

The background of the entire page is a photograph showing a close-up of hands being washed under a running faucet. Water is splashing around the hands, creating a dynamic and clean atmosphere. The image is slightly blurred, focusing attention on the water and the hands.

Global Handwashing Week 2020 Social Media Toolkit

Join USAID in celebrating [#HandHygieneForAll](#) from October 8–15.

Background

From **October 8–15**, join USAID and our partners in celebrating Global Handwashing Day 2020. This year's theme—**Hand Hygiene for All**—highlights the elevated importance of handwashing during the COVID-19 pandemic since regular handwashing with soap is one of the most effective means of preventing the spread of the virus (in addition to face coverings and social distancing). To help contain the virus today and 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 Facebook posts; and curated links to relevant research, articles, and multimedia content. **Posting will start on 10/08 in lead-up to Global Handwashing Day's observance on 10/15.**

Date

**Campaign from Thursday, October 8 to
Thursday, October 15, 2020**

(Note: Global Handwashing Day is observed on October 15.)

Key Facts



Key Facts

- **Forty percent** of the global population—or **3 billion people**—live without basic handwashing facilities with soap and water available at home. (Source: [UN Water](#))
- **One in six** health care facilities globally has no hygiene service, meaning they lack hand hygiene facilities in places where patients receive care, as well as soap and water at toilets. (Source: [UN Water](#))
- **Two out of every five** schools across the world do not have basic handwashing facilities with soap and water, affecting more than 800 million children. (Source: WHO/UNICEF JMP)
- Only **19 percent** of people around the world wash their hands after using the toilet. (Source: [CDC](#))
- Disparities in access to hygiene services persist in rural areas. While **60 percent** of the global population has access to basic hygiene facilities, such as handwashing facilities with soap and water, only **45 percent** of the global rural population has the same access. (Source: [WHO/UNICEF JMP](#))
- 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.

- Handwashing saves lives, but not without reliable water. Prior to the COVID-19 pandemic, three billion people worldwide lacked water and soap at home to wash their hands. A top priority for USAID is supporting partner countries to keep water flowing during this pandemic and beyond, while promoting hygiene.
- 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.

Pictograms and Social Media

HOW TO USE THE LATRINE



Twitter handles to tag: @USAID, @USAIDWater, @USAIDGH,
@HandwashingSoap

Key hashtags: #GlobalHandwashingDay #HandHygieneForAll
#KeepWaterFlowing #COVID19 #WASHTwitter #USAIDTransforms
#AmericaActs



2 in 5 schools
across the globe do not
have basic handwashing
facilities with soap and
water, meaning over 800
million kids go to school
without access to one of
the easiest, most
effective means to
prevent disease.

usaid.gov
#GlobalHandwashingDay



USAID
FROM THE AMERICAN PEOPLE

WATER AND DEVELOPMENT ALLIANCE

Sometimes the simplest actions are the most effective. That's why USAID and partners promote regular handwashing with soap as one of the most potent means for slowing the spread of COVID-19.

[usaid.gov](https://www.usaid.gov)
#GlobalHandwashingDay



USAID / AFGHAN SUSTAINABLE WATER SUPPLY AND SANITATION

Wash up! Handwashing with soap and water is an easy, affordable, and effective way to prevent diseases and save lives. Learn more about this simple, vital behavior and the importance of #handhygieneforall at Globalwaters.org

usaid.gov
#GlobalHandwashingDay



Did you know that 40 percent of the world's population—or about **3 billion people**—wake up every day without access to basic handwashing facilities with soap and water available at home?

[usaid.gov](https://www.usaid.gov)
#GlobalHandwashingDay



Handwashing—our first line of defense against COVID-19—is impossible without reliable access to water. USAID has helped extend access to sustainable drinking water services to more than **52 million people** since 2008.

[usaid.gov](https://www.usaid.gov)
#GlobalHandwashingDay



USAID
FROM THE AMERICAN PEOPLE

On October 15, join USAID in celebrating the transformative power of handwashing. Visit [Globalwaters.org](https://www.globalwaters.org) to learn more about the many ways hand hygiene strengthens public health and helps create resilient communities.

[usaid.gov](https://www.usaid.gov)
[#GlobalHandwashingDay](https://twitter.com/GlobalHandwashingDay)

- [Download Handwashing Photos from USAID Global Waters on Flickr](#)

Sample Tweets



BESINI



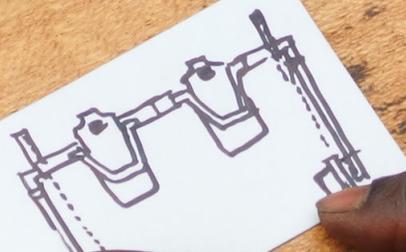
SUPER
DRUM



SINK



BESINI NA SABUNI



Sample Tweets

This #GlobalHandwashingDay, learn how #USAIDTransforms communities across the world through the power of sustainable #WASH. See the impact we are making in our new Global Water & Development Annual Report. #HandHygieneForAll <https://www.globalwaters.org/usaaid-annual-report>

Keep calm & lather on! #DYK #handwashing w/ soap & hot water for 20 seconds is one of the most effective ways you can protect yourself from #COVID19? This #GlobalHandwashingDay, let's remember we're all in this together; regular handwashing can make a world of difference 🌍

Have plans on Wednesday, Oct. 14 from 9:00-10:30 am ET? Join us online as @USAID promotes #HandHygieneForAll with a virtual event in celebration of #GlobalHandwashingDay 2020! Click below for event details & speakers. <https://primetime.bluejeans.com/a2m/register/cuhgdyxs>

