



2017 Annual Report

Background

Handwashing with soap has the potential to prevent deaths, improve healthcare outcomes, and bolster progress in education, equity, and WASH to achieve the Sustainable Development Goals. This critical behavior can save lives, cutting diarrhea by almost one-halfⁱ and acute respiratory infections by nearly one-quarter.ⁱⁱ However, research shows that only around 19% of people worldwide wash their hands after contact with excreta,ⁱⁱⁱ and access to handwashing facilities ranges from nearly 100% in some countries to less than 10% in others.^{iv}

The Global Handwashing Partnership (GHP) is an international coalition of organizations working to advance the practice of handwashing with soap as key to health and development. Our vision is for handwashing with soap at critical times to be universally recognized, promoted, and practiced as fundamental to good health.

The GHP Steering Committee includes UNICEF, USAID, the World Bank, Unilever, Colgate-Palmolive, Procter & Gamble, the London School of Hygiene and Tropical Medicine, WSSCC, and FHI 360. The GHP is also supported by the work of two Strategic Partners and 13 Members, and is coordinated by a Secretariat hosted at FHI 360.

In 2017, the GHP launched a new three-year strategy. The strategy aims to achieve two main objectives:

1. Strengthen **enabling environments** to help foster progress for proper handwashing with soap. This includes advocating for hygiene targets and indicators within policy frameworks and accountability mechanisms; providing feedback to government commitments; strengthening of the broader WASH sector; supporting private sector engagement in hygiene promotion; calling for innovation within the sector; and strategically aligning with key coalitions.
2. Identify and promote best practices by providing tools, guidance, and resources to support **improved handwashing programming**. The GHP facilitates knowledge exchange and translating knowledge to action through knowledge leadership, capacity building, and fostering key relationships. The GHP will work to maintain a focus on integration with other sectors by engaging WASH-related programs and organizations, such as those focused on sanitation, nutrition, and education.

2017 Highlights for Strategic Objective 1

In 2017, the advocacy context for handwashing with soap shifted from definition and awareness-raising around the Sustainable Development Goals (SDG) to implementation and measurement. The 2017 WHO/ UNICEF Joint Monitoring Program Report provided an SDG baseline for hygiene, with the first 'hygiene ladder' defining basic handwashing facility access.^v New child mortality data from UNICEF underlined the continued need to focus on handwashing with soap as a key element in child survival, since diarrhea and pneumonia still account for more than 20% of child deaths.^{vi}

Hygiene in the Sustainable Development Goals

Handwashing with soap has the potential to contribute to multiple SDGs, and the GHP has worked to ensure that handwashing with soap is prioritized in implementation of the SDGs. We highlighted the role of hygiene in attainment of the SDGs in [an advocacy brief](#), which was released in September and coincided with the 72nd session of the U.N. General Assembly. This brief explains hygiene's contribution to health, education, equity, and more; and includes calls to action for decision makers to ensure populations have access to the benefits of handwashing with



soap. Our accompanying social media toolkit and [blog post](#) connected handwashing with soap to the discussions at key global events.

Global Handwashing Day

[Global Handwashing Day](#) is the partnership's largest opportunity to drive conversations around handwashing with soap. In 2017, the theme was 'Our Hands, Our Future', and focused on the benefits of handwashing beyond health. The GHP updated the [Planner's Guide](#) and [Social Media Toolkit](#) in English, French, and Spanish, and created new resources including a Handwashing Quiz and Beyond October 15 Infographic. GHP partners celebrated by hosting online campaigns, community events, and national awareness activities. The GHP hosted a series of live events on the Global Handwashing Day [Facebook page](#), featuring GHP members talking about key topics in handwashing. Global Handwashing Day was celebrated in communities in 139 countries. Celebrants hosted events in schools and healthcare facilities, targeted decision makers to call for increased attention to hygiene in policy issues, and used traditional and social media to raise awareness of the benefits of handwashing with soap.

Building the advocacy base for handwashing with soap

The GHP believes that everyone can be a handwashing advocate. Through our events and materials, the GHP equipped handwashing champions with the messages and tools to conduct advocacy. Our social media toolkits coordinated digital advocacy for handwashing, and our conference session on [Using Evidence to Drive Change](#) explored the opportunities and challenges at the intersection of advocacy and research. We also engaged with coalitions to promote handwashing with soap; for example, by developing and disseminating a [handwashing quiz](#) with the Sustainable Sanitation Alliance Behavior Change Working Group. The GHP is an active participant in the Sanitation and Water for All partnership; the Clean, Fed & Nurtured Community of Practice; and the BabyWASH Coalition.

2017 Highlights for Strategic Objective 2

The Global Handwashing Partnership connects researchers, product developers, program implementers, and others to share knowledge about handwashing with soap. This year, our knowledge management work focused on understanding what drives handwashing behavior, how to leverage these drivers in behavior change, and key topics in handwashing.

Understanding and Leveraging Drivers for Handwashing Behavior Change

Our webinar on [Understanding Drivers of Handwashing Behavior Change](#) featured research from Dr. Reshmaan Hussam and Dr. Hans Mosler, presenting two perspectives on ways to motivate people to wash their hands. The webinar looked at both conscious and unconscious drivers, and presented ideas on how to use their research in behavior change programming. Our [annual research summary](#) presented new findings on determinants of handwashing with soap, handwashing compliance, and behavior change.

There was a great deal of interest in the use of nudges after a 2016 study in Bangladesh, which showed a dramatic increase in handwashing behavior after nudges were installed (Dreibelbis et al, 2015). In 2016 and 2017, other organizations within the GHP's network carried out further small-scale studies within their programs. The GHP's new briefing document, [FAQ: Using Nudges to Encourage Handwashing with Soap](#), answers common questions, including the definition of nudges, their use in other social impact sectors, suggestions for integration into programs, elements of successful nudges, and integration with other behavior change strategies. It also highlights three case studies and provides recommendations for further reading.



