a “do-it-yourself vaccine” that prevents infections and saves lives

Human feces (poo) is the main source of the germs that cause diarrhea, including shigellosis, typhoid, and cholera, all other common endemic gastro-enteric infections, and some respiratory infections such as influenza and pneumonia.

A single gram of human feces can contain 10 million viruses and one million bacteria. These pathogens originate in human feces and are passed from an infected person to a new one through skin contact, food, and other routes. Handwashing with soap after contact with fecal material—from using the toilet or cleaning a child—prevents the transmission of the bacteria, viruses, and protozoa that cause diarrheal diseases.

Because handwashing can prevent the transmission of a variety of pathogens, it may be more effective than any single vaccine. Studies have found that children living in households where there is active handwashing promotion and available soap have half the rates of diarrhea compared to children



**1 GRAM OF HUMAN
FECES CAN CONTAIN**
10 million viruses
& 1 million bacteria.

who do not have these.³ Promoted on a wide enough scale, handwashing with soap can be thought of as a “do-it-yourself vaccine” because it is easy, effective, and affordable.

Diarrheal Disease

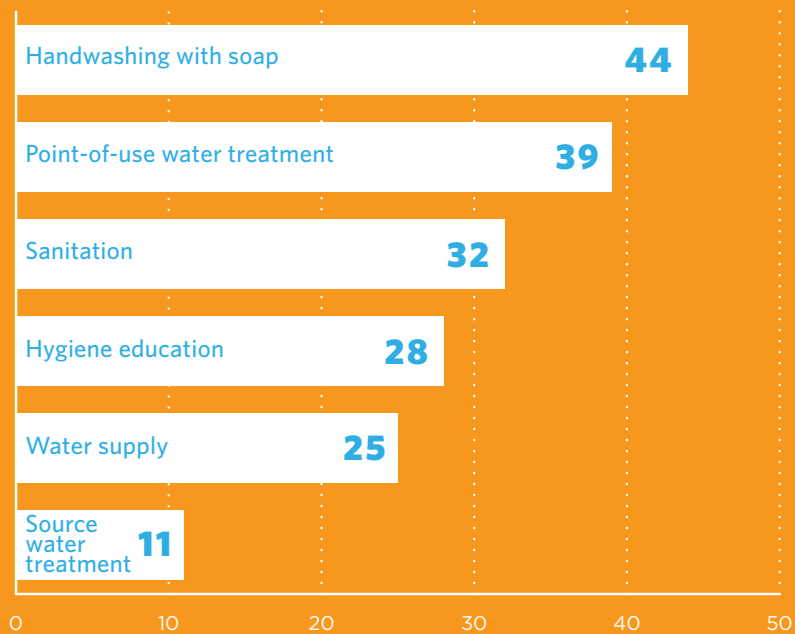
A review of more than 30 studies found that handwashing with soap cuts the incidence of diarrhea by nearly half.⁴ Diarrheal diseases are often described as water-related but more accurately should be known as excreta-related, as the germs come from fecal matter. These germs make people ill when they 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 right shows the effectiveness of handwashing with soap for reducing deaths due to diarrhea in comparison to other interventions.

Acute respiratory infection

Acute respiratory infections like pneumonia are the leading cause of death in children under the age of five. Evidence suggests that better handwashing practices—washing hands with soap after defecation and before eating—could cut the infection rate by 25 percent.² The full effect might turn out to be even bigger; 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.³

Reduction in deaths due to diarrhea⁴

[%] per intervention type



Intestinal worm and skin and eye infection

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.

2

Handwashing is a very cost-effective disease prevention solution

Handwashing promotion is extremely cost-effective when compared with other frequently funded health interventions.

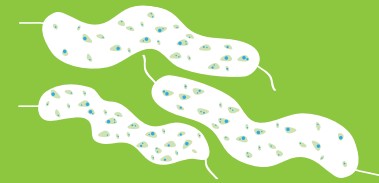
A \$3.35 investment in handwashing promotion brings the same health benefits as an \$11 investment in latrine construction, a \$200 investment in household water supply, and an investment of thousands of dollars in immunization. Investments in the promotion of handwashing with soap can also maximize 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 practice; almost all households in the world already have soap—though it is commonly used for laundry, dishwashing, or bathing.

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. So, when we compare the interventions against diarrheal disease, we are comparing the cost per one DALY averted.

Interventions against diarrheal disease

[US \$ per DALY]⁵



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



Everyone can prevent disease and improve health with handwashing

Everyone can improve their own health by washing hands with soap, especially after using the toilet and before touching food.

One person's clean hands prevent disease transmission to others. A whole family's clean hands can significantly improve the family's health and reduce incidence of common illnesses.

An entire classroom, office, or community with clean hands effectively stops disease in its tracks.

Everyone, from young to old, can wash their hands and develop the habit of washing at critical moments, such as after going to the toilet and before handling food or eating.

Making the invisible visible

The PPPHW holds a regular Handwashing Behavior Change Think Tank to explore the latest and greatest thinking in changing handwashing behavior. In 2014, the [Think Tank](#) discussed the importance of raising the visibility of handwashing to reinforce hygiene social norms. People are more likely to wash their hands if they can be observed by others. The feeling of being watched that prompts people to wash their hands can even be created by painting eyes on a handwashing station. "Making the invisible visible" means that messages and strategies focus on speaking openly about handwashing and enhancing the perception that others will notice.

How do people without access to running water wash their hands?

Tippy Taps are made using cans or plastic bottles that release a small amount of water—just enough for a clean hand wash—each time they are tipped.





Indonesia

Global Handwashing Day:

Case Study

In 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 handwashing with soap before preparing food or eating and after using the toilet. “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.”

Case study provided by UNICEF



4

Water alone is not enough

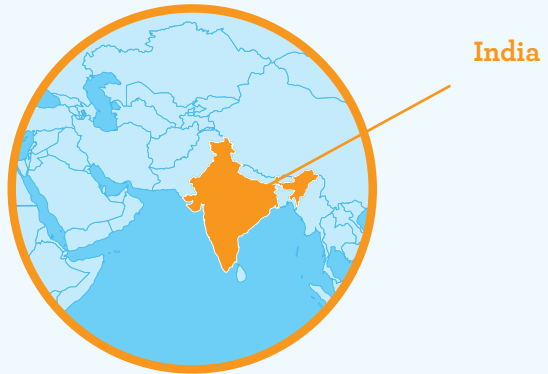
Washing hands with water alone, a common practice around the world, is significantly less effective than washing hands with soap. Proper handwashing requires soap and only a small amount of water.

Washing your hands in water won't always dislodge grease and dirt, and when the grease and dirt stays on your hands, so do the germs. Soap breaks down germ-carrying grease and dirt and facilitates rubbing and friction. With proper use, all soaps are equally effective at rinsing away the germs that cause disease.



How does soap work?

