

Global Handwashing Day 2015 Social Media Toolkit

Social media tools reach millions of individuals, private or not-for-profit organizations, and government officials around the world. The Global Handwashing Day social media campaign aims to create a global buzz about handwashing and to inspire increased investment in handwashing efforts globally. That said, you don't have to be involved in the water, sanitation, and hygiene (WASH) sector to celebrate Global Handwashing Day. Handwashing is important for everyone, everywhere, and we encourage you to tailor the ideas included in this toolkit to suit your organization's audience and needs.

This toolkit includes messages for spreading the word about Global Handwashing Day on Twitter, Facebook, and blogs.

The 2015 theme for Global Handwashing Day is "Raise a Hand for Hygiene".

This theme is action-oriented and can be used particularly well for advocacy purposes. The act of raising a hand is one of affiliation. You can, and should, identify yourself as a hygiene champion. This can help create a strong social norm of good hygiene in a school, community, or region.

When people raise a hand they can also be counted. In terms of handwashing, this is a reminder that it is possible for governments to count how many people wash their hands and have access to hygiene facilities in homes, schools, and healthcare centers. Governments must measure hygiene indicators to know where resources should be concentrated. Global Handwashing Day is a good opportunity to ask governments to fulfill this important role.

We can also raise a hand to draw attention to the need for change, from parents' associations raising a hand to ask for a better school hygiene policy to celebrities raising a hand to ask politicians to fund hygiene programs.



Social Media

The official Global Handwashing Day hashtag is **#GlobalHandwashingDay**. The Global Public-Private Partnership for Handwashing (PPPHW) will be tweeting before, during, and after Global Handwashing Day so **be sure to follow @HandwashingSoap** for the latest updates. This year we want to use social media to call upon governments and policy makers to prioritize the funding and measurement of hygiene—both access to handwashing facilities and actual behaviors. So, consider sending tweets directly to journalists, government officials, and others who can help amplify this message.



Sample Tweets

Advocacy Tweets

Hygiene is essential for #health. This #GlobalHandwashingDay, we call upon (INSERT POLICYMAKER'S HANDLE HERE) to measure access to handwashing.

Health & development go hand-in-hand. Raise a hand for hygiene this #GlobalHandwashingDay and ask your gov to measure access to this life-saving behavior.

Good hygiene prevents diarrhea & can prevent undernutrition. This is 1 reason governments should measure handwashing. #GlobalHandwashingDay

Today is #GlobalHandwashingDay, so I am raising a hand for hygiene and pledge to always wash my hands after using the toilet. Will you do the same? <https://www.facebook.com/globalhandwashingday>

By washing your hands w/soap you can protect yourself and others from illness. Will you raise a hand for hygiene? <http://bit.ly/1S8hYKO>

I raise a hand for hygiene & commit to washing my hands before preparing food bc it helps keep my family healthy. #GlobalHandwashingDay

You can raise a hand for hygiene & help fight diarrheal deaths & diseases. Will you become a handwashing champion this #GlobalHandwashingDay? www.globalhandwashingday.org

Handwashing before handling food may prevent you from getting sick & it can save your life. This is why I celebrate #GlobalHandwashingDay!

Hygiene means more girls can stay in school when they start menstruating. That's why I raise a hand for hygiene this #GlobalHandwashingDay.

Importance of handwashing globally

Today is #GlobalHandwashingDay and we celebrate handwashing! Why handwashing? Because it can save millions of lives!

Good hygiene helps kids stay healthy & in school, which is why I raise a hand for hygiene. #GlobalHandwashingDay <http://bit.ly/1J4IzWx>

Handwashing is an effective way to prevent epidemics like #Ebola. This is 1 of the many reasons why #GlobalHandwashingDay is so important!

Diarrhea may be a minor inconvenience in some places, but in many countries, it kills. Celebrate #GlobalHandwashingDay! <http://huff.to/1zK1WS5>



According to @WHO and @UNICEF, only 65% of hospitals in low & middle income countries have access to soap and water! #GlobalHandwashingDay

General handwashing promotion tweets

Clean hands stop germs! Do you wash them correctly? Find out here: <http://go.usa.gov/XpVw>
#GlobalHandwashingDay

DYK there are 5 scientifically proven steps to handwashing? They are: wet, lather soap, scrub, rinse & dry!
<http://1.usa.gov/1C92Q57>

Why #GlobalHandwashingDay? B/C 1 trillion germs can live in 1 gram of poop (abt weight of a paper clip)!
<http://bit.ly/1JUaOrD>

Check out @DrFriedenCDC, Director of the @CDC discuss the importance of handwashing in schools
<http://1.usa.gov/1DD9iJy> #GlobalHandwashingDay

In 2013, @elmo helped us celebrate #GlobalHandwashingDay with this song: <http://bit.ly/1L5OHQy>. RT & join us this year! #TBT

Handwashing w/soap is a “do-it-yourself” vaccine that can help keep you & your family healthy!
<http://bit.ly/1NqZEcZ> #GlobalHandwashingDay

Check out this 2010 award winning @YouTube video on why handwashing is super important! #TBT
#GlobalHandwashingDay <http://bit.ly/1WcXgwf>

Sample Facebook Posts

Advocacy posts

What does it mean to you to “raise a hand for hygiene”? For me, this is an opportunity to ask my government to measure access to handwashing facilities in schools, healthcare centers, and homes. Making sure people can wash their hands in these places means that we can improve health, development, and equity. Will you join me? Learn more here: <http://bit.ly/1S8hYKO>.

