

Global Handwashing Day Calls to Action

This document lists the actions that Global Handwashing Day celebrants may promote within their communities. These messages are intended to guide celebrants and may be adapted as needed to fit the appropriate context. Celebrants are encouraged to select the calls to action that are most applicable to your event or campaign, and it is noted that most celebrations or campaigns will include only some of these calls to action.

Audience	Examples	Calls to Action	Audience Benefits
Children	School children, young children not in school	<ul style="list-style-type: none"> - Wash your hands with soap at critical times, especially before eating 	<ul style="list-style-type: none"> - Growing strong, enjoying food, taking care of oneself, fitting in, avoiding disease, avoiding germs
Young people	Older students, older siblings, teens, young adults	<ul style="list-style-type: none"> - Wash your hands with soap at critical times, especially before eating - Model good handwashing behavior and help your young siblings and younger people practice handwashing at critical times - Remind your friends and family to always wash their hands before eating 	<ul style="list-style-type: none"> - Growing strong, enjoying food, fitting in, avoiding disease, avoiding germs, being independent/being a role model, being clean and attractive
Caretakers/Families	Mothers, fathers, neighbors, siblings, grandparents, households	<ul style="list-style-type: none"> - Wash your hand with soap before eating, cooking, or feeding others - Build a place to wash your hands in the household - Make handwashing part of your family meals - Wash children's hands at critical times - Help children develop good handwashing habits 	<ul style="list-style-type: none"> - Providing best care to children, investing in children's growth, taking pride in caregiving, having a health and model family
Hygiene/Nutrition Advocates	Community-based organizations, NGOs, faith-based organizations, community coalitions	<ul style="list-style-type: none"> - Include advocacy for handwashing with soap in campaigns related to health hygiene and nutrition 	<ul style="list-style-type: none"> - Provide specific, measurable call to action with positive impact on nutrition and multiple other areas



Schools	Elementary schools, secondary schools, universities	<ul style="list-style-type: none"> - Ensuring a place to wash hands and soap availability - Make group handwashing before meal times a part of formal school routines - Hygiene education which focuses on critical times for handwashing 	<ul style="list-style-type: none"> - Better health and attendance, contributing to students' growth and development - Position as a model/leading school
Workplaces	Food establishments/companies, large employers, small businesses	<ul style="list-style-type: none"> - Ensuring a place to wash hands and soap availability - Establish handwashing facilities in the places where people eat - Mandatory handwashing for staff at critical times (e.g. in health care or food establishments) 	<ul style="list-style-type: none"> - Better employee health and attendance, better relationship with consumers, contribution to health community
Healthcare Settings	Hospitals, community facilities, health education/outreach settings	<ul style="list-style-type: none"> - Ensure that staff, patients, and family members have convenient access to handwashing facilities and soap through hospital - Wash hands at WHO-identified critical times - Include handwashing in outreach and counseling related to nutrition - Conduct targeted, hospital-based, hygiene promotion with key groups like pregnant women, and parents of children admitted to the hospital due to malnutrition or diarrheal disease 	<ul style="list-style-type: none"> - Protects staff and patients, contributes to health and growth of community, key aspect of prevention
Researchers	Universities, research institutions	<ul style="list-style-type: none"> - Identify and prioritize research gaps related to hygiene and nutrition - Lobby for increased funding for hygiene and nutrition research 	<ul style="list-style-type: none"> - Opportunity to fill research gap



Policy Makers	Ministries of Health, Education, Finance, local or district	<ul style="list-style-type: none"> - Use funding to develop innovative behavior change initiatives rather than educational-based hygiene messaging - Ensure and measure access to handwashing facilities (use JMP proxy indicator as the standard form of measurement) - Develop integrated policies recognizing links between handwashing and nutrition - Conduct focused hygiene initiatives to reach pregnant women and mothers during the first 1,000 days of their child's life - Establish and use coordination mechanisms to create strong links between those working in the hygiene and nutrition sectors 	<ul style="list-style-type: none"> - Cost effective approach to improve outcomes in multiple areas, visible investment in communities, economic growth, progress towards SDGs and other goals
Program Implementers	Community-based organizations, NGOs, faith-based organizations	<ul style="list-style-type: none"> - Ensure all hygiene programs address hardware needs (availability and access) and soft components (behavioral campaigns) - Ensure the impact of hygiene programs are assessed using JMP proxy indicator rather than self-reported behavior - Integrate hygiene and nutrition programs by connecting with partners in other sectors and building upon existing service delivery mechanisms - Design and deliver evidence-based, context-specific and innovative behavior change interventions 	<ul style="list-style-type: none"> - Cost-effective approach to contribute to multiple programmatic aspects, improved program outcomes, high return on investment