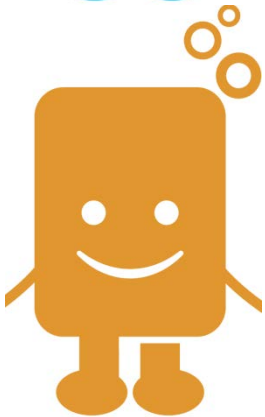


# Global Handwashing Day

## 2010 Survey Results



Over **200,000,000** people were involved in Global Handwashing Day (GHD) activities and over **700,000** schools celebrated the day on October 15, 2010  
(In 2010, over 200 million and 300,000 schools)

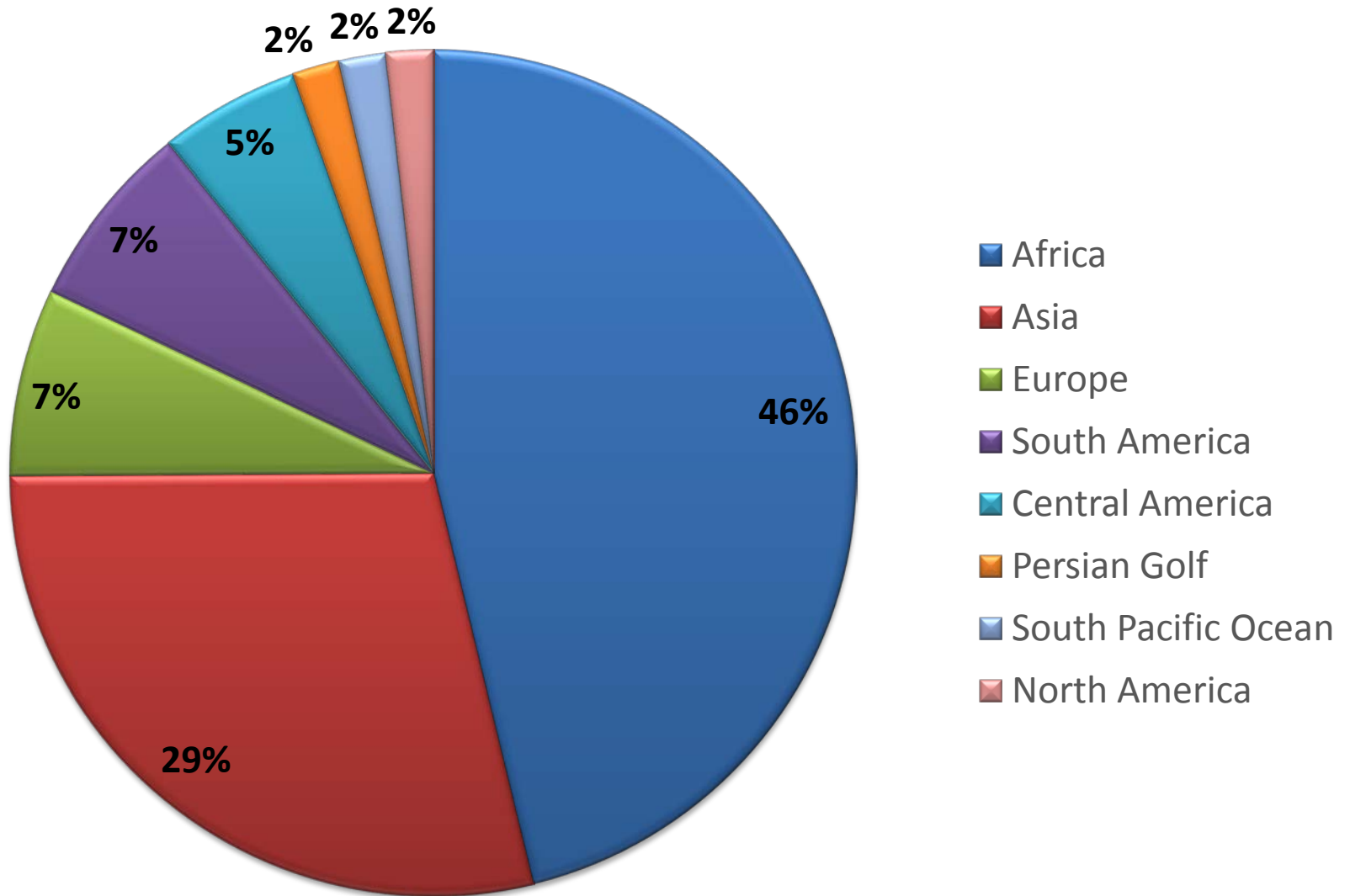


**202** individuals responded to the GHD survey  
(double the response from 2009)

