

Global Handwashing Day 2016 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 theme for Global Handwashing Day 2016 is "Make handwashing a habit!"

For handwashing to be effective it must be practiced consistently at key times, such as after using the toilet or before contact with food. While habits must be developed over time, this theme emphasizes the importance of handwashing as a ritual behavior for long-term sustainability. Habit formation is currently a hot topic in behavior change and the WASH sector. This theme taps into that interest and is also a gateway to discussing what the sector knows about how habits are formed.

This theme can also be modified for specific contexts if organizations would like to highlight the impact of handwashing on key areas, such as a nutrition or education. For instance, an organization could say "Make handwashing a habit because it prevents diarrhea!" or "Make handwashing a habit because it impacts nutrition!"

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](https://twitter.com/HandwashingSoap)** for the latest updates.

This year, celebrants will use social media to:

- Remind policymakers and governments about their role in ensuring access to hygiene facilities,
- Highlight the impact of hygiene across sectors with the aim of promoting integration, and
- Provide general education about handwashing and Global Handwashing Day.

Consider sending tweets directly to organizations, journalists, government officials, and others who can help amplify these messages and join the campaign.



Sample Tweets

Advocacy Tweets

For handwashing to be a habit, people must first have access to the proper resources for handwashing—soap and water. Advocacy messages can help encourage policymakers and government officials to ensure that these resources are available in key locations, such as healthcare facilities and schools.

(@INSERT POLICYMAKER’S HANDLE HERE) You can help make hygiene a habit by ensuring schools have access to soap & water. #GlobalHandwashingDay

Good hygiene prevents diarrhea. This is 1 reason govs should encourage their countries to make handwashing a habit. #GlobalHandwashingDay

(@INSERT POLICYMAKER’S HANDLE HERE) DYK that hygiene facilities in schools help girls attend classes when they start menstruating? #GlobalHandwashingDay

Healthcare facilities can’t properly serve patients w/o soap & water. 35% don’t have these basic #handhygiene resources. #GlobalHandwashingDay

When governments invest in #hygiene facilities they are also making a smart investment in a #healthy future. #GlobalHandwashingDay

Integration Tweets

Given the importance of hygiene for achieving goals in other sectors, such as education, health, and nutrition, integration is another priority topic for Global Handwashing Day.

242 mil school days are missed/yr bc of diarrhea, which WASH can prevent. Make handwashing a habit this #GlobalHandwashingDay

The equation is simple: #Water, sanitation & #hygiene facilities help kids stay in school. #GlobalHandwashingDay

Clean birth attendant hands are the first step to giving newborns a #healthystart. Make #handwashing a habit this #GlobalHandwashingDay!

A hospital w/o #soap & water?! 35% of healthcare facilities in low&middle income countries lack these resources. @WHO #GlobalHandwashingDay

A key ingredient in the fight against undernutrition is good handwashing. Make it a habit this #GlobalHandwashingDay! <http://bit.ly/28JBx6>

Sanitation and #handwashing go hand-in-hand. Don’t forget to include #hygiene in your sanitation programs! #GlobalHandwashingDay #CLTS

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

Importance of handwashing globally

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

1.7 mil kids die from diarrhea & pneumonia each year. A good handwashing habit can significantly prevent these deaths. #GlobalHandwashingDay

Today is #GlobalHandwashingDay and I pledge to make handwashing a habit by always washing my hands after using the toilet. Pls do the same!

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

Sample Facebook Posts

Handwashing can help fight undernutrition, keep kids healthy and in school, and save lives. But, to achieve these benefits, handwashing must be practiced at key times—such as before eating and after using the toilet. This Global Handwashing Day we commit to making handwashing a habit. Will you join us?

Promoting handwashing doesn't just mean making sure people have access to hygiene facilities, such as handwashing stations with soap and water. These facilities must also be utilized because the benefits of handwashing depend on people washing their hands consistently at key times. Behavior change is essential for making handwashing a habit. Learn more about hygiene behavior change this Global Handwashing Day: <http://bit.ly/253fWC1>.

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%, but only if it's done consistently. Join me in celebrating Global Handwashing Day by sharing this post!

Each year 242 million school days are missed due to diarrhea. A good handwashing habit can help keep students healthy and ready to learn. Teach your kids to make handwashing a habit and learn more about Global Handwashing Day at www.globalhandwashingday.org.

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 make handwashing a habit and always wash my hands after using the bathroom.
<http://bit.ly/1Ki03LI>

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 helps keep yourself and others healthy and safe! Join me in pledging to make handwashing a habit by washing your hands before handling food!

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

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

Would you give birth in a hospital that didn't have soap and water? A study conducted by WHO and UNICEF found that 35% of healthcare facilities in low- and middle-income countries lack these key resources. Learn more about why access to handwashing resources need to be a political priority at www.globalhandwashing.org.

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 make handwashing a habit. For instance, this could include:
 - Stories of parents advocating for schools to keep soap at handwashing stations,
 - Lessons learned about how to increase handwashing station sustainability
 - Commitments by community or religious leaders to make hygiene a priority in their communities by always practicing good handwashing
- 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.