Germ-carrying grease and dirt get stuck to your hands, even when you can't see them. Soap breaks down grease and dirt so it can be dislodged by the rubbing and friction when you wash your hands, and then rinsed away—along with all the germs. Using soap adds to the time spent washing and removes unpleasant odors.



India

Global Handwashing Day:

Case Study

In India, Hindustan Unilever conducted a five-year campaign called Swasthya Chetna (Health Awakening) in 2002 to promote handwashing with soap in western India. The program used a powerful yet simple demonstration tool—the Glo Germ demonstration kit—to make visible the germs on hands that look clean, but were not washed with soap. It brings to the target audience the idea that hands are only truly clean if washed with soap. 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.



5

Critical moments for handwashing are after using the toilet or cleaning a child and before handling food

Hands are the principal carriers of disease-causing germs.

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, such as before eating or before preparing food. Children and adults should also wash their hands after playing or working outside, touching animals and their dwellings.



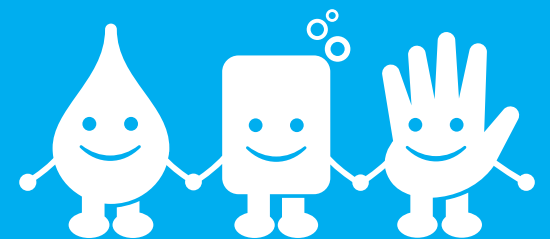
Sustainability

Global Handwashing Day is just one day, but its impact should be felt year-round. Sustainability in handwashing could mean making handwashing hardware (such as a working handwashing station or access to soap) available permanently, or it can relate to a sustained change in behavior. Our knowledge about how to sustain good handwashing behavior is growing. We know that having access to the hardware is essential for the behavior to be sustained. Knowledge about why handwashing is important also matters, but emotional drivers, such as disgust or a desire to nurture and care for others, can have a lasting impact on one's behavior and the development of good habits. Sustainability can also relate to handwashing promotion programs, such as through school-based hygiene education. For additional sustainability tools, please see the resource list in Annex 7.



SECTION THREE: Take Action

How to lead Global Handwashing Day activities in your community



STEP-BY-STEP GUIDE

to planning Global Handwashing Day activities

1 Establish objectives and identify audience



Global Handwashing Day is designed to:

- Foster and support a global and local culture of handwashing with soap
- Shine a spotlight on the state of handwashing in each country
- Raise awareness about the benefits of handwashing with soap.

Consider what you want to achieve with your event. For example, you might want your audience to:

- Become hygiene champions and educate others about handwashing

Foster and support a global and local culture

of handwashing with soap



STEP-BY-STEP GUIDE to planning Global Handwashing Day activities

- Take action, such as build a handwashing station

- Change their behavior, such as use soap when handwashing.

Establishing an objective for a defined audience group will help you to plan a targeted, successful event and help as you assess the impact of your celebration. The objective of your activity may coincide with a larger project objective or it may be independent.

Some objectives may be:

- Educate teachers and students on proper handwashing behavior so they make handwashing at school a habit
- Government officials prioritize hygiene policies
- Reinforce existing behavior change campaigns through Global Handwashing Day activities and messaging.

Small doable actions for behavior change

Instead of asking someone to make large changes to their behavior or environment all at once, it can be helpful to ask them to make a few smaller, more manageable changes toward the larger goal. Called **small doable actions**, these are reasonable, small steps that move people toward the desired behavior.

For handwashing, a small doable action could consist of washing hands with soap instead of with water alone, stocking a handwashing station with soap, or building a tippy-tap where there were previously no handwashing facilities.



Nigeria

Global Handwashing Day:

Case Study

In Nigeria, one school initiated an Environmental Health Club, where students promoted handwashing with soap in the school and advocated 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 operated and maintained the facilities and kept track of the borehole's usage. 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.

Case study provided by UNICEF



STEP-BY-STEP GUIDE to planning Global Handwashing Day activities

2 Collect information and document the current situation

Get background on the current hygiene situation in the region or country where you plan to host your event. This will help you to better target your messaging so that the event can have as big an impact as possible.

People in different places wash their hands—or don't wash their hands—for all sorts of reasons.

If you understand these reasons, you can use them to design effective Global Handwashing Day messaging and activities. Do some research to find out what people do now, and why, and what benefits of handwashing with soap appeal to them. Often people are driven by things

like **social norms**, disgust, or the desire to nurture their children, rather than concern about their health.

Seek information about what proportion of people in your target area wash their hands with soap, without soap, or not at all. Find out what proportion of children under the age of five get diarrhea and pneumonia. Check whether schoolchildren have access to handwashing stations (with soap and water) at school or at home. If the information you need isn't available, do a survey such as the 100 Schools Survey. This will provide evidence that will make the case for the need to promote handwashing.

As a reminder, it is important to draw a distinction between handwashing with water alone—which is commonly practiced—and handwashing with soap, which is comparatively infrequent.

KEY DEFINITION

Social Norm: A behavioral rule that individuals within a group follow and expect others to follow. An example of a social norm is issuing a greeting upon meeting someone, not smoking in someone's home without permission, or not spitting in public.

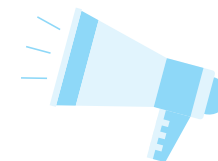
STEP-BY-STEP GUIDE to planning Global Handwashing Day activities

Collect facts about your country and your community such as:

- ✓ Hard data on mortality (deaths) and morbidity (cases of illness) 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 drop into their stories on Global Handwashing Day.



Develop tailored messages



Your key messages will emerge from the collected information.

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 messages may center around the idea that water alone is not enough, possibly evoking disgust at all the germs that are found on hands.

You may find that in a specific school, parents built handwashing stations and created a soap fund. If so, one of your messages might be that parents, working together, can keep their children healthy. Positive “we can do it” sorts of messages are more motivating than a recap of the death-and-disease statistics when targeting the general public (though these are important to provide context, background, and support for your messages). Alternatively, using hard data on mortality and morbidity may be most appropriate if the audience is the Minister of Health or another government official.

STEP-BY-STEP GUIDE to planning Global Handwashing Day activities

4

Mobilize stakeholders (including public and private sector partners)



As a Global Handwashing Day planner, you can partner with government, private companies, and community organizations to spread the word about handwashing.

When multiple organizations work together they are each able to contribute their strengths and expertise toward a common goal. For example, partnerships among national and local governments, international organizations, non-governmental organizations (NGOs), and 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.



Plan International

STEP-BY-STEP GUIDE to planning Global Handwashing Day activities

5 Plan events and activities

Your Global Handwashing Day celebration will likely include:

- Messages about handwashing, such as speeches, posters, or core take-aways
- Activities to engage the audience in promoting handwashing and reinforce the messages.



Here are examples of different event objectives and corresponding activities. Your own event may have one or more of these objectives, or an entirely different objective!