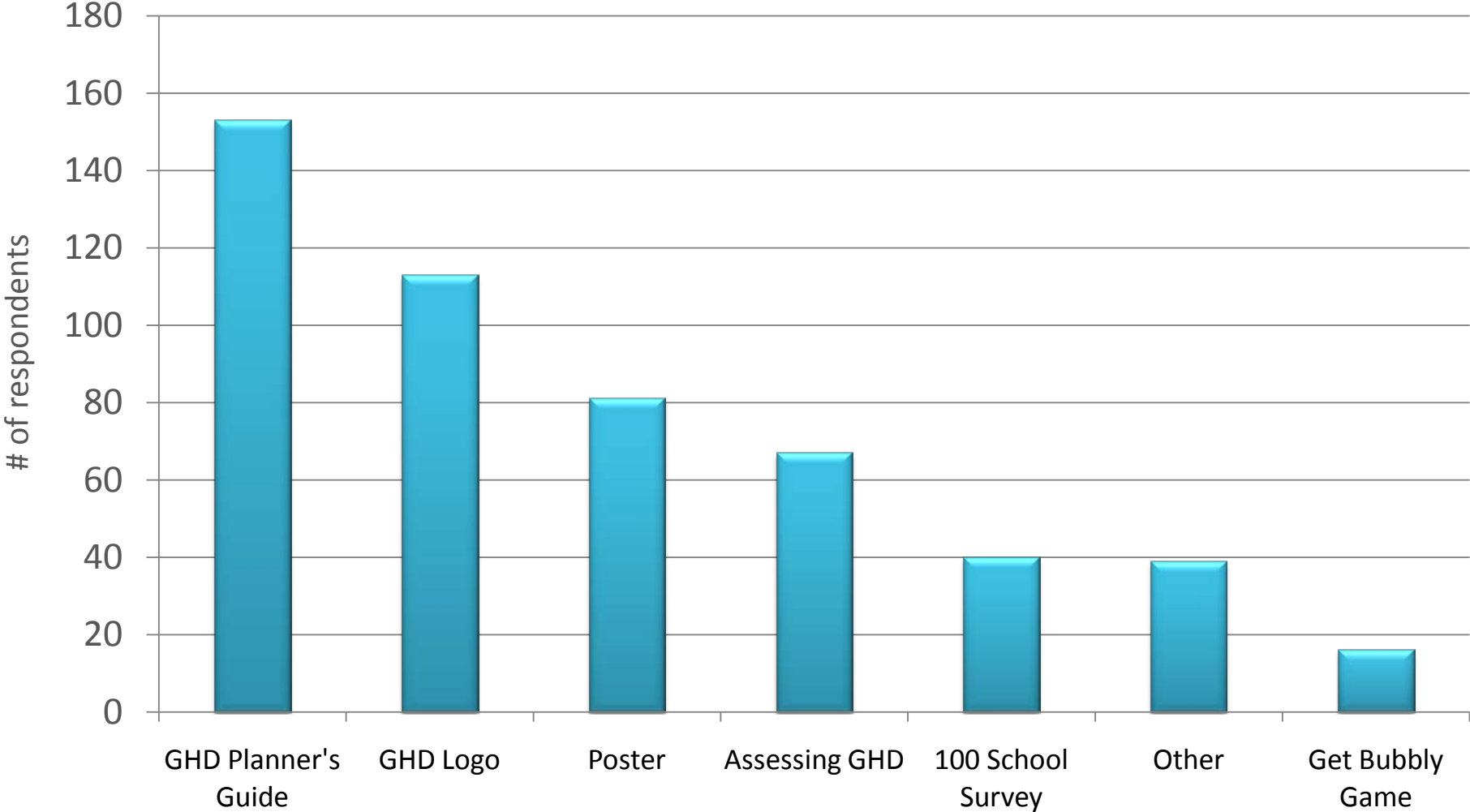


**56** unique organizations represented in survey responses (up from 30 in 2009)

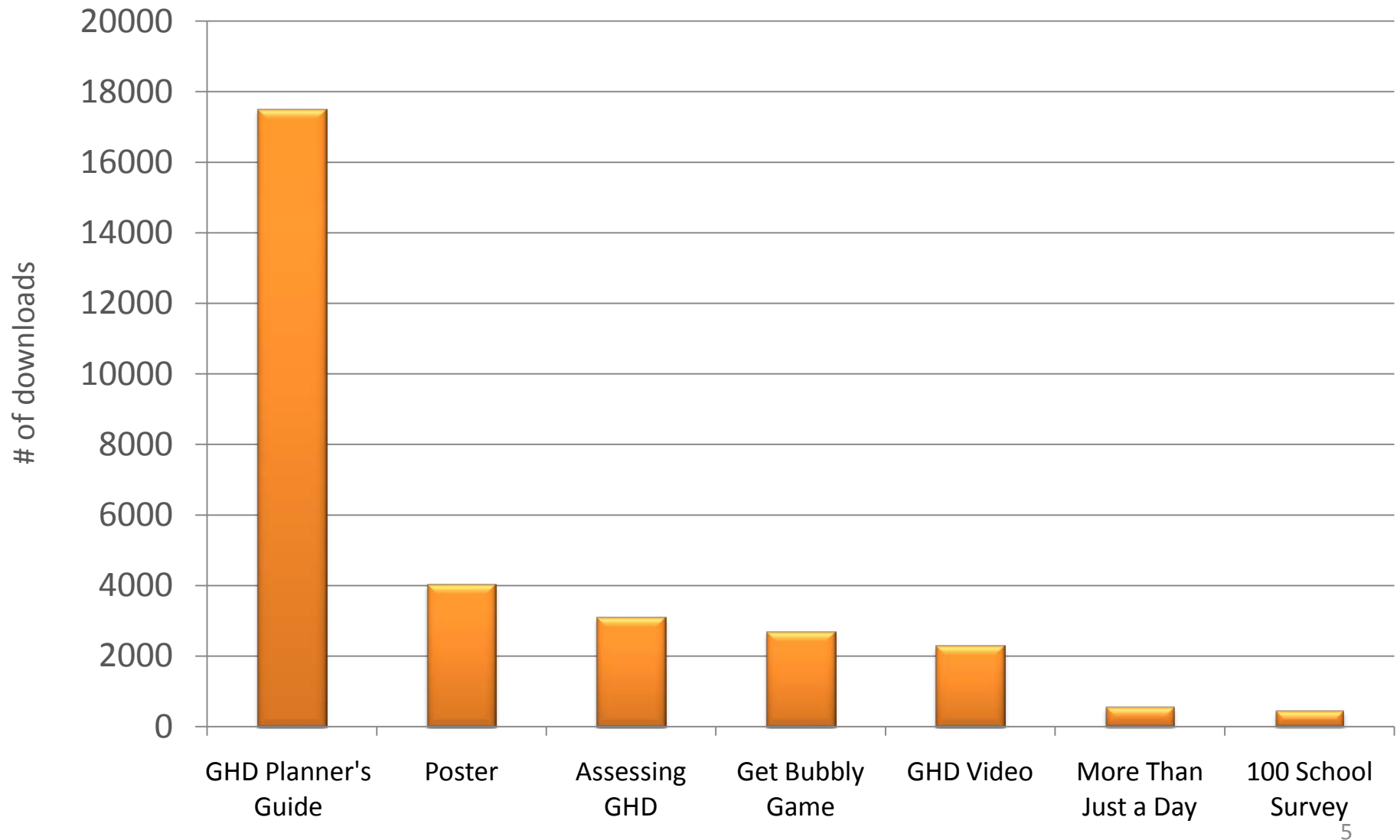
# Regional Breakdown of Survey Respondents