#WASHTwitter, travel with @USAID to Benin, Côte d'Ivoire & Ethiopia in celebration of #GlobalHandwashingDay & learn how our partnerships are

promoting improved #handwashing to stem the spread of #COVID19

<https://medium.com/usaid-global-waters/gaining-the-upper-hand-against-covid-19-in-three-african-countries-b540a4039ef7>

🇺🇸 New #podcast alert! The special #GlobalHandwashingDay edition of @USAIDWater's #GlobalWatersRadio takes you to #Indonesia & #SouthSudan to hear from 2 WASH experts about how @USAID is elevating the role of #handwashing to curb spread of #COVID19

<https://www.globalwaters.org/resources/articles/celebrating-global-handwashing-day-around-world-usaid>

Did you know handwashing with soap is 1 of the most effective means of curbing the spread of #COVID19? Check out the latest #handwashing research, courses & resources in our latest @USAID Water Currents newsletter. #USAIDTransforms @USAIDGH @HandwashingSoap

<https://www.globalwaters.org/resources/assets/water-currents-global-handwashing-day-2020>

When #COVID19 emerged as a global pandemic, #handwashing entered the spotlight as an important way to limit the spread of infectious disease. Learn how @USAID has supported #SafeHands in health care facilities

amid the pandemic. #GlobalHandwashingDay

<https://www.globalwaters.org/resources/assets/blogs/clean-hands-and-more-time-covid-19>

Better access to 💧 means more opportunities for proper #handwashing with soap, which can prevent diseases like #COVID19. This #GlobalHandwashingDay, learn more about @USAID's elevation of handwashing as a programming priority in response to the virus.

<https://www.usaid.gov/coronavirus?page=1>

#Handwashing prevents disease, period. Celebrate #GlobalHandwashingDay with us & learn more about how @USAID supports proper handwashing with soap to prevent the spread of infectious diseases like #COVID19.

<https://www.globalwaters.org/WhoWeAre/FocusAreas/sanitation-hygiene>

As the world ramps up its response to #COVID19, a quick #GlobalHandwashingDay reminder that the simple act of #handwashing w/ soap is 1 of the important means to protect yourself from infectious diseases. This October 15, join @USAID & partners in celebrating #HandHygieneForAll.

Do you believe in #HandHygieneForAll? In the era of #COVID19, #handwashing w/ soap is a great defense against the virus. Proper handwashing w/ soap after coughing, sneezing or interacting w/ high-touch surfaces in public can help keep everyone healthy. #GlobalHandwashingDay

.@USAID supports partner countries as they improve #water, #sanitation & #hygiene access for the most vulnerable while promoting better handwashing practices to protect against diseases like #COVID19. Celebrate #GlobalHandwashingDay with us, & wash 'em! <http://ow.ly/Zw7650Bc3Ou>

Oct. 15 is #GlobalHandwashingDay! @USAID promotes handwashing w/ soap around the world to strengthen public health, contain the spread of #COVID19, & improve communities' resilience & self-reliance. Learn more in @USAIDWater's Global Waters Stories: 
<https://medium.com/usaid-global-waters>

Sample Facebook Posts



Sample Facebook Posts

Keeping hands clean is one of the most important steps we can take to avoid getting sick and spreading germs to others. On GlobalHandwashing Day, see how USAID supports our partner countries by improving access to water and promoting proper handwashing with soap to prevent diseases like the novel coronavirus: <https://www.usaid.gov/coronavirus?page=1>

On October 15, celebrate #GlobalHandwashingDay with us. Bolstering public health at a critical moment as the worst pandemic in 100 years sweeps the globe, USAID and its partners are pivoting resources and activities to improve access to safe water and handwashing facilities. From Indonesia to South Sudan, see how we have been joining the fight to contain #COVID19 in this article from USAID #GlobalWatersStories. <https://medium.com/usaid-global-waters/wash-in-the-time-of-covid-19-e08798edfed8>

Did you know Thursday, October 15 is Global Handwashing Day 🌐🌐🌐? To celebrate the vital role the simple act of handwashing plays in strengthening public health, learn more about how USAID programs are

improving hand hygiene in the era of COVID-19 and increasing communities' resilience and self-reliance in the process. #USAIDTransforms
<https://medium.com/usaaid-global-waters>

References

- Explore the official [Global Handwashing Day website](#) for promotional resources, additional social media messaging, posters, graphics, and more.
- Browse USAID's [Globalwaters.org](#) knowledge-sharing hub for technical resources, research, and stories and podcasts related to handwashing.
- Review the latest handwashing-related resources in USAID's [Water Currents newsletter](#).



handwashing habit
taught in school
will last
a lifetime

USAID Stories, Blogs, Podcasts, and Newsletters

- [Gaining the Upper Hand Against COVID-19 in Three African Countries](#)
- [Global Waters Radio: From Indonesia to South Sudan, Elevating the Role of Handwashing to Help Contain COVID-19](#)
- [WASH in the Time of COVID-19](#)
- [Ahead of the Curve in Nepal](#)
- [Water Currents: Global Handwashing Day 2020](#)
- [Water Currents: Handwashing Research, January-June 2020](#)
- [Water Currents: WASH and COVID-19 Update, May 14, 2020](#)
- [Water Currents: WASH and COVID-19, March 26, 2020](#)
- [Sustainable Solutions Improve Hand Hygiene Among Health Care Workers](#)
- [A World Without Water](#)



CREATED BY
Water CKM Project