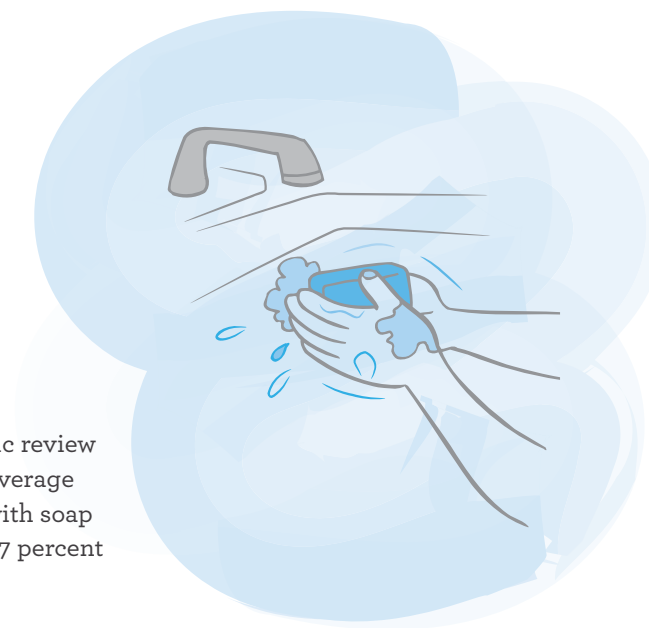
- One event objective could be to get school children to wash their hands before they eat meals. While this audience will need to know why handwashing is important, frequently handwashing behavior is more influenced by emotional drivers. With children, for example, using the emotional driver of disgust may help them make handwashing a habit. Activities should emphasize that handwashing is fun.
- If your objective is to make your audience into handwashing champions, you will need to both educate them about handwashing and provide motivation for them to educate others about handwashing. The first step would be to conduct educational activities that focus on increasing knowledge of why handwashing with soap is important. You will need to convince the audience that handwashing is important enough for them to take action and inform them that they have the resources or knowledge necessary to take the first step.

STEP-BY-STEP GUIDE to planning Global Handwashing Day activities

- If you hope to encourage the government to take action on handwashing policy, you may want to conduct hygiene advocacy as part of your celebration. Advocacy focuses on spreading a message as widely as possible and on making that message appealing and memorable with a specific “ask” or desired outcome. It includes activities geared toward influencing public policy and resource allocation for handwashing with soap in schools, in public institutions, and in the health system. Advocacy includes a range of tactics such as influencing and lobbying key decision-makers, and organizing demonstrations, media campaigns, and celebrity events. To learn more about how governments can support hygiene initiatives, see the [Governments Take Action](#) booklet.

The activities that you include in your event should reinforce the communications messages and should work toward achieving your event objective. For examples of activities that have been conducted in past Global Handwashing Day celebrations, please see [Annex 2](#).

It is likely that no matter your audience or objective, that your event will include aspects of **social and behavior change** communication. Behavior change is generally thought of as a longer-term objective that builds on advocacy and education efforts. Behavior change initiatives are based on research into the drivers of certain behaviors.



A 2009 systemic review found that on average handwashing with soap was practiced 17 percent of the time.⁶

KEY DEFINITION

Social and behavior change

Unaware
of proper
handwashing
behavior

Being aware
and concerned

Being
knowledgeable
and able to act

Being motivated
and ready to
change

Attempting a
new behavior and
sustaining it



Bangladesh

Global Handwashing Day:

Case Study

In Bangladesh, on Global Handwashing Day, celebrity cricketer Sakab Al Hasan recorded a public service announcement to promote handwashing. Over 75 media articles were generated in seven days with coverage on 27 TV channels, reaching an audience of over 5 million and over 8,000 'likes' on the Lifebuoy Bangladesh Facebook page in three weeks.



Jonathan Annis

STEP-BY-STEP GUIDE to planning Global Handwashing Day activities



Rufus C. E. Eshuchi PhD.
Communication for Development Specialist
WASH Section, UNICEF Zambia Country Office

6 Spread the word

Successfully spreading the word about your Global Handwashing Day event will help raise the profile of handwashing and highlight your organization's work to improve hygiene.

There are many channels that can be used to share information about your event and the state of hygiene in your region.

You may want to consider engaging journalists, opinion leaders, and social media audiences. With each of these channels consider what your “ask” is: Do you want them to write about your event? To encourage participation? Or something else entirely? The [sample press release](#) found in [Annex 4](#) (pg. 52) can help guide your press outreach efforts.

Community opinion leaders can help to publicize your event and use their position of influence to encourage participation.

Engaging with people on social media or blogs can emphasize the larger issue of poor hygiene. For ideas on sample social media messages, see this year's Global Handwashing Day Social Media Toolkit found in [Annex 5](#) (pg. 54).

STEP-BY-STEP GUIDE to planning Global Handwashing Day activities

7 Monitor progress and assess impact

Global Handwashing Day is an opportunity to design, test, and replicate creative ways to encourage people to wash their hands with soap at critical times.

We can all be more successful if we assess the effectiveness of activities through monitoring and evaluation and share what we learned with others.

Monitoring and evaluation (M&E) will help you understand the impact of your activities and know what is working and what can be adjusted for future campaigns.

For more details on how to monitor and assess the impact of your activities, see the booklet [More Than a Day: Assessing the impact of Global Handwashing Day activities](#) available on the Global Handwashing Day website (www.globalhandwashingday.org). It will help you set realistic goals and devise appropriate indicators and methods for monitoring and evaluating these activities.

- For each activity, review the indicators to assess their impact and the methods to be used
.....
- Group similar monitoring and evaluation (M&E) processes together
.....
- Identify the M&E researchers and plan for training and supervising
.....
- Plan M&E steps and processes
.....
- Prepare a detailed budget for M&E
.....
- Develop a specific plan and facilities for child-led M&E
.....
- Prepare for an analysis of the M&E data
.....
- Decide on how you want to present the M&E data results
.....
- Email findings to the PPPHW at contact@globalhandwashing.org



Ghana

Global Handwashing Day:

Case Study

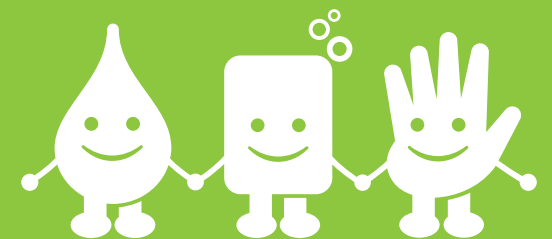
In Ghana, organizers visited two districts in each of six regions and conducted 128 high-impact events in schools to reach 103,313 school children, 2,930 teachers, and 926 food vendors. There were also 132 events in health centers and communities reaching 11,500 mothers. The direct consumer contact approach is an interpersonal communication strategy that provides information on handwashing with soap and allows consumers to ask questions and converse about handwashing with soap, which facilitates behavior change.





