Global Handwashing Day 2021

SOCIAL MEDIA TOOLKIT

This week, join USAID in celebrating Global Handwashing Day 2021. This year's theme - **Our Future is at Hand - Let's Move Forward Together** - highlights effective and creative ways to encourage people to wash their hands with soap at critical times to combat the spread of life-threatening infectious diseases, such as COVID-19, influenza, Ebola, and many others. To lay the foundation for better health and economic growth once the pandemic recedes, governments, businesses, and donors must make universal access to handwashing infrastructure, soap, and reliable water services a priority now and into the future. This toolkit contains key handwashing facts, sample social media content, including pictograms, tweets, and curated links to relevant research, articles, and multimedia content.

Why Handwashing is Critical

3 in 10 people around the world lack basic handwashing facilities at home, like access to soap and water, impacting nearly **2.3 billion people**. (Source: GlobalHandwashing.org)

One out of three health care facilities globally do not have access to handwashing facilities at critical points of care, as well

lack of access to soap and water at toilets. (Source: WHO-UNICEF 2020)

818 million children lacked a basic hygiene service at their school, including 462 million whose schools have no hygiene service at all. (Source: WHO/UNICEF JMP)

Only **19 percent** of people around the world - including those with access to soap and water - wash their hands after using the toilet. (Source: CDC)

Since 2015, the population with access to basic hygiene services has increased by over **500 million**. However, **2.3 billion people** still lacked basic services in 2020, including **670 million** people with no handwashing facilities at all. (Source: UNICEF)

Regular handwashing with soap is a **simple yet highly effective** hygiene behavior that strengthens public health, unlocks communities' economic potential, and increases their self-reliance.

What USAID is Doing

Handwashing saves lives, but not without access to reliable clean water. A top priority for USAID is supporting partner countries to keep water flowing during the COVID-19 pandemic and beyond, while promoting optimal hygiene behaviors.

USAID and partners around the world are elevating the role of handwashing within our water, sanitation, and hygiene (WASH) programming in response to the COVID-19 pandemic to help slow the spread of the virus, particularly among underserved and vulnerable populations.

Under the **U.S. Government Global Water Strategy**, USAID helps create hygiene behavior change that lasts. Sanitation and hygiene are critical for health, economic growth, personal security, and dignity, especially for women and girls.

Sustainable Development Goal 6 includes working toward universal access to hand hygiene by 2030. However, only 78 percent will have access to hand hygiene at our current rate of progress. (Source: GlobalHandwashing.org)

Want to participate in Global Handwashing Week? We invite you to use the social media visuals and draft posts included in this toolkit; don't forget to tag @USAIDwater in your posts on Twitter!

Social Media Assets

Use the images below on your social media feeds. Obtain a copy by clicking the boxes below to open a preview, and then right click or hold your finger over the preview to "save image" and download.

Key hashtags: #GlobalHandwashingDay #OurFutureAtHand #KeepWaterFlowing #COVID19 #WASHTwitter

Recommended emojis: 🧼 bar of soap, 🚰 running tap, 💧 water drop, 🦠 virus, 🤲 palms up/handwashing

Draft Social Media Posts

- This #GlobalHandwashingDay, learn how @USAID supports communities worldwide through the power of sustainable #WASH. See the impact we are making in our drive to promote sustainable access. #OurFutureAtHand https://www.globalwaters.org/what-we-do/sanitation-hygiene
- Moving forward toward universal #handwashing means governments, institutions, businesses, researchers, donors, NGOs, advocates, and YOU all have a role to play. #GlobalHandwashingDay @handwashingsoap https://globalhandwashing.org/wp-content/uploads/2021/08/GHD-2021-Infographic.pdf
- Keep calm & lather on! #DYK #handwashing w/ soap & hot water for 20 seconds is 1 of the best ways to protect yourself & others from #COVID19 & other diseases? This #GlobalHandwashingDay, let's remember we're all in this together; regular handwashing can make a 🌎 of difference.
- Globally, 42% of healthcare facilities do not have access to handwashing resources. Learn 5 ways @USAID supports good #WASH practices in healthcare facilities & helps prevent the spread of infectious diseases #GlobalHandwashingDay:

https://medium.com/usaid-2030/clean-hands-and-more-in-the-time-of-covid-19-f55adc95231

