

Better Together

# GLOBAL HANDWASHING DAY

An initiative of the Public Private Partnership for Handwashing

World Water Week  
Stockholm 2009

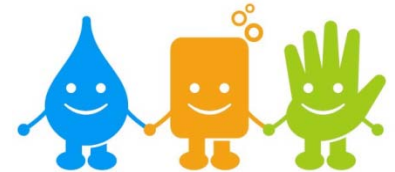


# Background

- 2008 marked the first year for **Global Handwashing Day**, a celebration to raise awareness for washing hands with soap across the world.
- Launched by the Public-Private Partnership for Handwashing with Soap (PPPHW), a coalition of international stakeholders including:
  - UNICEF
  - USAID
  - WSSCC
  - London School Hygiene and Tropical Medicine
  - Johns Hopkins University
  - Centers for Disease Control and Prevention
  - The World Bank and Water and Sanitation Program (host)
  - Unilever
  - Procter & Gamble
  - Colgate-Palmolive



# The Case for Global Handwashing Day



# OUR FUNDAMENTAL FIVE

Washing hands with water alone is not enough

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

Critical moments for handwashing are after using the toilet and before handling food

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

Promoting handwashing with soap requires social marketing approaches that center on the potential handwasher and his/her specific motivations

# GHD Objectives

1. To support and foster a global/local culture of hand washing with soap.
2. Shine a spotlight on the state of handwashing in each country.
3. Raise awareness about the benefits of handwashing with soap.

**Target Audience: School Children**



# The Case for Targeting Schoolchildren

- School children are eager adopters of new practices
- They can be “ambassadors of handwashing” with their families and communities
- They are the parents of tomorrow
- GHD supports WASH in Schools movement
- Studies show that mothers who see or attend WASH in schools activities are more likely to have soap for handwashing in the toilet area at home



# Overview GHD 2008

- 2008 inaugural year for Global Handwashing Day
- Linked with International Year of Sanitation
- Key audience: school children
- Key global level resources developed in 2008:
  - Logo and award winning visual identity
  - Planner's Guide
  - Song (Wiggles)
  - GHD video downloadable at...
  - [www.globalhandwashingday.org](http://www.globalhandwashingday.org)



# The Power of Partnership – better together

- At global level, GHD PP partners worked for a higher purpose than organizational or corporate objectives
- Private sector resources created award-winning visual identity and much more
- International organizations mobilized local staff and convened partners
- PPP model recreated at national and local levels





# 2008 Highlights

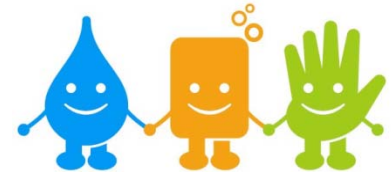
- **Over 150** million children in approximately **86** countries participated in Global Handwashing Day
- Activities conducted in schools, with the media, government officials, health care workers, in emergency settings, etc.
- Coalitions and partnerships of all kinds were created
- Highlights...



# Synchronized handwashing



# Public Service Announcements, Radio, Video



# Songs, Puppet Shows, Decorated Rickshaws...



## Soap bubble (song)

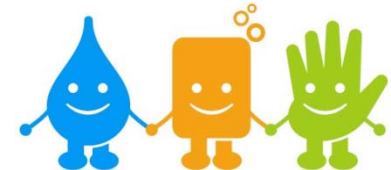
We get up early in the morning  
And wash our faces and hands  
We love soap and water  
very very much

Many many bubbles  
All around us  
No no germs on me  
Even single one  
Watery bubble  
This is what I like