SECTION FOUR: FAQs

Frequently Asked Questions



Frequently Asked Questions

About Global Handwashing Day

What is this year's theme?

The theme for Global Handwashing Day changes each year. In 2014, the theme is “Choose handwashing, choose health.”

This theme emphasizes that:

- Handwashing is a choice that everyone can make multiple times a day
- When people choose to wash their hands with soap, especially after using the toilet and before touching food (such as before eating, cooking, or feeding someone), they are choosing to create a healthier environment for themselves and those around them
- Good hygiene practices must become a habit, which requires choosing to perform them on a regular basis. People should choose handwashing not only on Global Handwashing Day, but every day

Where can I get advice or suggestions of things I can do for Global Handwashing Day?

This Planner's Guide is the main source of information and tools for planning a Global Handwashing Day celebration. The PPPHW's [Global Handwashing Day website](#) also provides many resources, such as posters. Celebration ideas for various audiences can be found in [Annex 1](#) on page 38. Activity suggestions are available in this guide in [Annex 2](#) on page 48.

What are examples of successful Global Handwashing Day activities others have done?

Global Handwashing Day activities from last year may be found on the interactive Global Handwashing Day map at www.globalhandwashingday.org. Other activity examples are available in this Planner's Guide in the activity list (found on page 48).

Frequently Asked Questions



Can I register or promote the Global Handwashing Day activities I am organizing?

Yes! Please let the PPPHW know what activities you are planning ahead of time by emailing contact@globalhandwashing.org. Doing so will help us to know what events are occurring in what regions. After

your event, please upload pictures and a report to the interactive Global Handwashing Day website at www.globalhandwashingday.org.

How can I find others near me who are doing Global Handwashing Day activities?

One way to find Global Handwashing Day activities near you is to reach out to similar organizations. This can provide an opportunity to collaborate with like-minded organizations. You can also contact the PPPHW at contact@globalhandwashingday.org to see if we know of others in your area celebrating.

How can I fund the activities I want to do for Global Handwashing Day?

While the PPPHW is unable to provide funding for specific Global Handwashing Day events due to overwhelming global demand, there are many ways to secure funding for Global Handwashing Day activities or materials. Collaborating with other organizations is one way to reduce the cost of events.

Frequently Asked Questions

About Handwashing

What are the statistics about the benefits of handwashing, especially handwashing with soap?

Handwashing with soap is more effective than handwashing with water alone. There is a hygiene ladder, where handwashing with water is preferable to not handwashing at all. However, handwashing with soap is ideal. One study that supports this was conducted by Dr. Stephen Luby and colleagues in Bangladesh.⁷

When should I wash my hands?

The two primary times to wash hands are after contact with feces or using the toilet and before contact with food (preparing food, eating, feeding a child, etc).

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 necessary; a small basin of water or “Tippy Tap”—cans or plastic bottles that release just enough for a clean hand wash each time

they are tipped—is sufficient. Cover wet hands with soap; scrub all surfaces, including palms, back, between the fingers, and especially under fingernails for about 20 seconds; rinse well with running water rather than still water, and dry on a clean cloth or by waving in the air. An easy way to gauge 20 seconds is to find a familiar song, such as “Happy Birthday”, that takes about that long to sing.



Frequently Asked Questions

Handwashing Hardware

What should I do if I don't have handwashing facilities? What equipment do I need to set up a handwashing station?

Handwashing stations can vary in sophistication and design depending on the context, but they should have water and soap. In schools, for example, construction of a group handwashing station can ensure that many students are able to wash their hands at the same time prior to eating their midday meal. If running water is available, set up at least one sink with a place to store the soap. If no running water is available, consider a tippy tap or other simple mechanism. For more information on tippy taps visit www.globalhandwashing.org.

Where should I set up handwashing stations?

Handwashing stations should be located so they are convenient to use at the critical times, such as after using the toilet or before handling food.

Do I need clean water for handwashing?

Water for handwashing does not have to be as clean as drinking water, but it should not be contaminated with fecal bacteria. Water that has been used for other purposes can be reused for handwashing.

Handwashing Behavior

If people know they should wash their hands, won't they automatically do so?

People need a motivation to change behavior, and knowledge is only one component that may nudge someone toward a new behavior. For this reason, it is important to learn from other sectors about what methods work to promote sustainable behavior change. We know from the private sector that emotional drivers, such as nurture or disgust, are powerful motivators. The SuperAmma campaign is one example of how these drivers have been incorporated into a handwashing promotion campaign, and found that emotional drivers were able to substantially increase handwashing with soap.

Frequently Asked Questions

One way that the PPPHW works to connect practitioners with the latest knowledge on behavior change is through our Handwashing Behavior Change Think Tanks.

How can I ensure people wash their hands habitually?

Sustaining handwashing is very important. Unlike other health interventions, such as vaccines, handwashing must be practiced consistently to work. It needs to become a habit that people automatically perform at critical times. This requires first that people have the supplies necessary to wash their hands (soap and water) and they are reminded or persuaded to do so on a regular basis before it becomes a habit. Social norms can help make this happen.

How can you change people's handwashing behaviors?

Practitioners in the water supply, sanitation, and hygiene (WASH) sector and soap manufacturers are learning about what works—and what doesn't—in changing private,

personal behavior 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 approach emphasizes the role of research (a study of the interests, attributes, needs, opportunities, and motivations of different people within a community). It is also based on the recognition that one size does not fit all and on evidence showing that promoting a single message is more effective than promoting multiple messages. These programs reach their target audiences using mass media and interpersonal communication with messages that respond to their needs and preferences. In short, best results come from treating people as active customers motivated by a diverse range of preferences and motivations, rather than passive project beneficiaries.



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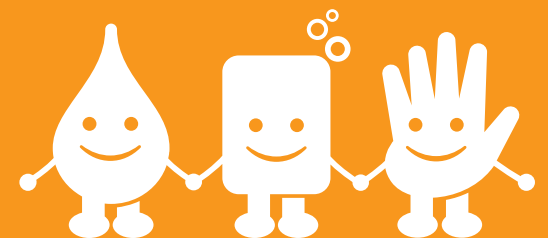
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ANNEX 1.

Ideas for Celebrations

Activities and key messages for Global Handwashing Day will target specific audiences, such as policy makers, journalists, schoolchildren, or the general public. The following provides some suggestions and global examples of Global Handwashing Day activities that you can tailor to your event objectives and audience.

A. Global Handwashing Day for Political Advocacy

Sample Objective: To urge political decision makers to ensure access to handwashing stations in schools and healthcare centers.

Sample Audience: Political decision makers

When government leaders and officials responsible for education, infrastructure, health, finance, social affairs are engaged on the issue of hygiene, they can help to create a system that supports public health messaging and action.

Sample Message:

- 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.

