



# A New Direction for Global Handwashing Day 2010!

2010 marks Global Handwashing Day's 3rd year. Global Handwashing Day's mission is to foster a global and local culture of handwashing with soap working through schools and school children to reach households. In 2008 and 2009, the Global Handwashing Day call, led by the Public-Private Partnership for Handwashing with Soap (PPPHW) engaged millions of school children in over 80 countries to wash their hands side by side with teachers, parents, as well as political, social, religious leaders and celebrities. In 2010, Global Handwashing Day will look at all the other days of the year, to ring out the message that

## **Global Handwashing Day is MORE THAN JUST A DAY!**

Handwashing with soap is a lifesaving "do-it-yourself" vaccine that anyone everywhere can perform. Almost all homes in the world have soap. Water can be used sparingly and still be effective for handwashing. One of the biggest killers of small children (diarrhea) can be dealt a near fatal blow if everyone washes their hands after using the toilet, before handling food and before eating. Everyone who has mobilized for a successful Global Handwashing Day should now mobilize to show the world that

## **Global Handwashing Day is MORE THAN JUST A DAY!**

Global Handwashing Day is celebrated by many public, private and non-governmental partners. This year, each partner can broadcast the message to the people it touches through its programs, websites, special events, publications, multiple media channels that Global Handwashing Day is more than just a day. If all Global Handwashing Day partners move forward together to advocate for handwashing with soap every day, not just on October 15, we will move toward the goal of increasing programs and investment programs such as WASH (Water, Sanitation, and Hygiene) in Schools and others that have handwashing as a centerpiece.

# What can you do?

## *If you are a government agency*

- Review and improve policies and national standards for WASH in Schools and other national Handwashing with Soap programs (health facilities)
- Appoint a director or other responsible position to lead a national WASH in Schools and Handwashing with Soap program
- Ensure that handwashing and other water/sanitation/hygiene indicators are included in national health and education monitoring systems
- Review national/state budgets and ensure that there are dedicated line items to support WASH in Schools and handwashing programs in schools/health facilities
- Seek out and increase funding from various donors for improving WASH conditions in schools and health facilities and other government-run institutions
- Create incentives (e.g.; a promotion) for teachers and school directors (or regional agencies) to teach Handwashing with Soap and other WASH themes and make schools “WASH Friendly” through adequate water and sanitation provision.

## *If you are a private company*

- Make handwashing, WASH, and WASH in Schools a priority focus for your Corporate Social Responsibility program.
- Sponsor (with public partner) the “100 School Survey” before Global Handwashing Day
- Find a good partner in the public sector through Global Handwashing Day and make a year-long partnering plan for Handwashing with Soap promotion, starting with good formative research on current Handwashing with Soap practice.
- Contribute materially to or organize matching grants for high visibility WASH programs, especially focused on schools (provide soap,



simple Handwashing with Soap stations, adequate latrine/toilet coverage)—this could be a result of findings of the 100 School Survey

- Finance or sponsor TV and radio advertisements for Global Handwashing Day and beyond: Handwashing with Soap at critical times every day (with your products)

## *If you are a donor organization*

- Review and improve your policies and budget for the WASH sector and Handwashing with Soap specifically
- Increase available funds for WASH/ Handwashing with Soap programming especially for schools and health facilities
- Design, advertise and issue special Global Handwashing Day and beyond Requests for Proposals for national, regional or local projects
- Finance formative research on Handwashing with Soap to provide a basis for Behavior Change Communication programs
- Host conferences or special Global Handwashing Day meetings to discuss and promote Handwashing with Soap
- Find private sector partners to increase available resources for Handwashing with Soap/WASH especially in schools and health facilities

### ***If you are a non-governmental organization***

- Organize the 100 Schools Survey before Global Handwashing Day and use the results to advocate for increased investment in Handwashing with Soap and school WASH
- Organize in-service training (and Training of Trainers) for all Non-Governmental Organization staff in Handwashing with Soap and hygiene promotion
- Advocate for increased Handwashing with Soap and WASH investment from donors and governments

### ***If you are a company employee***

- Petition your company to support Handwashing with Soap on Global Handwashing Day and beyond, through support for the 100 Schools Survey and pledging to help schools in need
- Lobby for improved in-house WASH facilities (good toilets that lock and have cleansing supplies available, supply of soap and water for handwashing)
- Create a special event for Global Handwashing Day that has “More than Just a Day” as a theme and involves other employees in making long-term plans—make it a FUN event!

### ***If you are a school***

- Participate in the 100 Schools Survey
- Use results to make plans for the year to improve your WASH facilities and program
- Participate in Global Handwashing Day and make a pledge for improving WASH conditions for the rest of the year

### ***If you are a student***

- Find out if there is a 100 School Survey being planned and participate in it (that means being a surveyor)
- If a survey is not being planned, lobby your teachers/school director to organize one
- Organize your fellow students for a Global Handwashing Day program for your parents and bring the message about Handwashing with Soap to your homes. Help your younger siblings to learn how to wash their hands with soap.

### ***If you are a parent***

- Help your child’s school with Global Handwashing Day activities and other WASH improvements
- Join the Parent-Teacher Association WASH Committee or propose that such a committee be created
- Make sure your home has a place near the toilet to wash hands and that soap is available

