



2022 GLOBAL HANDWASHING DAY CAMPAIGN

15 OCTOBER

1. Purpose

The purpose of this concept note is to motivate for the commemoration of Global Handwashing Day 2022, and the implementation of a national awareness raising campaign in schools, households, and health establishments.

Global Handwashing Day is an annual global advocacy day commemorated on 15 October, dedicated to increasing awareness and understanding about the importance of handwashing with soap as an effective and affordable way to prevent the spread of diseases. It is an opportunity to design, test, and replicate creative ways to encourage people to wash their hands with soap at critical times.

2. Background

The Sustainable Developmental Goals (SDGs) 2015, reports that about 648 million people globally have poor access to safe water and approximately 2.3 million of the world population is exposed to poor basic infrastructure such as toilet with no handwashing facility. According to the World Health Organization (WHO), about 5.9 million deaths of children under 5 years reported globally, and one of the common diseases contributing to this high mortality includes diarrhoeal and dysentery diseases, including COVID-19 infection.

Diarrhoea and respiratory infections are a major public health problem in South Africa, and are amongst the top causes of death of children. Respiratory and diarrhoeal infections ranked the 2nd and 3rd leading causes of death amongst the under-5 population, and rated the 3rd and 4th biggest killers in children between ages 5-14 years¹. Unsafe or lack of water supply, inadequate sanitation services and poor hygiene (WASH) are ranked high on the list of risk factors causing infections, diseases and subsequent deaths in children globally. Many of these infections are preventable by simple hygiene practices.

Amongst all the WASH interventions, handwashing with soap shows the greatest reduction in diarrhoea morbidity (over 40%) and prevent 30-47% of childhood diarrhoea and 23% of

¹ Stats SA Mortality and causes of death in South Africa, findings from death notification, MR, 2nd Burden of Disease Study.

respiratory infections². When practiced by mothers and birth attendants can reduce neonatal mortality rates by almost 40%. Hand washing with soap also prevents infection in HIV-positive individuals³. New WHO data shows that if you implement water, sanitation and hygiene interventions together, the synergies will deliver a 12% additional reduction in diarrheal disease over implementing them separately⁴. Against this backdrop, the Department of Basic Education (DBE) has been implementing the National School Hygiene Programme in schools from 2017, an initiative supported by Unilever through its brands, Lifebuoy, Mentadent P and Domestos. This programme involves a 21-day behaviour change intervention in class regarding washing of hands with soap, brushing of teeth with toothbrush and toothpaste and proper cleaning of school toilets. These commodities have been provided to all Grade 1 learners in the country, courtesy of Unilever. In addition, since the COVID-19 pandemic, Unilever extended the handwashing component by the provision of soaps and handwash material targeting all learners.

3. Objectives of the 2022 Global Handwashing Day campaign

The 2022 Global Handwashing Day falls on a weekend, therefore, this important day will be commemorated on Friday, 14 October 2022. This campaign serves as a call for all South Africans to wash hands regularly with soap, especially after using the toilet, changing baby nappies, handling waste and before preparing food.

The campaign therefore aims to achieve the following objectives:

- Strengthening awareness on the importance of hand washing with clean water and soap or use of hand sanitizers where soap and water is not readily available.
- Promoting and creating conducive environments for good hygiene practices in schools, households and health facilities.
- Encouraging behavioral change and get people to actively engage in good hand hygiene practices as part of the overall promotion of good health.
- Celebrating and showcasing what has been achieved over the years in promoting handwashing with soap in schools.
- Adopting an intersectoral approach in implementing the hand hygiene practices.

4. Target audience and campaign target

The National Hand Hygiene Behavioural Change Strategy, 2020 defines children and caregivers as the primary target audience for handwashing promotion. This is because the mission of hand hygiene promotion is not to achieve a single handwashing event, but to instill a routine and

² Rabie T, Curtis V. Evidence that handwashing prevents respiratory tract infection: a systematic review. *Trop Med Int Health* 2006; 11: 1–10.

³ Huang D, Zhou J. Effect of intensive handwashing in the prevention of diarrhoeal illness among patients with AIDS: a randomized controlled study. *J Med Microbiol* 2007; 56: 659–63.

⁴ http://apps.who.int/iris/bitstream/10665/150112/1/9789241564823_eng.pdf?ua=1&ua=1 and Wolf J, Prüss-Ustün A, Cumming O, Bartram J, Bonjour S, Cairncross S, et al. Assessing the impact of drinking water and sanitation on diarrhoeal disease in low- and middle-income settings: systematic review and meta-regression. *Tropical Medicine & International Health*. 2014;19(8):928-42

sustained habit that happens automatically at critical times. Therefore, it is critical to target those groups of society that will enable promotion programmes to have the largest impacts.

Habits are often developed in childhood and children are more susceptible to behaviour change and the uptake of new habits. Schools are a key site for learning new habits. Additionally, children can be enthusiastic and effective handwashing advocates. In 2022, the focus therefore, is school going children. However, provinces and municipalities may extend the scope based on own needs and priority.

5. The theme for 2022 Global Handwashing Day campaign

The theme for 2022 is *“Unite for Universal Hand Hygiene”*.

The Global handwashing partnership highlights that according to the latest **WHO/UNICEF Joint Monitoring Programme (JMP) Report**, we must quadruple current rates of progress to achieve the hygiene targets highlighted under Sustainable Development Goals 6. Leveraging the learnings from recent years, the time to accelerate hand hygiene progress is now – and it requires a collective effort to enact real change.