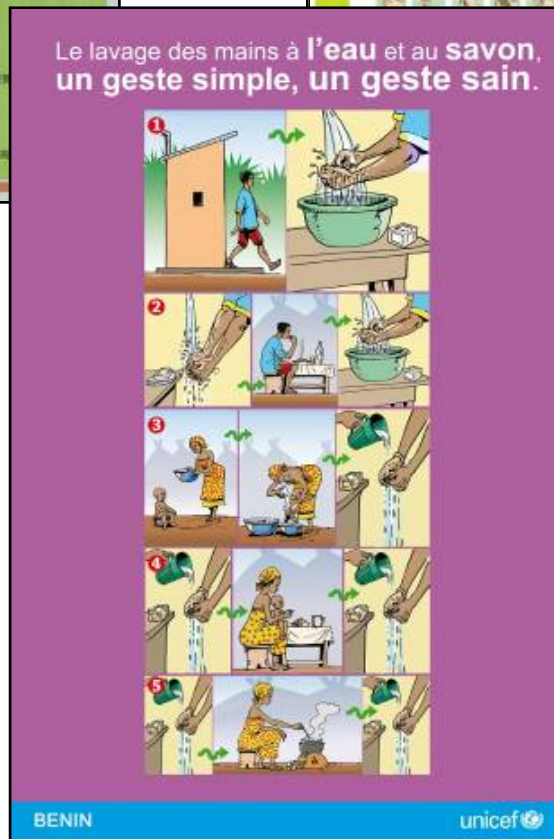
Watery bubble  
It makes me smile and laugh  
I am so clean  
And I am healthy too  
Health is so important  
For everyone around you

Many many bubbles  
All around us  
No no germs on me  
Even single one  
Watery bubble  
This is what I like

Watery bubble  
It makes me smile and laugh  
A clean child  
Is cute and sweet  
We all are smart  
And always self-confident



# Posters, T-shirts, Stickers, Websites



# Plus several unique activities, including...

- Launch of the SOPO character in Malawi.
- In New Jersey, schools implemented a “Clean Hands Report Card” to mark hand washings throughout the day.
- Tanzania officials hosted Media Breakfasts leading up to the Oct. 15 event to hype the day, with actual school children participating.
- Municipal officials agreed to put GHD logo on public buses for 3 months in Ethiopia.
- In India, 2000 children hand printed a handwashing pledge at a gala media event.
- Indonesia created a national poem for the event.
- Central African Republic distributed soap during a measles vaccination program.
- **AND DOZENS MORE!!!**



# Evaluation of GHD 2008

- GHD partners sent out a short online survey in February 2009
- Key questions :
  - Did GHD materials help the planning of national/local activities?
  - National/local coalitions: enablers/barriers for effective local partnerships
  - Plans to participate in GHD 2009
  - Immediate results & lasting impact of GHD nationally/locally
  - Unique activities by region/country (highlights)
  - Main suggestions for GHD 2009
- 102 completed surveys: 46 countries represented on 6 continents



# Key Evaluation Themes

1. The centrally-developed tools were highly leveraged.
2. Local coalitions existed, but could be further optimized.
3. High interest in GHD 2009 across regions and partners.
4. There were significant immediate results as well as lasting impact from GHD across regions.
5. Regions developed several unique activities that could be replicated.





# Centrally-developed tools were highly leveraged

72% used the Planner's Guide

72% used the website

70% used the GHD logo

38% used convening meetings

27% used The Wiggles song



# Immediate Impacts

- **India** (one state) *“We reached 11.45 million children in 73,329 schools and now Government is taking necessary steps to institutionalize hand washing in regular school programs.”*
- **Bolivia** *“The immediate result from GH Celebration was that the Ministry of Water, Health and Education signed a Memorandum of Understanding to work on Hygiene Promotion emphasizing handwashing at all levels”.*
- **Ethiopia:** *“Municipal officials agreed to put the GHD logo on public buses for 3 months.”*

... lasting impact is harder to quantify



# Recommendations for GHD 2009

1. **Start early!**
2. **A Lead Agency** should be identified in each region.
3. **Formalize government relations first.** Ministry of Health is a vital partner.
4. **Make GHD more than a day** – plan smaller, longer-term activities (Global Handwashing Month?)
5. **Communicate a unified theme** /single rallying cry.
6. **Involve children** on the local Steering Committees.
7. **Explore funding** from a variety of public and private sources



# Use the Planning Resources

- **GHD Website** [www.globalhandwashingday.org](http://www.globalhandwashingday.org) contains:
  - 2<sup>nd</sup> Edition Planner's Guide
  - GHD Video
  - Logo usage and character guidelines (animation) available on the website (under "logo")
  - Wiggles song
  - Country activities 2008
- **Guinness World Record Guidelines**



# Use the Planner's Guide!

- Introduction and objectives for GHD
- Background info on HWWS (Fundamental Five)
- Innovation ideas in HW – best practices, examples from 2008
- Get involved in the day and sample ideas
- Advocacy materials
- FAQs
- Press release template
- References and resources

# BETTER TOGETHER FOR 2009!

[www.globalhandwashingday.org](http://www.globalhandwashingday.org)