ANNEX 1. Ideas for Celebrations

Tips:

Consider linking activities to ongoing WASH (water, sanitation, and hygiene) campaigns that are already working to raise the commitment of political and social leaders to achieving hygiene and sanitation goals.

Your specific handwashing messages can follow the same 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.

B. Global Handwashing Day for Schools

Sample Objective A: To inform education officials, school leadership, and teachers about the importance of good hygiene for successful students.

Sample Audience: Education officials, school leadership, and teachers

Sample Messages:

- 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 handwashing stations is a good activity for school children and can influence their families.

ANNEX 1. Ideas for Celebrations

Tips:

Ready-made handwashing materials and activities help busy teachers and school administrators spread the word about handwashing.

Event Idea:

A half- to one-day handwashing learning event or seminar 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.

Sample Objective B: To reinforce the importance of handwashing in school children

Sample Audience:

 School children

Children are important agents of change in schools, homes, and communities. An efficient way to reach out to this audience is by managing information campaigns in primary and secondary schools

Event Ideas:

- 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. (See example on the next page.)
- Handwashing song competitions where children make up new lyrics to a favorite song.
- Playground game competition. For example, 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 and poetry contests for older children
- Dress-up parade (Children can dress up as germs, soaps, hands, etc.)



Saran
Maradi,
Niger

Global Handwashing Day:

Event in Action

In the rural village of Saran Maradi, Niger, a primary school elected a gender-balanced school government which included a sanitation and hygiene minister. The “minister” was responsible for promoting activities and participation on Global Handwashing Day. The school used “edu-tainment” tools to get the public’s attention nationwide. In front of TV crews, several radio channels, and popular local newspapers, they made a salesperson-type demonstration of the steps for proper handwashing with soap. They then sang a song dedicated to clean hands and the benefits of handwashing against diseases.



Shahbaz Fawbush MD

ANNEX 1. Ideas for Celebrations

C. Global Handwashing Day for the Media

Sample Objective: To generate “buzz” around Global Handwashing Day and increase community-wide awareness.

Sample Audience: Journalists

Journalists are key to sharing your Global Handwashing Day story and messages widely. Providing ready-made information journalists can use will increase the likelihood that they will write about Global Handwashing Day and include the messages that you think are most important.

Sample Messages:

- 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 underreported story.
- Handwashing with soap could save approximately 230,000 lives per year.
- Key newsmakers (sports stars, business leaders, top politicians, or first ladies, for example) are getting behind Global Handwashing Day.

Event Idea:

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

Example: In Bhutan, a panel discussion on handwashing was held on national television in commemoration of Global Handwashing Day.

ANNEX 1. Ideas for Celebrations

D. Global Handwashing Day for Religious Leaders

Sample Objective: To motivate religious leaders to promote handwashing with soap among their congregation.

Sample Audience: Religious leaders

Religious leaders can be greatly influential and effective partners in a handwashing campaign.

Sample Messages:

- Many 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, is imperiled by lack of handwashing with soap.
- Approximately 230,000 lives could be saved each year through handwashing with soap.

Event Ideas:

- Work together to build a handwashing station outside the place of worship
- Hold an outreach event with local children
- Host an entertainment event promoting cleanliness, better health through handwashing
- Perform fundraising and advocacy to build handwashing stations in local schools or public places, and supply them with soap and water

ANNEX 1. Ideas for Celebrations

E. Global Handwashing Day for Healthcare Workers

Many healthcare organizations celebrate ‘Save Lives: Clean Your Hands’ Day on May 5th, but they can maintain the momentum by getting involved in Global Handwashing Day, too.

Sample Objective: To remind healthcare workers and patients that handwashing with soap can protect their patients from illness and infection.

Sample Audience: Doctors, nurses, midwives and/or patients and patients’ families

Healthcare workers, such as doctors, nurses and midwives, should practice handwashing with soap diligently to prevent illness among their patients. As a trusted voice in public health, they may also be asked to encourage their patients to wash their hands.

Sample Messages:

- Healthcare associated infections can lead to prolonged hospital stay, long term disability, increased resistance to anti-microbial medication, increased cost of healthcare, increased patient mortality, and distress for patients and their families.
- Failure of health workers to perform adequate hand hygiene is considered the leading cause of healthcare associated infections.
- Healthcare associated infections can be prevented by handwashing with soap at the five critical moments:
 - » Before patient contact
 - » Before sterile task
 - » After body fluid exposure risk
 - » After patient contact
 - » After contact with patient surroundings.

ANNEX 1. Ideas for Celebrations

Event Ideas:

- Education about the critical moments for handwashing in healthcare settings, and the pros and cons of handwashing methods
- Some of the May 5th event ideas can be adapted for use on Global Handwashing Day such as:
 - » Have healthcare workers place their hands on an agar plate and send to the lab for culture; then present the results back to the healthcare workers, to demonstrate how their hands are contaminated, and educate them on the five critical moments for hand hygiene
 - Contaminate a healthcare area with “glow powder,” then after a day of work, use ultraviolet light to demonstrate the contamination on health workers’ hands
 - Observation of handwashing with a contest between teams for handwashing frequency, with performance feedback

Other Potential Audiences

Community and Women’s Groups

Community and women’s groups can be essential allies in seeking to change hygiene practices. These groups can be a good partner for understanding current handwashing behaviors, stigmas, and testing campaigns.

Private Sector

Employers can have a significant impact on their employees’ handwashing behaviors. A healthy workplace reduces absences and can help keep healthcare costs down. Posters and other materials can be downloaded from [here](#).

Academics

Academic audiences may respond best to WHO research findings relevant to handwashing with soap, including water supply and sanitation topics. Professors can help to lead public awareness by writing articles for popular media that support Global Handwashing Day.

ANNEX 1. Ideas for Celebrations

Schools can hold competitions to design and construct affordable, useable handwashing stations. There could be separate categories for technical high school students, for engineers and engineering firms, for art and design students, for teachers, etc.

Celebrities and Leaders as Handwashing Champions

Sports stars, singers, actors, political leaders, corporate leaders, and academics can all act as ambassadors for handwashing behavior change. An image of a much-admired sports star washing his hands with soap can help to motivate children to handwash.

Example: In India, cricket star Sachin Tendulkar led a handwashing campaign that culminated in millions of children across South Asia simultaneously washing their hands.

Additional Activities

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

Have 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.

ANNEX 1. Ideas for Celebrations

Stickers

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

Text Messages

Using text messages/SMS as a way of conveying health messages can be an effective way to reach wider audiences.

Example: The Government of Nepal/Nepal Telecom sent a SMS message, “wash hands with soap and be healthy,” to the mobile users of five rural districts of Nepal, on Global Handwashing Day.

ANNEX 2.

Activity List

Are you looking for an activity to include in your Global Handwashing Day event? Here is a list of activities that have been done in the past. They are listed in two categories—local and national—but can be adapted for either context.