# Tools utilized by respondents for GHD 2010



# GHD Tools downloaded from [www.globalhandwashingday.org](http://www.globalhandwashingday.org)



# Respondents suggest improvements to website resources

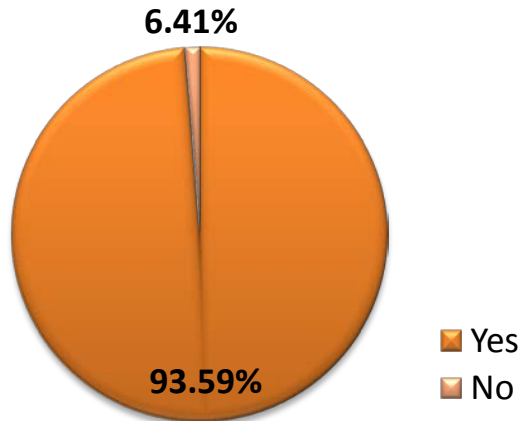
## Tools

- More visual materials like leaflets, stickers, and posters with GHD logo
- Messages for TV and radio programs, animated cartoon, theater scripts, etc.
- Research findings and data
- More tools in more languages/templates that can be easily translated
- Tools that are relevant for resource-constrained organizations

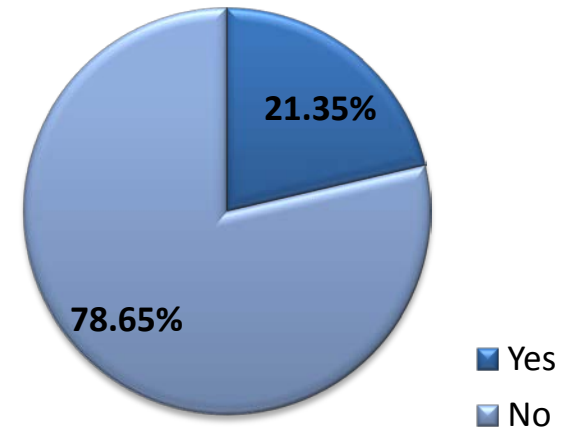
## Communication

- More awareness-raising of website and tools available
- Reminders earlier in the year/monthly updates
- Call for increased global attention and advocacy
- Engage social media

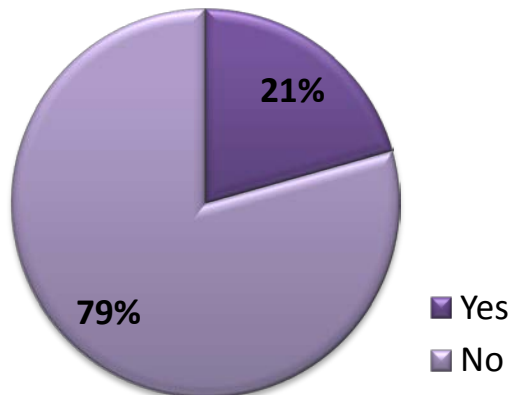
Did you visit the [www.globalhandwashingday.org](http://www.globalhandwashingday.org) website?



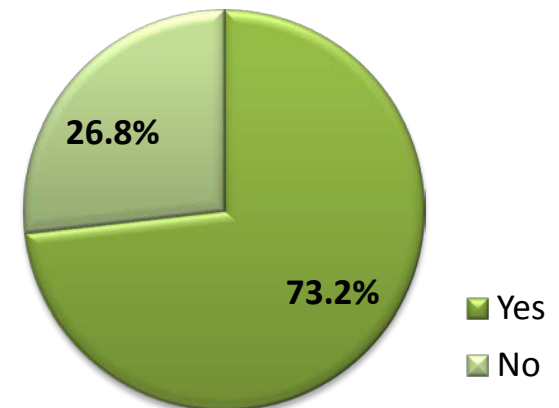
Are you a fan of GHD on Facebook?



