



2020 GLOBAL  
HANDWASHING  
DAY  
REPORT



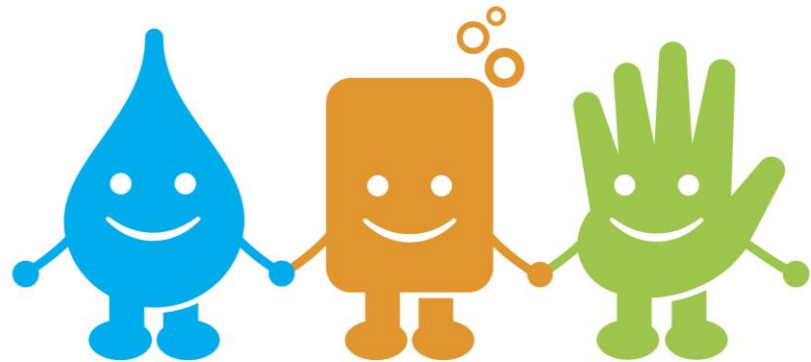


# About Global Handwashing Day

Global Handwashing Day is a global advocacy day dedicated to celebrating and advocating for handwashing with soap as an effective, affordable way to prevent diseases. It is an opportunity to design, test, and replicate creative ways to encourage people to wash their hands with soap at critical times.

Each year on October 15, communities, advocates, and leaders spread the word about hand hygiene, build handwashing infrastructure, and demonstrate the value of handwashing with soap.

Global Handwashing Day was founded in 2008 by the Global Handwashing Partnership.



# Hand Hygiene for All

The 2020 theme was ***Hand Hygiene for All*** in alignment with the WHO/UNICEF-led [Hand Hygiene for All Global Initiative](#).

The COVID-19 pandemic provides a stark reminder that one of the most effective ways to stop the spread of a virus is also one of the simplest – hand hygiene. To beat the virus today and ensure better health outcomes beyond the pandemic, handwashing with soap must be a priority now and in the future.

Now more than ever, Global Handwashing Day calls for strengthening the institutional and policy environment to drive progress for hand hygiene, ensuring the availability of hand hygiene facilities and supplies, and drawing on

evidence-based behavior change approaches to encourage sustained hand hygiene practices. This Global Handwashing Day calls for building back better to achieve universal hand hygiene.



Photo Credit: WaterAid

# Calls to Action



**Governments:** Commit to investing in a culture of hand hygiene by placing handwashing at the heart of strategies and national budgets, and developing country roadmaps where needed



**Businesses:** Commit to promoting handwashing through partnerships, cash and in-kind donations, investing in and supporting supply chains for hand hygiene products for low-income communities, and promoting good handwashing practices among your workforce



**Donors:** Commit to diversifying your contributions to hand hygiene, ensuring all funding covers both hand hygiene infrastructure and behavior change, and holding grantees accountable for designing programs based on learning and evidence



**Institutions:** Commit to ensuring handwashing facilities are accessible and available at key points and enacting policies that enable a culture of hand hygiene at an institutional level



**Researchers:** Commit to conducting research on handwashing in different settings, identifying best practices among different groups and contexts, and developing evidence-based resources for handwashing habit formation



**Advocates:** Commit to promoting handwashing access and practice in all settings, including households, healthcare facilities, schools, workplaces, and other public spaces

# Resources

In 2020, the Global Handwashing Partnership produced a series of resources to support Global Handwashing Day celebrants. Global Handwashing Day resources are available in English, French, and Spanish.

Resource	Description
<a href="#"><u>Hand Hygiene for All Infographic</u></a>	This infographic includes the 2020 Global Handwashing Day calls to action.
<a href="#"><u>Fact Sheet</u></a>	This fact sheet explains the research and rationale behind this year's Global Handwashing Day theme, <i>Hand Hygiene for All</i> .
<a href="#"><u>Social Media Toolkit</u></a>	This social media toolkit includes key messages and graphics to share on Global Handwashing Day.
<a href="#"><u>Community Forum</u></a>	This community forum showcases GHP partner efforts to promote handwashing with soap.
<a href="#"><u>Commitments Form</u></a>	This commitments form allows Global Handwashing Day celebrants to make long-term commitments to address hand hygiene for all.





Global Handwashing Day  
October 15

## FUN FACT

The Global Handwashing Partnership initiated the first Global Handwashing Day on October 15, 2008. The first ever Global Handwashing Day reached 120 million children, with celebrations in 73 countries across 5 continents. Since then, Global Handwashing Day has been celebrated annually around the world!

# Global Handwashing Day Outcomes

In 2020, over **770 million people** across **150 countries** celebrated through virtual or in-person events and mass media campaigns. Additionally, due to the ongoing COVID-19 pandemic, there was an increase in social media engagement. Social media engagement, including hashtag and account analytics, reached over **430 million people**. This is a 60% increase over 2019.

In total, Global Handwashing Day 2020 reached over **1 billion people!**

These outcomes are the result of hand hygiene champions across the world.



Photo Credit: Getty Images/iStockphoto



# Case Studies

## Accelerating Toward Hand Hygiene for All

The UN Permanent Missions of Finland and the United Kingdom, the Global Handwashing Partnership, and Hand Hygiene for All partners coordinated a high-level event to galvanize action from leaders at the global, regional, and local levels to accelerate progress toward hand hygiene for all. The event had nearly 350 people in attendance. Learn more about the event [here](#).