Promoting handwashing doesn't just include providing hygiene facilities, soap, and water. Behavior change is a crucial component of making handwashing a habit. Learn more about hygiene behavior change this Global Handwashing Day: <http://bit.ly/1J4IzWx>.

Today is Global Handwashing Day, so I am raising a hand for hygiene. I pledge to always wash my hands after using the toilet. Will you do the same? <https://www.facebook.com/globalhandwashingday>



Each year, there are 1.7 billion cases of childhood diarrhea. Diarrhea may be a minor inconvenience in some places, but in many countries it kills. But there is good news! The simple act of handwashing with soap can reduce the risk of diarrheal disease by up to 47 percent. This is why I'm raising a hand for hygiene and celebrating Global Handwashing Day. Join me and share this post!

Did you know that handwashing reduces the spread of harmful germs that are transmitted through food? Handwashing with soap before preparing and eating a meal is a great way to help keep yourself and others healthy and safe! Join me in pledging to wash your hands before handling food and share this post!

When I celebrate Global Handwashing Day I always remember the five steps of handwashing. Wet, lather, scrub, rinse and dry! Join me in pledging to always wash my hands with these five steps!

<https://www.facebook.com/globalhandwashingday>

Educational posts

Handwashing with soap is cost efficient and a smart investment for all countries. I am celebrating Global Handwashing Day because \$3.35 investment in handwashing can bring the same health benefits a thousand of dollars in immunization investments! [Picture] or [http://www.unicef.org/wcaro/overview_4553.html]

Teaching children good handwashing skills in school can help keep them and their classmates safe and healthy, and avoid missed school days. Let's keep children healthy by encouraging to always practice good handwashing habits!

Do you know how many germs are on your poop? One gram of poop can have 1,000,000,000,000 germs living on it. This is why this Global Handwashing Day I pledge to always wash my hands after using the bathroom.

<http://bit.ly/1Ki03LI>

An estimated 15% of patients globally develop one or more infections in hospitals. Strengthening health-care systems through good hand hygiene can help keep patients safe during medical procedures!

<http://bit.ly/1TIYM02>

Blogs

Consider writing a blog on the importance of handwashing with soap. These posts should include easy, specific ways for readers to take action.

Possible blog topics could include:

- How your organization is helping people and communities to "raise their hands for hygiene". For instance, this could include:
 - Stories of parent's groups asking schools to keep soap at handwashing stations



- Lessons about community advocacy
- Identifying a community leader as a hygiene champion, and asking others to follow their lead by committing to washing their hands at key times
- Water, sanitation, and hygiene facts and examples of how you promote handwashing behavior change
 - See <http://bit.ly/1h3HYKj> for information about behavior change
- Explanation of the importance of handwashing with soap
 - See <http://bit.ly/1TuClet> for information about why handwashing is important
- Stories and anecdotes about teaching children to wash their hands with soap.

In addition to writing a blog for your own website, you may wish to pitch a blog to other organizations. Some organizations or bloggers that would be interested in writing about handwashing include:

- Local schools and/or school districts
- Local government agencies, such as the local health department
- Blogs about parenting or children’s health
- Local hospitals or healthcare facilities

Website

A great way to highlight your organization’s work on handwashing and hygiene promotion to an audience that might not use social media is through your website. Dedicating a page to Global Handwashing Day, displaying a photo series, or highlighting hygiene programs are all ways that you can use your website to raise awareness about handwashing and Global Handwashing Day.

Resources

Websites that you might want to link to include:

Global Handwashing Day: <http://globalhandwashing.org/global-handwashing-day/>

All You Have to do is Wash Your Hands (CDC Podcast): <http://www2c.cdc.gov/podcasts/player.asp?f=11072>

Put Your Hands Together (CDC video): <http://www.cdc.gov/cdctv/healthyliving/hygiene/hands-together-hygiene.html>

Save Lives: Clean Your Hands (WHO): http://www.who.int/gpsc/clean_hands_protection/en/

Handwashing (UNICEF): http://www.unicef.org/wcaro/overview_4553.html

Handwashing (American Red Cross): <http://con1.classes.redcross.org/production/cninv00000000002579/section4/handwashing.html>