Did you upload your GHD activities on the GHD website?



Did you participate in a coalition of public-private sector organizations on your Global Hand washing Day activities?



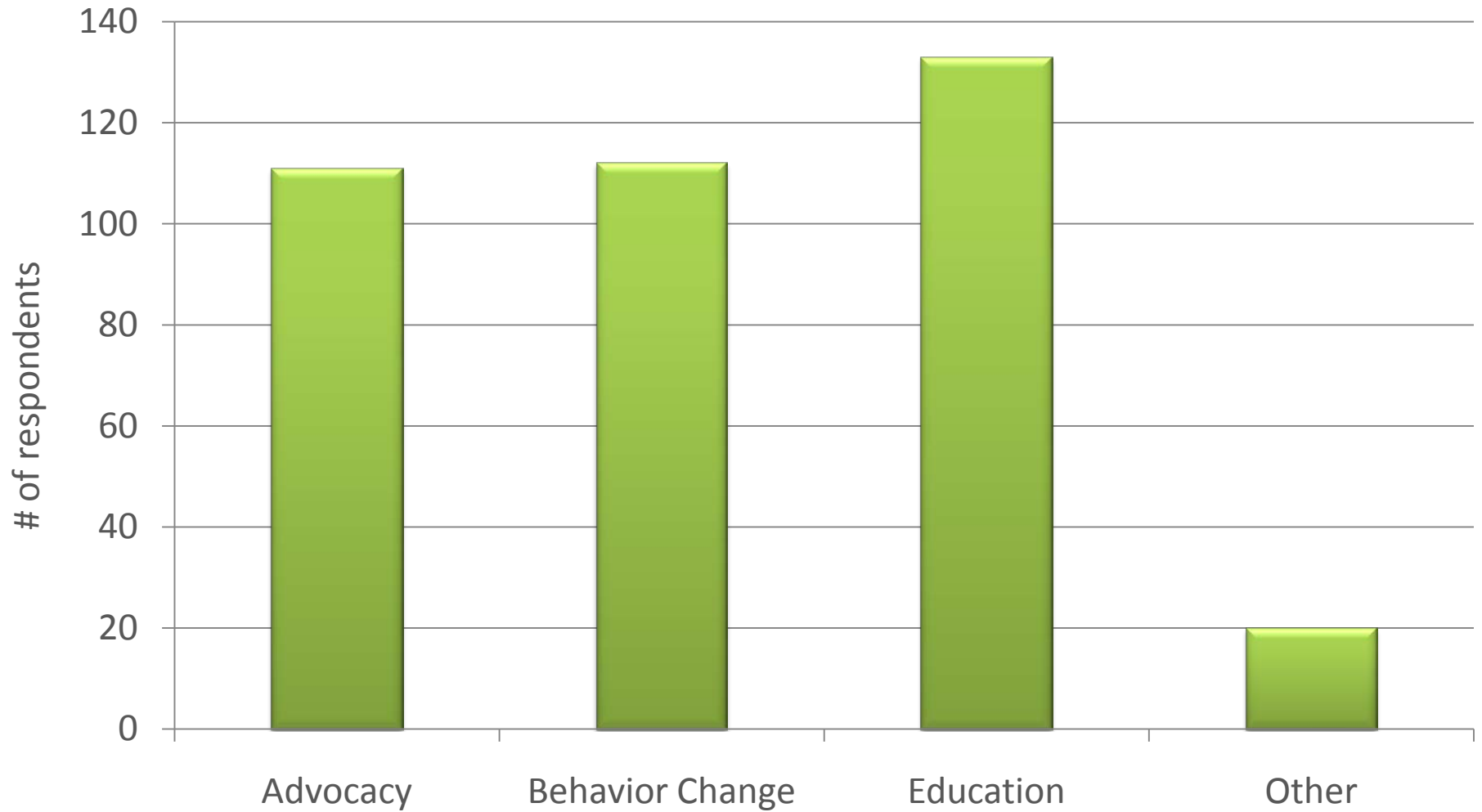
## Common GHD Enablers

- Support of Ministry of Education, UNICEF, and WSSCC
- Available materials on the GHD website
- Private sector engagement
- Pre-existing in-country partnership
- Leadership of the government, faith-based organizations, local & international NGOs