Local Activities

- Public handwashing pledges
- Host a competition for local children
 - » Drawing
 - » Drama
 - » Soap wrapper design
 - » Poster design
 - » Song
 - » Poem
 - » Handwashing station design or decoration
- Schoolyard games and activities
- Make tippy tap handwashing stations and liquid soap dispensers
- Demonstrations of good handwashing, using Germ Glo to show how soap removes germs from hands
- Good handwashing demonstration by health official or community leader
- Stamp children’s hands with ink to demonstrate how soap is necessary to remove germs
- Coordinate a school WASH club to train peers in good handwashing behavior
- Host a handwashing parade with signs and chants about the importance of handwashing with soap
- Put on a puppet show demonstrating what happens when someone doesn’t wash their hands (they get sick)
- Soap distribution
- Demonstration of how to create soapy water.

ANNEX 2. Activity List

National Activities

- Launch events and celebrity events
- Information events for journalists, health professionals, and policymakers
- Guinness World Record attempts
- Television and radio spots
- Text messaging campaigns
- Handwashing flash mob
- Including handwashing messages in popular media, such as soap operas or radio dramas
- WASH media awards contest for journalists cover water, sanitation, and hygiene stories
- Press conference by government official
- Introduction of new initiative to improve access to handwashing stations
- Government declaration of renewed commitment to water, sanitation, and hygiene
- Develop a special handwashing postage stamp
- Take over a large venue such as a stadium or theme park and decorate with handwashing messages.

ANNEX 3.

Event Planning Checklist

This activity checklist can help you plan your Global Handwashing Day event.

Plan the event	✓
Establish event objectives and target audience. Determine specific action steps to achieve event objectives.	
<p>Collect information and document the current situation</p> <ul style="list-style-type: none">• Fact finding about the “how” and “how often” (Do people wash their hands? How often are school children sick? Is handwashing in public places possible?)• Fact finding about the “why” (What makes people want to wash their hands? Why do people not wash their hands?)• Stories that demonstrate the facts	
Develop tailored messages	
Identify and reach out to potential partners	
Decide what activities will be included in the event	
<p>Plan logistics</p> <ul style="list-style-type: none">• Time• Place (and book venue if needed)• Secure funding	
Identify and invite any special guests	

ANNEX 3. Activity Checklist for Events

Plan the event (Continued)	✓
Identify and develop materials <ul style="list-style-type: none">• Posters• Handwashing commitment cards• Stickers• Soap or themed soap wrappers	
Identify someone to document event, such as a photographer	
Spread the word	
Publicize event	
Develop social media messages, if appropriate	
Develop press release and contact journalists	
Tell the PPPHW what you have planned by emailing contact@globalhandwashing.org	
Host the event!	
Follow up	
Monitor progress by using the booklet “More Than a Day: Assessing the impact of Global Handwashing Day activities”	
Develop a plan of next steps to work toward sustainability	
Post event on www.globalhandwashingday.org	

ANNEX 4.

Sample Press Release

The text below can be copied and modified to help you draft a press release to publicize your event with local media.

Preventable illnesses such as diarrhea and pneumonia contribute to the deaths of 1.7 million children each year. *(If appropriate, insert facts about your country here).* However, there is an affordable, simple, and effective way to reduce the risk of illness and death from these diseases—handwashing with soap. Handwashing with soap plays an important role in child survival and health. Simply handwashing with soap can reduce the incidence of diarrhea among children under five by 47 percent and respiratory infections by approximately 25 percent. On October 15, 2014, Global Handwashing Day, hundreds of millions of people around the world will celebrate the importance of handwashing with soap by rallying around the slogan: Choose handwashing, choose health.

Aimed at increasing awareness and understanding of the importance of handwashing with soap as an efficient and economical way to prevent disease, Global Handwashing Day will reach over one billion people with messages about handwashing. The founders of Global Handwashing Day, the Global Public-Private Partnership for Handwashing (PPPHW), and its partners encourage everyone to join in this celebration empowering people everywhere to save lives and contribute to healthy, prosperous communities through choosing handwashing with soap, both on Global Handwashing Day and beyond.

Showcase why handwashing is important to your community here. Some examples of information you may want to include is:

- Findings from formative research (i.e. How frequently do people wash their hands? What are motivators for handwashing?)
- Status of handwashing in schools

ANNEX 4. **Sample Press Release**

Include information about your event here:

- Objective
- Organizers
- Location
- How many people are expected to attend
- Contact information of organizers.

For more information on how you can celebrate Global Handwashing Day visit www.globalhandwashing.org or www.facebook.com/GlobalHandwashingDay.

ANNEX 5.

Social Media Toolkit

Social media tools reach millions of private and not-for-profit organizations, governments, communities, and individuals around the world. The Global Handwashing Day social media campaign aims to create a global buzz about handwashing and to inspire increased investment in handwashing efforts globally. Handwashing is important for everyone, everywhere, and we encourage you to tailor the ideas included in this toolkit to suit your organization's audience and needs.

This annex includes messages for spreading the word about Global Handwashing Day on Twitter, Facebook, and blogs. A full social media toolkit is available on the Global Handwashing Day website (www.globalhandwashingday.org).

Twitter

The official Global Handwashing Day hashtag is #iwashmyhands. The PPPHW will be tweeting before, during, and after Global Handwashing Day so be sure to follow @HandwashingSoap for the latest updates. This year we want to highlight the global nature of the day, so consider sending country-specific tweets emphasizing the locations where your organization operates and what you are doing to celebrate this year.

This year, as in years past, we have drafted sample Tweets that might be useful. These are primarily for use on Global Handwashing Day, but we encourage organizations to also Tweet before and after October 15.



Be sure to follow [@HandwashingSoap](https://twitter.com/HandwashingSoap) for the latest updates and use the [#iwashmyhands](https://twitter.com/HandwashingSoap) hashtag to promote healthy habits.

ANNEX 5. Social Media Toolkit

Sample Tweets

- DYK: You can choose health by washing your hands? Learn more at www.globalhandwashingday.org #iwashmyhands
- Today is Global Handwashing Day, and we celebrate #handwashing. Why handwashing? Because it can save millions of lives! #iwashmyhands
- Every day you can choose to protect yourself and your loved ones from illness. Will you choose handwashing? #iwashmyhands
- I #ChooseHandwashing with soap because it helps keep my family healthy. #iwashmyhands before preparing food. Do you?
- You can choose to reduce diarrheal related deaths & diseases. Will you join in our mission? www.globalhandwashingday.org #iwashmyhands
- Handwashing w/soap is an effective control measure in pandemics. This is just 1 reason why I #choosehandwashing. #iwashmyhands
- Fewer children under 5 die each year from preventable diseases. Let's keep it up! Find out how: globalhandwashing.org #iwashmyhands
- Diarrhea may be a minor inconvenience in some places, but in many countries, it kills. #ChooseHandwashing #iwashmyhands
- Washing hands before handling food may prevent you from getting sick, but in many countries, it can save your life #iwashmyhands
- In 2012, over 523,000 children died due to diarrhea caused by unsafe water, poor sanitation and inadequate hygiene. #iwashmyhands

Facebook

When you choose to wash your hands, you are choosing to help make the world a healthier, cleaner place. This Global Handwashing Day—and every day—choose handwashing, choose health.