## H for Handwashing

Lifebuoy launched “H for Handwashing” on October 15. The multi-year campaign aims to restructure the alphabet to include ‘H’ for handwashing. For this campaign, Lifebuoy developed behavior change materials and partnered with governments to ensure hand hygiene in schools. So far, the campaign has engaged 130,000 school children and over 100 influencers to call for ‘H’ for handwashing!





# Case Studies

## Hand Hygiene for All means EVERYONE

Special Olympics is reaching people with intellectual disabilities around the world with hand hygiene programming. In Nicaragua, families were trained on hand hygiene measures to be implemented in their homes and communities. Likewise, in Lebanon, Special Olympics worked with the Ministry of Health to distribute handwashing materials. Read more about Special Olympics' impact [here](#).



## National Hand Hygiene for All Roadmap

To commemorate Global Handwashing Day, India Prime Minister Modi penned a special letter appealing to all citizens to wash their hands with soap and committed to developing a National Hand Hygiene for All Roadmap. This commitment marks progress toward the Hand Hygiene for All Initiative's objective, which aims for countries to develop country-led roadmaps to achieve universal hand hygiene.



# Case Studies

## Commitment to Hand Hygiene in Zambia

The Zambia Ministry of Water Development, Sanitation and Environmental Protection along with partners like WaterAid, hosted a national level event to celebrate Global Handwashing Day. During this event, Ms. Wendy Morton, MP, UK Minister, demonstrated solidarity and support for hand hygiene for all. This national event was livestreamed, and coverage was broadcast across national television and radio.



## #Sweat4Soap

Eco-Soap Bank and Mina Guli, a longstanding water advocate, teamed up to tackle COVID-19 and raise awareness about the importance of handwashing with soap through #Sweat4Soap. For every kilometer participants run or walk, a bar of soap was donated to a community in need. In total, the campaign donated over 50,000 soaps throughout Panama, Syria, Tanzania, Nepal and Cambodia.



# Case Studies

## Handwashing Access in Cambodian Schools

HappyTap teamed up with UNICEF to deliver 7,000 HappyTaps to pre-schools in Cambodia. These bright handwashing stations make the process easy for children by including soap and water in a single portable unit. The stations proved an instant hit among school-aged students. Access to handwashing stations can ensure safe reopening for schools across Cambodia in the midst of COVID-19.



## Improved WASH in The Gambia

United Purpose has been working to improve access to water and raise hand hygiene practices in The Gambia. As part of their efforts, they have supported the repair of 80 wells across the country, ensuring communities have access to safe water and ensuring families can wash their hands regularly. Learn more about United Purpose and this project [here](#).







# HAND HYGIENE FOR ALL

**HANDS HYGIENE FOR ALL**  
WHERE TO WASH  
HANDS  
WITH SOAP

WEST FEEL  
ELEMENTARY SCHOOL



## FUN FACT

Global Handwashing Day  
October 15

Some Global Handwashing Day celebrants host month-long campaigns to raise awareness on the importance of handwashing with soap in their communities. While Global Handwashing Day can make a huge splash, it's important to raise the profile on hand hygiene beyond the day itself!



# Beyond Global Handwashing Day

Global Handwashing Day is a once-a-year opportunity to make a big splash in support of handwashing with soap, but the important work of hand hygiene promotion should not end after October 15. If Global Handwashing Day celebrants advocate for handwashing with soap every day, we can make significant progress in moving toward the goal of increasing hand hygiene programs, investment and behavior.

Whether you are supporting your child's school with WASH improvements, such as developing a group handwashing station, or demonstrating good hand hygiene practices to change your community's social norms around handwashing, efforts must continue beyond October 15 to achieve hand hygiene for all.



Photo Credit: UNICEF

# Get involved

Continue your efforts to achieve universal hand hygiene. Here are 5 ways to stay engaged and maintain the momentum.

- 1. Practice makes perfect** – Maintain positive hand hygiene behavior and practice proper handwashing technique by washing your hands for at least 20 seconds.
- 2. Spread the word, not germs** – Tell others about the importance of handwashing. Stay updated on the latest in handwashing by signing up for our Soapbox newsletter and following us on social media (@HandwashingSoap on Twitter; Global Handwashing Day on Facebook)
- 3. Learn more** – The evidence around handwashing is constantly evolving. Check out the Global Handwashing Partnership's [resources page](#) and the [Handwashing Handbook landing page](#) for the latest handwashing resources.
- 4. Be a hygiene hero** – Continue to advocate for hand hygiene where you live and work. Use the advocacy toolkit [here](#).
- 5. Consider joining the Global Handwashing Partnership** – Join a global network of hand hygiene champions. Contact the secretariat if interested.

Click [here](#) for a full list of ways to continue your hand hygiene advocacy.



# Thank you to our partners!

## **Steering Committee**

FHI 360  
London School of Hygiene  
and Tropical Medicine  
Proctor & Gamble  
UNICEF  
Unilever  
USAID  
World Bank

## **Strategic Partners**

Colgate-Palmolive  
Essity

## **Members**

CAWST  
Kohler  
Nigeria Federal Ministry  
of Water Resources

## **Affiliates**

Action Against Hunger  
Banka Biolo  
Clean the World Foundation  
DefeatDD  
Eco-Soap Bank  
Handzies  
HappyTap  
icddr,b  
International Aid  
IRC WASH  
Manila Water Foundation  
Medentech  
MSR Global Health  
PHAAE  
Real Relief  
Soapbox  
Smixin  
Soapen

SPATAP  
Splash  
United Purpose  
Vaccine Ambassadors  
WaterAid  
Wellbeing Foundation  
World Vision



Photo Credit: USAID