## Common GHD Barriers

- Bureaucracy
- Lack of funding
- Conflict in interests
- Untimely planning by partners
- Lack of competent local facilitators
- Tools too complicated to understand
- Lack of coordination: duplication in activities

# The immediate results of the respondents' GHD activities



## 2010 Trends

### Government

63% of respondents said their celebration included the national or local government. The most common government partners mentioned were health and education ministries.

### More Than a Day

Organizations expanded Global Handwashing Day to a week or even month-long celebration of handwashing; providing more opportunities for handwashing activities and promotion.

### New Targets

GHD has traditionally targeted school children, but this year we saw new GHD audiences including healthcare facilities, churches and mosques, refugee camps, and prisons.

### Integration

In 2010, some GHD celebrations led to the integration of handwashing into initiatives like immunization programs and maternal and child health activities.

## A few success stories from survey respondents

### Afghanistan

“Minister of Education committed to reach all schools (10,000+) with handwashing messages, curriculum and handwashing and sanitation facilities.”

### Ghana

“After GHD activities, school children refused to eat when parents did not provide soap for handwashing. They also insisted on washing hands with soap after defecation. This has forced parents and communities to change behavior.”

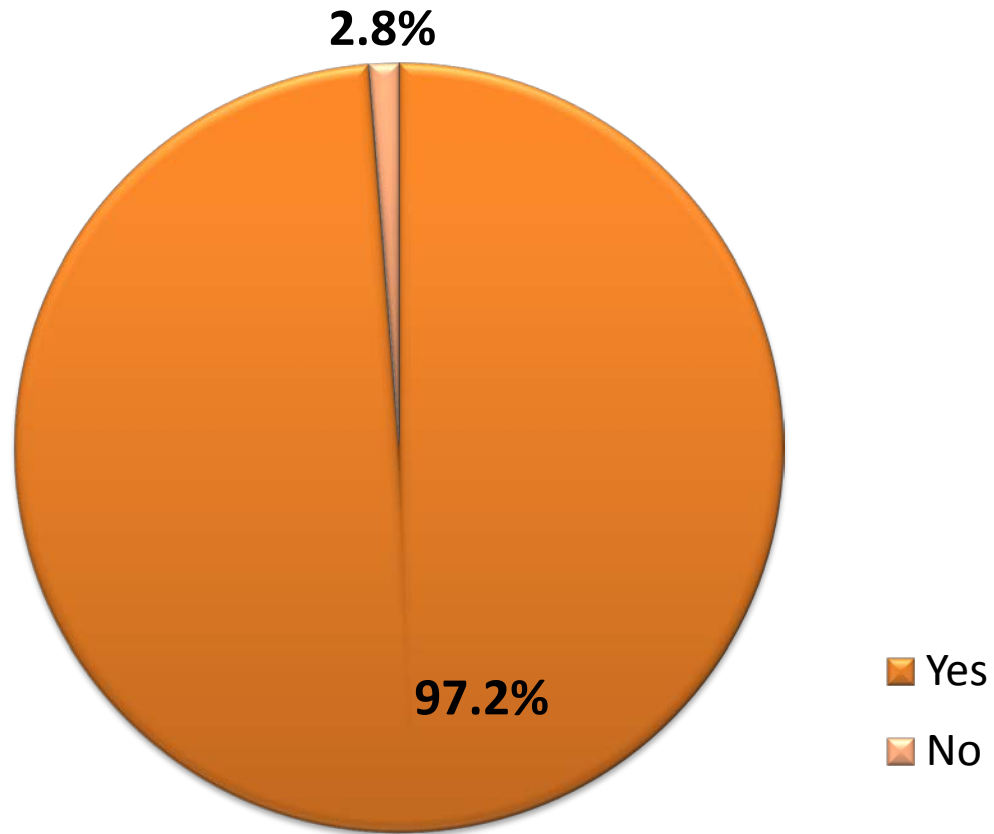
### Nigeria

“The Ministry of Health now includes handwashing messages as part of maternal, newborn and child health weeks. This will ensure that health workers take these messages to women/caregivers during antenatal visits and immunization days.”

