#WorldToiletDay
November 19
COMMUNICATIONS AND SOCIAL MEDIA TOOLKIT
Are you ready for #WorldToiletDay 2018?
Background

Did you know more than 890 million people worldwide still practice open defecation, while roughly 4.5 billion people remain without access to safely managed sanitation? On Monday, November 19, join USAID and its partners around the globe in celebrating World Toilet Day. World Toilet Day inspires action to tackle global sanitation challenges through improving sanitation facilities and services, strengthening the effectiveness and financial sustainability of wastewater management utilities, and raising public awareness about the health benefits of eliminating open defecation.

Since its inception in 2001, the global footprint of World Toilet Day has grown considerably, generating more events, campaigns, and social media outreach every year. To facilitate your participation, this communications and social media toolkit provides key facts, easily shareable social media posts and pictograms, and curated links to new research, multimedia resources, and additional background information highlighting the vital role improved sanitation plays in creating healthier individuals, households, and communities.
Please join us this November in celebrating USAID’s commitment in extending safe sanitation facilities and services to all.
USAID's Role
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Recognizing the critical role improved sanitation plays in laying the foundation for healthier, more self-reliant communities, the 2017 U.S. Government Global Water Strategy identifies sanitation as an essential tool for eradicating extreme poverty and preventing the spread of disease. Today, USAID and its partners are playing their part to put the Global Water Strategy’s programming priorities into action, guided by the Agency’s Water and Development Plan, which elevates sanitation as one of its foremost development priorities.
Key Sanitation Facts

- About three out of every five people—or 4.5 billion people total—wake up every morning without access to a household toilet that safely disposes of waste.

- Today, 892 million people—mostly in rural areas—still practice open defecation.

- About 600 million people share a toilet or latrine with other households.

- Every year, more than 360,000 children under 5 years of age die due to diarrhea. Inadequate sanitation is also linked to the transmission of cholera, dysentery, hepatitis A, and typhoid.

- In countries experiencing conflict or unrest, children are four times less likely to use basic water services and two times less likely to use basic sanitation services than children in other countries.

Source: World Health Organization
How to Participate on Social Media
How to Participate on Social Media

We encourage USAID bureaus, missions, and partners to use World Toilet Day as a platform to raise public awareness of sanitation-related development challenges and highlight how USAID programming supports sustainable sanitation solutions. **Social media posts and event announcements are encouraged throughout the week preceding World Toilet Day (November 19), beginning Monday, November 12.**

For all social media posts, please use the #WorldToiletDay hashtag to connect USAID’s messaging to broader online conversations surrounding World Toilet Day 2018. Please also consider tagging the following accounts to amplify the reach of your content on social media:

- **Key Twitter Hashtags:** #WorldToiletDay, #USAIDTransforms, #SanitationMatters, #Toilets4All, #SmartSanitation
• **Key Twitter Accounts:** @USAID, @USAIDGH, @USAIDWater, @TheToiletBoard

• **Key Facebook Accounts:** @USAID, @USAIDGH, @WTO.org

Pictograms to Share for World Toilet Day

*Download high-resolution versions of these pictograms on Google Drive.*
More than 890 million people still practice open defecation. USAID is helping solve the sanitation crisis one toilet at a time. **Don’t take yours for granted.**

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USAID helps unleash girls’ educational potential by meeting their basic sanitation needs at school.

#WorldToiletDay
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Today’s sanitation problems are tomorrow’s water crises. USAID works with cities to improve waste disposal and treatment to keep water supplies safe.

#WorldToiletDay
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Every year, more than 360,000 children’s lives could be saved by improving sanitation.

#WorldToiletDay
November 19
Access to sanitation and hygiene in schools empowers girls to achieve their full potential.

#WorldToiletDay
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USAID promotes hygiene behaviors such as handwashing with soap and helps break taboos about menstruation to create healthier communities.

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Share the social media posts below on Twitter or Facebook, or create your own messages to celebrate #WorldToiletDay

Sample tweets

#DYK the U.S. Govt is celebrating the 1st anniversary of its Global Water Strategy in Nov? 🎂 This #WorldToiletDay, find out how @USAID programming in support of the Strategy prioritizes sanitation to create more self-reliant communities #USAIDTransforms https://www.globalwaters.org/resources/assets/2017-us-government-global-water-strategy

What’s the next big #toilet innovation? 🚽 This #WorldToiletDay learn how @USAID-supported @TheToiletBoard harnesses power of public-private partnerships to fuel innovation & accelerate implementation of sustainable #sanitation solutions. #USAIDTransforms http://www.toiletboard.org