As the world moves beyond COVID-19 to our new normal, we must unite for universal hand hygiene. This theme this year calls on:

- **Governments** to promote national hand hygiene efforts, such as the development of a costed hand hygiene roadmap, that consider a combination of policy, public financing, capacity building, and innovation to accelerate hand hygiene;
- **Donors** to ensure sustained hand hygiene financing by investing in programs that are hygiene sensitive, promote behavior change, and lead to hand hygiene habits;
- **Businesses** to support affordable, accessible, and desirable hand hygiene solutions to ensure supplies are available for everyone, including their own workforce;
- **Institutions** to prioritize hand hygiene infrastructure and policies within schools, healthcare facilities, workplaces, and other institutional settings;
- **Researchers** to conduct further research to fill in hand hygiene evidence gaps, with focus on hand hygiene costs and return on investment as well as process evaluations for hand hygiene interventions; and
- **Advocates** to raise awareness on the importance of hand hygiene as an essential part of health and development to influence political and community buy in.

6. Modalities

The following approaches may be utilized to re-emphasize the handwashing message:

- Children to be educated to learn and understand the importance of washing hands with soap properly at critical times, in order to develop good hand hygiene habits.

- Children should also be encouraged to disseminate the handwashing message and support improved hygiene behaviours within their families and wider communities.
- Use of information, education and communication mediums and visuals to communicate the handwashing message.
- Inclusion of activities that will demonstrate the correct handwashing technique – showing rather than doing.
- Inclusion of environmental cues in school environment e.g. visuals showing movement from toilet to handwashing to classes.
- Teaching through songs.
- Use of radio, newspaper or television to communicate the message to the public.
- Demonstration on construction of a Tippy Tap.
- Educating Volunteer Food Handlers in the School Nutrition Programme on the importance of washing hands with clean water and soap before preparing meals or serving children.

7. Key Advocacy and Action Messages

- Handwashing is key to reducing the burden of many diseases, which pose chronic challenges to health and development.
- Handwashing plays a key role in the control of infectious-disease outbreaks.
- Handwashing is also important to achieve benefits beyond disease reduction, such as increased school attendance and enhanced dignity. Advocates should raise awareness on the importance of hand hygiene as an essential part of health and wellbeing.

8. Global Handwashing Day campaign at school level

Activities for the campaign in South Africa this year will adopt the following slogan ***“children - our handwashing advocates - each one teach one”***. As such, schools are encouraged to identify learners who will be champions or Chief Education Officers (CEOs) of handwashing, who will be tasked with teaching other learners about handwashing and lead activities on handwashing, supported by educators.

Stakeholders undertaking the visits at targeted schools, will have to capacitate the chosen champions/CEOs at these schools in order for them to educate other peers and members of the family.

The 2022 campaign key message is to wash hands with soap and running water, or alcohol-based hand sanitizer where running water and soap are not readily available.

- *after visiting the toilet;*
- *after touching rubbish;*
- *after touching frequently touched surfaces, such as door handles; and*
- *before and after you eat;*

**The campaign will be implemented in all nine (9) provinces across the country, so that handwashing with soap can receive the required attention in a standardised manner in the month of October.*

**Each District to target at least four (4) schools, targeting Grade 1 and 4 learners for the handwashing training.*

**At least two (2) champions/CEOs should be chosen per class.*

9. Purpose of action

Hygiene promotion in schools and other settings will require strong cooperation and collaboration amongst various roleplayers, including Health, Basic Education and the Private sector. Environmental Health Practitioners, Health Promoters, School Nutrition Programmes, educators and the School Governing Bodies (SGBs) will need to work together to realize the objectives of the campaign in the short, medium and long term.

10. Resource Materials

Below are some examples of resource material that can be utilized for for Information, Education and Communication, and can be also be accessed on various websites:

www.health.gov.za

www.education.gov.za

www.globalhandwashing.org

GLOBAL HADWASHING FACEBOOK BANNER



ALWAYS WASH YOUR HANDS SOAP



GLOBAL HANDWASHING DAY
OCTOBER 15

ALWAYS WASH YOUR HANDS!



**CLEAN HANDS
SAVE LIVES!**

HOW TO MAKE A TIPPY TAP

How to make a

Tippy Tap

Step 1

What you need to make a tippy tap:

- Plastic bottle with a screw-on cap
- Tube of a ball-pen
- Metal nail
- Candle and matches
- Rope
- Bar of soap



Step 2

Clean the bottle well.



Step 3

Heat the nail over a lit candle. Make a small hole in the lower part of the bottle.



Step 4

Push the tube of the ball-pen through the hole of the bottle, and the tube should fit tightly.



Step 5

Make a hole through the soap using the metal nail.




Fill the bottle with water and replace the cap. When the cap is tight, no water should flow through the tube. When the cap is loose, the water should flow out in a stream from the tube.

Step 6

When you are sure it works, hang it next to the toilet or any other place where people can use it for washing their hands after using toilet. Keep the soap nearby, by hanging it on the rope next to the tippy tap.



WHEN TO WASH HANDS




Remember to wash your hands with soap at these times

- After visiting the toilet, no matter the reason;
- After handling dirty baby nappies;
- Before preparing food;
- Before you eat or feed a child.

Hands carry germs that can make you sick. When we do not practice good hygiene, after using the toilet and before food, these harmful germs can be passed into the mouth during touching or eating.

Washing Hands with soap will protect you from and children against these germs that can cause illness such as Diarrhoea and Cholera.



THE HANDWASH TECHNIQUE

HOW TO PROPERLY WASH YOUR HANDS

It is important to wash your hands properly to remove most germs on your hands.



Wet hands with clean water and use soap;



Rub both hands together, rub back of the hands;



Clean your wrists;



Rub in-between the fingers and clean the thumbs;



Clean under the fingernails;



Rinse well with running water and dry with a clean cloth or by shaking in the air.

Save water and do not leave the tap running

“Make washing hands with soap a habit, it saves lives”