### Zimbabwe

“Handwashing is a behaviour to be practiced on a day to day basis, and not just on the commemoration day. During GHD, some schools constructed hand washing facilities as a way of encouraging handwashing.”

## Are you planning to celebrate Global Handwashing Day in 2011?



# Survey respondents' plans for GHD 2011

**GHD 2011!**



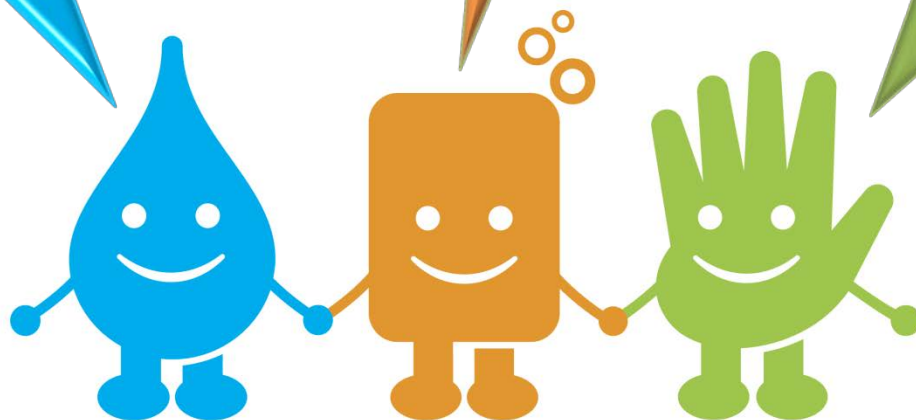
- Mobile phone SMS messaging
- Advocacy work using theater groups and school health clubs
- Mass media campaigns
- Mass handwashing pledge
- Inter-school handwashing competition
- Partnership with religious leaders to promote handwashing
- Securing national champions
- Orientation workshops for schools
- Partnership with NGOs to reach high-risk populations
- Open forum for food vendors, butchers, etc.
- Fun run at national and districts level
- Training of peer demonstrators
- Activities will focus in flood-affected areas

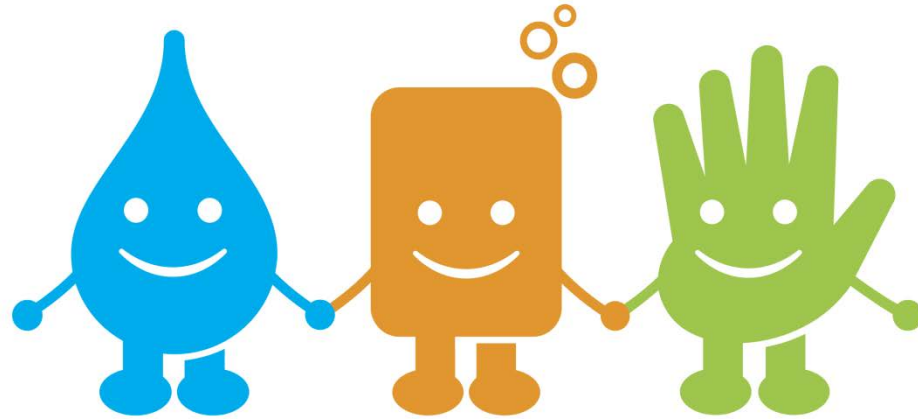
# Conclusions

Global Handwashing Day is growing every year!

Organizations need more GHD tools that can be customized to local needs

Global Handwashing Day activities are resulting in longer-term handwashing activities





# Global Handwashing Day 2010 Survey Results

Questions or Comments?  
[info@globalhandwashing.org](mailto:info@globalhandwashing.org)