- #DYK #handwashing w/ soap can protect about 1 of 3 young children who get sick with diarrhea and almost 1 of 5 young children with respiratory infections like pneumonia? Learn more about @USAID's work to fight childhood pneumonia globally: https://www.usaid.gov/global-health/health-areas/maternal-and-child-health/publications/pneumonia-fact-sheet
- This #GlobalHandwashingDay, join @USAID and @HandwashingSoap in celebrating the life-saving power of handwashing. 👊 #OurFutureAtHand https://www.globalwaters.org/globalprograms/global-handwashing-partnership *[optional image attachment below, right click or hold your finger over the image to download]*

Two school children in Ecuador put colorful handprints on a poster board in their classroom as they learn about WASH. Photo credit: USAID

- Did you use #soap and count to 20? 🧼 Along with vaccines, good #handwashing practices are still a first-line defense against #COVID19 and can help reduce the toll of current & future pandemics. 🦠 #GlobalHandwashingDay #OurFutureAtHand
- #DYK 2.3 billion people lack access to basic #handwashing facilities, including 670 million who had none at all? To practice #handhygiene, people need access to convenient & easy to use facilities. Learn how @USAID is improving access to hygiene services: https://www.usaid.gov/sites/default/files/documents/2020_OnePage

image attachment below, right click or hold your finger over the image to download]

A woman in South Africa washes her hands under a faucet. Photo credit: Water and Development Alliance.

- We know #handwashing can protect us from COVID-19, but #DYK it's an excellent practice to prevent the spread of influenza & ebola? Proper #handhygiene can even reduce risks of diarrhea and pneumonia, so get washing! #GlobalHandwashingDay #OurFutureAtHand 💧🧼👐
- .@USAID integrates WASH and maternal and child health programs to help ensure that health facilities have access to adequate #handwashing

resources to deliver safe, dignified, and respectful care. #GlobalHandwashingDay

SOAPEN
Hand soap pen For Kids!

USAID Stories, Blogs and Multimedia

- Clean Hands Save Lives (Medium article)
- Assessing the Effects of COVID-19 on Access to Water, Sanitation, and Hygiene in USAID High Priority and Strategy-Aligned Countries - Synthesis Report (report)
- WASH in the Time of COVID-19 (Medium article)
- Clean Hands (and More!) in the Time of COVID-19 (Medium article)
- Lessons Learned: Adapting Wash Activities to Respond to COVID-19 (learning note)
- Water for the World 2021 Photo Contest Winners (blog)
- What a Year of COVID Has Taught Us About the Value of Water (blog)

Credits and Sources

This Adobe Spark page was created for USAID's Bureau for Resilience and Food Security, the Center for Water Security, Sanitation, and Hygiene (WSSH), by the Global Waters Communications and Knowledge Management II activity. Learn more about us and sign up for our mailing list to keep up to date

on WSSH campaigns, news, and events. Photo credits:

- *Top photo: A group of girls and women smile and show their hands over a table of pink buckets, demonstrating the proper steps of handwashing during the celebration of the 2017 Global Handwashing Day in Makassar city. USAID IUWASH PLUS*
- *Gliding image 1: A student carries a sign promoting handwashing during Global Handwashing Day celebrations. Global Communities, Kenya*
- *Gliding image 2: A group of children gather with their hands raised at Kanibong Indigenous People Elementary School in North Cotabato, Mindanao, Philippines. Kethley Uy, Wimler Foundation Hong Kong and the Philippines*
- *Gliding image 3: A mother and her child stop by a newly launched hand washing station in Nyabugogo district, Rwanda to wash their hands with soap. Irene Victoria, DevWorks International*
- *Bottom banner: A group of children gather with their teacher, showing their clean hands, at Kanibong Indigenous People Elementary School in North Cotabato, Mindanao, Philippines. Kethley Uy, Wimler Foundation Hong Kong and the Philippines*