Hygiene in Healthcare Facilities

In healthcare settings, handwashing with soap prevents infections and saves lives. We know that far too many healthcare facilities lack basic WASH services, and too many healthcare workers do not practice proper hand hygiene. Together with Medentech, World Health Organization, USAID's Maternal and Child Survival Program, and PSI-Benin/AMBS, the GHP hosted a [webinar on WASH in healthcare facilities](#). The webinar focused on moving from awareness to action, with practical updates and examples on efforts to improve WASH in healthcare settings.

Following the webinar, we published a [fact sheet on hand hygiene in healthcare facilities](#). The fact sheet explores the healthcare-related risks of poor hygiene and the critical elements of hand hygiene needed to improve quality of care and reduce negative outcomes of poor compliance (e.g., healthcare-associated infections and antimicrobial resistance) in healthcare facilities, and provides recommendations for improving hygiene in health settings and achieving a safe, clean healthcare environment.

Sharing Learning Across the GHP

Our diverse partnership brings a rich knowledge base to the GHP. Through our website, newsletter, and digital channels, we worked to highlight the lessons learned by our partners throughout the year. We worked with our partners to disseminate their news, events, success stories, and publications. Read our [year-end summary](#) for a few of our partners' top resources this year.

Partnership Highlights

- The GHP welcomed six new members to the GHP: Action Against Hunger, Medentech, SoaPen, SpaTap, Splash, and Essity. We also received generous support from the Gordon and Betty Moore Foundation, a new contributor to our work. Learn about joining the GHP [here](#).
- Our website and social media channels continue to reach a large audience. Through our SoapBox newsletter (4,000+ subscribers), Twitter (3,000+ followers), and Facebook (120,000+ followers), the GHP serves as a source of news and information related to handwashing.
- The GHP website continues to host new and responsive content, with at least one post per month. [Sign up for SoapBox](#) to receive updates on our newest content.

Join us

In 2018, the Global Handwashing Partnership will continue our work to advocate for handwashing with soap and share learning around effective ways to improve handwashing programs. We will publish new tools for advocates, host events to share and generate learning, and find creative new ways to push for increased prioritization of handwashing at the local, national, and global levels. We invite you to join us in this mission. Please visit our [website](#) or email us at contact@globalhandwashing.org to learn how you can get involved.

Annex: List of Resources published in 2017

Strategic Objective 1: Strengthen enabling environments to help foster progress for proper handwashing with soap.

- [2017 Global Handwashing Day Planner's Guide](#) and [Social Media Toolkit](#)
- [Handwashing – Vital for Sustainable Development Advocacy Brief](#)
- [Research to Advocacy – Using Evidence to Drive Change Session Summary](#)

Strategic Objective 2: Identify and promote best practices by providing tools, guidance, and resources to support improved handwashing programming.

- [Drivers for Handwashing Behavior Change webinar recording](#)
- [Clean Hands Prevent Cold and Flu—What you need to know to protect yourself through good hygiene: Webinar Summary](#)
- [Global Handwashing Day Facebook Live series](#)
- [WASH in Healthcare Facilities webinar recording](#)
- [WASH in Healthcare Facilities webpage](#)
- [FAQ on Using Nudges to Encourage Handwashing](#)
- [Fact Sheet on Hand Hygiene in Healthcare Facilities](#)
- [State of Handwashing in 2016 Research Summary](#)
- [Healthcare Facilities](#) and [Hygiene in Emergencies](#) Key Topics pages

Top Blog Posts

- [Gender equity, government buy-in, and other lessons from the Water & Health Conference](#), GHP Secretariat (December)
- [Celebrating Sanitation and Handwashing on World Toilet Day](#), GHP Secretariat (November)
- [Research improves handwashing programs by uncovering drivers of behavior change](#), GHP Secretariat and FHI 360 (October)
- [Changing the message: to promote handwashing, we need to stop talking about it](#), HappyTap (October)
- [Handwashing with Soap, Where Are We?](#), USAID (October)
- [Our Hands, Our Futures!](#), WSSCC (October)
- [Hygiene Matters in the Sustainable Development Goals](#), GHP Secretariat (July)
- [Introducing the Global Handwashing Partnership](#), GHP Secretariat (January)

ⁱ Curtis V, Cairncross S. Effect of washing hands with soap on diarrhoea risk in the community: a systematic review. *Lancet Infect Dis*, 2003 May; 3(5):275-81.

ⁱⁱ Rabie T, Curtis V. Handwashing and risk of respiratory infections: a quantitative systematic review. *Trop Med Int Health*, 2006 Mar; 11(3): 258-67.

ⁱⁱⁱ Freeman MC, Stocks ME, Cumming O, Jeandron A, Higgins JP, Wolf J, Prüss-Ustün A, Bonjour S, Hunter PR, Fewtrell L, Curtis V. Hygiene and health: systematic review of handwashing practices worldwide and update of health effects. *Trop Med Int Health*, 2014 Aug; 19(8): 906-16.

^{iv} WHO and UNICEF, 2017. Progress on Drinking Water, Sanitation, and Hygiene. Available: <https://washdata.org/>

^v WHO and UNICEF, 2017. Progress on Drinking Water, Sanitation, and Hygiene. Available: <https://washdata.org/>

^{vi} UNICEF, 2017. Levels and Trends in Child Mortality Report 2017. Available: https://unicef.org/publications/index_101071.html