This Global Handwashing Day I pledge to always wash my hands after using the toilet. Will you do the same?

<https://www.facebook.com/globalhandwashingday>

ANNEX 5. Social Media Toolkit

Each year, there are 1.7 billion cases of childhood diarrhea. Diarrhea may be a minor inconvenience in some places, but in many countries it kills. But there is good news! The simple act of handwashing with soap can reduce the risk of diarrheal disease by up to 47 percent. This is why I'm celebrating Global Handwashing Day. Join me and share this post!

Blogs

Consider writing a blog on the importance of handwashing with soap. These posts should include easy, specific ways for readers to take action.

Possible blog topics could include:

- How your organization is helping people and communities to “choose handwashing, choose health”
- WASH facts and examples of how you promote handwashing behavior change
- Explanation of the importance of handwashing with soap
- Stories and anecdotes about teaching children to wash their hands with soap.

Website

A great way to highlight your organization's work on handwashing and hygiene promotion to an audience that might not use social media is through your website. Dedicating a page to Global Handwashing Day, displaying a photo series, or highlighting hygiene programs are all ways that you can use your website to raise awareness about handwashing and Global Handwashing Day.

ANNEX 6.

Essential Handwashing Facts

Handwashing and Health

General

- Hands are the principal carriers of disease-causing germs. It is estimated that if handwashing with soap is widely practiced, approximately 230,000 deaths could be averted.⁸
- A single gram of human feces can contain 10 million viruses and one million bacteria.

Handwashing and Diarrheal Disease

- Diarrheal disease is a critical global public health issue. Each year, there are nearly 1.7 billion cases of diarrhea.⁹
- Handwashing alone can reduce the risk of diarrheal disease by up to 44 percent.²³
- Evidence shows that hygiene is as important as water and sanitation in reducing diarrhea.¹⁰
- Lack of access to sanitation and poor hygiene contributes to approximately 88% of childhood deaths caused by diarrheal diseases.¹¹
- Handwashing with soap is easy, efficacious, and the most cost-effective WASH intervention for reducing diarrhea, but it is often overlooked.¹⁰
- Diarrhea is responsible for children missing 272 million school days each year.¹² A recent study suggests that handwashing with soap at critical times could help reduce school absenteeism 40-50 percent.¹³ In an intervention in Kenya, children in schools that received a comprehensive school-based WASH intervention, including hygiene promotion, had nearly a 50 percent reduction in diarrheal illness.¹⁴

ANNEX 6. Essential Handwashing Facts

- One study found that in patients with AIDS, handwashing with soap reduced the episodes of diarrheal illnesses.¹⁵

Handwashing and Pneumonia

- Pneumonia is the leading causes of death for children under the age of 5 resulting in 1.1 million childhood deaths in 2012—17 percent of all deaths in the age group.¹¹ Every day in 2012, pneumonia killed more than 3,000 children under the age of five.¹
- Handwashing with soap can reduce pneumonia infections by approximately 25 percent.²

Handwashing and Nutrition

- Evidence suggests that access to soap and water can help improve child growth. It is estimated that handwashing with soap and clean drinking water could reduce the loss of nutrients through diarrhea, and reduce stunting in children under the age of five by up to 15 percent.^{17,18}

Handwashing and Newborns

- Three million neonatal deaths occur each year, and neonatal infections account for approximately 36 percent of these deaths. Evidence suggests that handwashing with soap can significantly reduce newborn deaths. For example, in one study, the mortality rate among neonates exposed to birth attendants and mothers who had good handwashing practices was approximately 40% less than neonates whose birth attendants and mothers had poor handwashing practices.¹⁹

ANNEX 6. Essential Handwashing Facts

Handwashing and Other Outcomes

- Emerging evidence suggests that handwashing may also play a role in preventing soil-transmitted helminth infections, which infect over 1.5 billion people.^{20,21}
- A study in Pakistan found that handwashing with soap reduced the number of cases of impetigo skin infection by 34 percent.³
- It is estimated that 41 million people, mostly women and children, have active trachoma infection, the world's leading infectious cause of blindness.²² Evidence shows that facewashing is critical to preventing the spread of this blinding disease.²³ Facewashing is an important hygiene intervention that can be combined with handwashing to enhance health outcomes through hygiene interventions.²³
- A study in Pakistan found that handwashing promotion could improve child development and well-being.²⁴

Access to Handwashing Stations

- There are inequities in hygiene access. Poorer households, those located in rural areas, and those with less education have lower access to functional handwashing stations than wealthier households, those in urban areas, and those with higher education.²⁵
- The absence of WASH facilities, including handwashing stations, in schools and workplace is an equity issue for girls and women, particularly when they must manage their menstrual cycle.

ANNEX 6. Essential Handwashing Facts

Handwashing Behavior

Motivators

- Motivators for handwashing differ in every community. However, some common motivating factors are to avoid disgust, good manners, desire for a social status associated with cleanliness, wanting to fit in with the handwashing behavior of peers and role models, wanting to nurture children, and the comfort of having clean hands.
- A study in a Kenyan primary school found that more handwashing occurred when there was another person at the handwashing station than when a student was at the handwashing station alone.²⁶

Frequency of Handwashing Behavior

- Even though handwashing is a cornerstone of public health, actual rates of handwashing around the world are quite low and vary widely. A 2009 systemic review found that on average handwashing with soap was practiced 17 percent of the time.²⁷

ANNEX 7.

Handwashing Resources

These resources may be useful to those interested in implementing a handwashing program. This is not an exhaustive list, so please refer to the PPPHW website at www.globalhandwashing.org for new and additional materials.

Handwashing Program Implementation and Measurement

More than Just a Day

Whether in a school, company, or institution, this brochure brings you a list of things you can do to promote handwashing with soap all year round.

PPPHW Handwashing Handbook

The Handwashing Handbook provides guidance on designing and implementing handwashing behavior change programs. Although this document was published in 2005, the tools and guidance can still be used today.

UNICEF Handwashing Monitoring & Evaluation Toolkit

This guide from UNICEF will walk you through planning and implementing monitoring and evaluation for your handwashing promotion program.

ANNEX 7. Handwashing Resources

Practical Guidance for Measuring Handwashing Behavior

A common challenge for handwashing programs is measuring handwashing behavior. This document, developed by the Water and Sanitation Program at the World Bank, gives an overview of the different monitoring approaches and include practical monitoring recommendations for high- and low-resource programs.

