Global Handwashing Day

Choose Handwashing, Choose Health 2014 Report

Prepared by the Global Public-Private Partnership for Handwashing (PPPHW)
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.
Role of the PPPHW
Global Handwashing Day 2014

PPPHW Contributions

DC Event:
Exploring New Ideas in Hygiene Integration, Innovations & Insights into Behavioral Drivers

• Co-sponsored with FHI 360, Devex, & WASH Advocates
• Over 70 attendees
• Live-streamed & recording posted on YouTube
Global Handwashing Day 2014
PPPHW Contributions

Communications Coordination

• Media outreach & press release
• Blogs
  • Huffington Post
  • National Geographic
  • Devex
  • FHI 360
  • Ebola Deeply
• Facebook
• Twitter
Global Handwashing Day 2014
PPPHW Contributions

Enable Others & Develop New Materials

• Coordinated regular planning calls to catalyze action
• Updated Planner’s Guide
  • Press Release
  • Event Planning Checklist
  • Essential Handwashing Facts
  • Ideas for Celebrations
• Social Media Toolkit
Views of GHD Materials
September & October

<table>
<thead>
<tr>
<th>Material</th>
<th>2013 Views</th>
<th>2014 Views</th>
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<tbody>
<tr>
<td>Logo</td>
<td>2,818</td>
<td>1,833</td>
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<td>Poster</td>
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<td>Social Media Toolkit</td>
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<td>Planner's Guide</td>
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<td>4,161</td>
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Website Traffic

www.globalhandwashingday.org

# OF UNIQUE VISITS TO THE WEBSITE
(TOTAL MONTH OF OCTOBER)

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<tr>
<th>Year</th>
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<tr>
<td>2008</td>
<td>28,686</td>
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<td>2009</td>
<td>36,883</td>
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<td>2010</td>
<td>49,876</td>
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<td>2011</td>
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<tr>
<td>2013</td>
<td>27,767</td>
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<td>70,639</td>
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Facebook “Likes” & Posts

Activity October 1-15

- 19 posts
- 5,152 engagements (Likes, comments, shares, clicks)
- 68,466 Impressions
- Reach of 77,660

Number of Page Likes

- 2010: 16,152
- 2011: 38,524
- 2012: 86,000
- 2013: 122,545
- 2014: 124,437
Tweets

Twitter Activity October 1-15

- 140 Tweets
- 809 engagements with Tweets (Favorite, retweet, reply, etc.)
- 68,466 Impressions

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<tr>
<th>Hashtag</th>
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<td>IWashMyHands</td>
<td>10,151</td>
<td>7,911</td>
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<tr>
<td>GlobalHandwashingDay</td>
<td>2,934</td>
<td>11,336</td>
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Super Tweets

Global Handwashing Day
October 15

PPPHW @HandwashingSoap · Oct 13
@EbolaAlert Have you seen our #Ebola & #handwashing fact sheet? ow.ly/CGu6s Hope you will celebrate #GlobalHandwashingDay, too!

PPPHW @HandwashingSoap · Oct 13
Devine: Do we need to practice handwashing for habit formation? Neil's research says: Yes! Good reminder b4 #GlobalHandwashingDay #UNCWH2014

PPPHW @HandwashingSoap · Oct 15
#GlobalHandwashingDay is today, but #handwashing is important everyday. Make handwashing a habit! #iwashmyhands

PPPHW @HandwashingSoap · Oct 14
#Handwashing in general should be promoted widely in any case where family or caregivers come in contact with #Ebola patients. #UNCWH2014
Global Handwashing Day Stories
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UNICEF’s successful advocacy efforts secured massive government stewardship for handwashing in Bolivia. The momentum continued with high-level dialogues around inter-sectoral strategies to promote hygiene occurred amongst district education, health, and sanitation leaders and departments.

Through radio and television programs messages about the importance of handwashing reached millions.
A founder of Global Handwashing Day, P&G has major reach each year. 2014 was no different, as P&G reached 26 million households with messages about handwashing with soap.

In China, P&G’s Safeguard brand teamed up with the One Foundation to stage an impressive event promoting the key times for handwashing amongst children.

To help children remember the key messages celebrities taught participants a custom song.
GHD Stories: Breaking Records in India

In Madhya Pradesh, India over 1.4 million children from over 15,000 schools washed their hands simultaneously.

This event is currently being audited by the Guinness Book of World Records, but it is expected to break the record for most number of people washing their hands at the same time in multiple locations.

This massive effort included 200 trainers and the involvement of over 40,000 teachers and volunteers.

Photos: WaterAid/Areeb Hashmi
GHD Stories:
Breaking Records in India Video
GHD Stories:
Fighting Ebola in Nigeria

- With the outbreak of Ebola in some countries in Africa, GHD 2014 was a particularly important opportunity to remind people about good handwashing behaviors.

- To motivate people to wash their hands, Concern Universal and Carex produced a video with singer Sunny Neji.

- In addition to the video, Concern Universal hosted an in-person event for 1,000 children, promoted handwashing in the media, through television, and radio spots.

4,000,000 Reached by radio
1,200,000 Reached by television
1,096,124 Reached by social media
GHD Stories:
Video Fighting Ebola in Nigeria
The area of a square can be obtained by multiplying the length by the breadth. For square ABCD, AB = DC = AD = BC. AB = length of the square, and BC = breadth or width of the square.

Notes:
- 1 Unit of area is square metre (m²).
- In small areas, the unit is square centimetre (cm²).