Worldwide, 890 million+ people still practice open defecation. To address this urgent public health issue, #USAIDTransforms communities w/ improved sanitation facilities & services to eliminate open defecation & lay foundation for a healthier tomorrow. #WorldToiletDay @USAIDGH
#WorldToiletDay: 3 out of 5 people 🌍🌍🌏 still live without safely managed sanitation. Listen to @WSSCCouncil’s Rolf Luyendijk & @USAIDWater’s Portia Persley discuss scaling up sanitation improvements globally in new @USAID podcast

Nature is calling! In the #WorldToiletDay special edition of @USAIDWater’s #WaterCurrents newsletter, get the latest news, research & technical resources on nature-based solutions for improved #sanitation, & much more. #USAIDTransforms #SanitationMatters
https://www.globalwaters.org/resources/assets/water-currents-wtd-2018

After disasters, people are at higher risk for waterborne & communicable diseases. On #WorldToiletDay see how @theOFDA experts use 🚽 as 1 way to keep people healthy!
https://goo.gl/1QyHk5 [Note: to add photo to this tweet, please visit https://ofda.smugmug.com/Asia/BurmaMyanmar/FY-2017-Burma-Complex-Emergency/i-PxzcGhW/A]
John, loo, throne. Whatever the name, toilets are critical! During disasters, @theOFDA provide latrines to help prevent disease. #WorldToiletDay

Sample Facebook posts

Did you know three out of every five people on the planet do not have access to safely managed sanitation, and more than 890 million people still practice open defecation? This #WorldToiletDay, remember sanitation is about more than just toilets. 🚽 Improving sanitation means improving the facilities, behaviors, and services that prevent diseases caused by contact with human waste, in order to help create healthier, more self-reliant communities. Learn more about how USAID and its partners are working tirelessly in pursuit of the day when everyone has access to improved sanitation. #USAIDTransforms #SanitationMatters

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

Don’t take your toilet for granted! 🚽 This #WorldToiletDay, find out how the USAID-supported Toilet Board Coalition is using public-private
partnerships to fuel innovation and accelerate the implementation of sustainable sanitation solutions worldwide. What do toilets mean to you? #USAIDTransforms #SanitationMatters #Toilets4All

http://www.toiletboard.org

How are you celebrating #WorldToiletDay this year? In USAID’s latest #GlobalWatersRadio podcast, hear Portia Persley (USAID Water Office) and Rolf Luyekdijk (Water Supply and Sanitation Collaborative Council) discuss promising innovations for scaling-up sanitation solutions globally, and talk about the financial commitments needed to make it happen. #SanitationMatters

Additional Sanitation Resources from USAID and Partners
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Reports and Strategy Documents

- [U.S. Government Global Water Strategy](#)
- [Report on USAID’s Response to the Global Sanitation Challenge: More Than Just Toilets](#)

Websites

- [Toilet Board Coalition](#)
- [Globalwaters.org: Sanitation and Hygiene Resources Collection](#)
- [Sanitation Updates](#)
- [World Toilet Day (Official Homepage)](#)
Photos

- [Global Waters Flickr sanitation photo collection](#)

Global Waters Feature Stories, Photo Essays, and Blogs

- [Mobile Communities in Ethiopia Seek Fixed Solutions to Their Water and Sanitation Challenges](#)
- [Q&A with USAID Sanitation Expert Jesse Shapiro](#)
- [Backyard Cooperation Leads to Wastewater Treatment](#)
- [Open Defecation vs. Community Toilets: A Complicated Choice](#)
- [Innovative Ghanaian Latrine Makes Sanitation Aspirational](#)
- [Trying to Solve Sanitation and Energy Problems at the Same Time](#)
- [Seeking New Ways to Expand Sanitation for the Urban Poor in West Africa](#)
- [Photo Essay: Treating Wastewater as a Resource](#)
- [Photo Essay: USAID’s 40-Year Legacy in Water and Wastewater Meets the Needs of Egypt’s Growing Population](#)
Global Waters Radio Podcasts

- [Rolf Luyendijk and Portia Persley on Tackling the Global Sanitation Crisis](#)
- [Canisius Kanangire and Richard Rapier on Strategic Planning for Africa’s Water and Sanitation Sectors](#)
- [Sylvia Cabus on Gender Mainstreaming in Water and Sanitation Programming](#)
- [Jacky Ralaivonivony on Water and Sanitation in Madagascar](#)
- [Emmanuel Odotei on WASH Innovations in Ghana](#)
- [Cheryl Hicks on USAID-Toilet Board Coalition Partnership](#)
- [Darren Saywell on Community-Led Total Sanitation](#)
- [Eddy Perez on Lessons Learned and New Trends in the Sanitation Sector](#)
- [Emily Rand on Improved Child Feces Management](#)
- [Piet deVries on Sanitation Behavior Change in Liberia](#)
Where to Find Us

Twitter | @USAIDGH or @USAIDWater

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Web | Globalwaters.org

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USAID Water Team