Assessing the Impact of Global Handwashing Day Activities

This booklet will help you set goals for Global Handwashing Day and devise appropriate indicators and methods for monitoring and evaluating activities. This document is available in both English and Spanish.

The Water and Sanitation Program's Handwashing with Soap Toolkit

The Water and Sanitation Program Handwashing with Soap Toolkit presents solutions to help practitioners form handwashing behavior change programs. The toolkit is based on research in Peru, Senegal, Tanzania, and Vietnam.

Behavior Change Theory and Models

PPPHW Handwashing Behavior Change Think Tank presentations, event summaries, and Webinar

PPPHW's Handwashing Behavior Change Think Tank gathers together handwashing experts to take stock of the best, identify the gaps, and articulate the way forward for handwashing behavior change. The 2014 event included topics such as: the latest evidence around handwashing with soap; the role of technology in handwashing; handwashing and sanitation; handwashing advocacy; and tools to change handwashing social norms.

FOAM

Developed by the Water and Sanitation Program, FOAM—which stands for Focus on Opportunity, Ability, and Motivation—is based on behavioral determinants that either promote or constrain behavior change.

ANNEX 7. Handwashing Resources

IBM-WASH Model

This proposed model seeks to provide both a conceptual and practical tool for improving our understanding and evaluation of the multi-level multi-dimensional factors that influence water, sanitation, and hygiene practices in infrastructure-constrained settings.

Evo-Eco Approach to Behavior Change

The Evo-Eco is behavior change model is based on evolutionary biology and ecological psychology. It is based on the insight that brains evolved to provide adaptive behavioral responses to rapidly changing or complex environmental conditions. The three components of this model are the environment, the brain, and the body.

WASH in Schools

100 School Survey

The questionnaire can be used to take a snapshot of hygiene conditions in schools. Results can help convince decision-makers that children need handwashing stations and good toilets in schools.

UNICEF's Three Star Approach for WASH in Schools Field Guide

This field guide is designed to improve the effectiveness of hygiene behavior change programs. The approach ensures that healthy habits are taught, practiced, and integrated into daily school routines.

Hardware for Group Handwashing in Schools Field Guide

This Field Guide developed by GIZ Fit for School looks at approaches, common mistakes, and lessons learned from the project's group handwashing in schools initiative.

ANNEX 7. Handwashing Resources

UNICEF WASH in Schools Monitoring Package

UNICEF developed this package as a tool to promote and guide water, sanitation, and hygiene WASH in Schools monitoring initiatives at national, sub-national and project levels. The package is intended primarily as a resource for UNICEF officers, but the tools are valuable to anyone working on monitoring WASH and handwashing in schools. There are tools to help set up national-level monitoring, national WASH in Schools surveys, and a sample survey that can be used by students and teachers to monitor WASH in their own schools. The package is also available in English, French, Spanish, and Russian.

WASH in Schools Advocacy Pack

This document helps users develop a WASH in schools advocacy effort, including strategies and messages for advocating to governments and other stakeholders.

WASH for Schoolchildren in Emergencies: A Guidebook for Teachers

UNICEF created this guidebook for teachers in emergency situations. The guidebook and accompanying regional flashcards (Africa and Latin America) provide teachers with the tools they need to teach children about water, sanitation, and hygiene. Although it was created for emergency situations, many of the activities and the flash cards could be used in non-emergency situations.

Campaign Examples

SuperAmma

The SuperAmma campaign is the culmination of years of behavioral science research to inculcate the habit of handwashing with soap. This communication campaign is based on the Evo-Eco theory of behavior change. The website (www.superamma.org) includes the approach and the materials that worked successfully in Southern India.

ANNEX 7. Handwashing Resources

Choose Soap

Choose Soap is a complete, ready-to-use handwashing campaign for promoting handwashing in households in low-income settings. It draws on ideas and best practices from different fields including hygiene and health promotion, behavioral sciences, and marketing. The campaign includes activity scripts, a film, and posters, stickers, and other campaign planning materials ready for download.

Other

Governments Take Action

Governments around the world are integrating handwashing into policies and programs. Learn how governments around the world are taking action to promote handwashing.

ANNEX 8.

Citations

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ANNEX 8. Citations

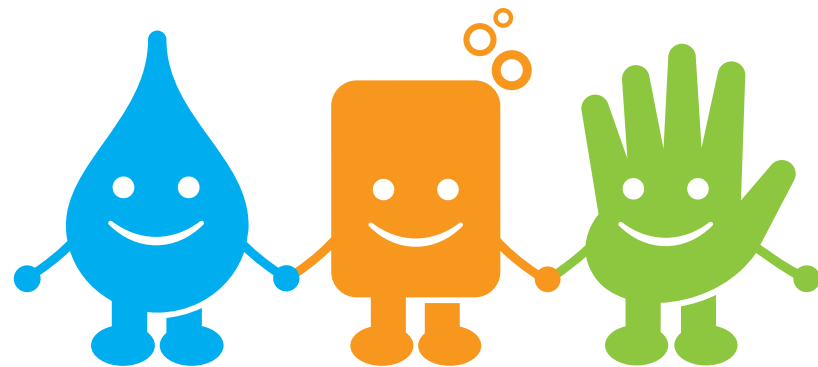
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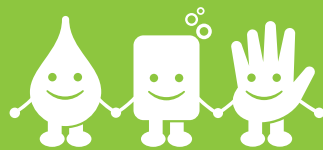
About the Global Public-Private Partnership for Handwashing

Global Handwashing Day was founded by the Global Public-Private Partnership for Handwashing with Soap (PPPHW). The partnership aims to help empower families, schools, and communities in developing countries to prevent diarrhea and respiratory infections by supporting the universal promotion and practice of proper handwashing with soap at critical times.

The PPPHW's Steering Committee Members are: Colgate-Palmolive; FHI 360; the London School of Hygiene and Tropical Medicine; Procter & Gamble; UNICEF; Unilever; USAID; the University at Buffalo; the Water and Sanitation Program (WSP) at the World Bank; and the Water Supply and Sanitation Collaborative Council (WSSCC). The PPPHW's global vision is that proper handwashing with soap at critical times will be universally recognized, promoted, and practiced as fundamental to good health.

The PPPHW took its first steps in 2001 following the implementation of two large-scale handwashing promotion programs in Burkina Faso and Central America. The PPPHW secured funding to pilot and learn from handwashing promotion programs in Ghana, Senegal, and Peru. The results from the three pilot programs led to the establishment of public-private partnerships for handwashing in 12 additional countries: Benin, China, Colombia, Indonesia, Kenya, Madagascar, Nepal, Nicaragua, Panama, Tanzania, Uganda and Vietnam. Currently, the PPPHW takes a leading role in international hygiene advocacy and knowledge leadership.





October 15 **Global Handwashing Day**
www.globalhandwashingday.org