



THE GLOBAL PUBLIC-PRIVATE PARTNERSHIP FOR

HANDWASHING WITH SOAP

SOAPBOX

MARCH 2011

FOCUS ON...

Celebrating Global Handwashing Day 2010

On October 15, 2010, over 20 million people took part in Global Handwashing Day (GHD) celebrations. Over the past three years, Global Handwashing Day has transformed from a one-day opportunity to raise awareness of the importance of handwashing with soap to a launch pad for large-scale handwashing promotion initiatives and government-sponsored handwashing policies. Celebrated by hundreds of local and global organizations, Global Handwashing Day has significant grassroots momentum; growing each year with little direction from its creator, the Global Public-Private Partnership for Handwashing (PPPHW).

The PPPHW is dedicating this issue of Soapbox to Global Handwashing Day 2010 by sharing a selection of GHD celebration stories from around the world. We hope this issue will inspire you to start planning for Global Handwashing Day 2011!



Start planning for the 2011



visit www.globalhandwashing.org

2010 Global Handwashing Day Survey

Thank you for joining millions of others around the world in celebrating Global Handwashing Day on October 15, 2010! The Global Public-Private Partnership for Handwashing (PPPHW) would like to learn about your experiences this year and hear your ideas for next year.

Suggestions made in last year's survey led to the development of new tools this year, so your feedback matters. Help us make Global Handwashing Day even bigger and better in 2011 by completing the following short survey.

Please submit your responses by January 15. The entire survey should take no more than 5-10 minutes to complete, but if you do not have time to complete the entire survey, please answer as many questions as you can. Thank you for your time and feedback!

Name (First and Last)
Optional

Organization
Optional

Email Address
Optional

Country

1. From the list below, please indicate which of the centrally developed tools you used in planning your local activities for Global Handwashing Day this year.

Select all that apply:

- Global Handwashing Day (GHD) Planner's Guide - ENGLISH (<http://www.globalhandwashingday.org/Tools.asp>)
- Global Handwashing Day (GHD) Planner's Guide - FRENCH
- Global Handwashing Day (GHD) Planner's Guide - SPANISH
- Global Handwashing Day (GHD) Planner's Guide - CHINESE

Global Handwashing Day Survey

In December 2010, the PPPHW sent out a survey on Global Handwashing Day 2010 and received more than 200 responses from more than 50 different organizations. Here is some of the feedback we received (full results of the survey are available at www.globalhandwashingday.org).

Top five recommendations for improving Global Handwashing Day 2011:

1. Provide more simple games, songs, and kits with specific messages (i.e. "this game teaches that germs are transferred very easily")
 2. Share success stories of the longer-term impacts of Global Handwashing Day
 3. Provide tools earlier in the year and include a planning checklist
 4. Target governments and intermediary and secondary schools
 5. Translate the Planner's Guide into new languages: Russian and Portuguese
- 93% of respondents visited the GHD website: www.globalhandwashingday.org
 - 78% of respondents are fans of Global Handwashing Day on Facebook. Are you?
 - Respondents found the GHD Planner's Guide, logo, and poster to be the most useful tools available on the website
 - 73% of respondents celebrated Global Handwashing Day as part of a public-private sector coalition
 - 97% of respondents plan to celebrate Global Handwashing Day in 2011!

KENYA SETS NEW HANDWASHING WORLD RECORD!

A new world record was set on Global Handwashing Day 2010. With support from Unilever Lifebuoy and Ecotact Limited, 19,352 school children gathered at the Thirime Primary School in Kenya to wash their hands at the same time, setting a new Guinness World Record. The World Record for most number of people washing their hands at the same time in different locations remains the same with 52,970 people in Bangladesh during Global Handwashing Day 2010.



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www.facebook.com/globalhandwashingday

LATIN AMERICA UPDATES



Peru

The ability of Global Handwashing Day to be More Than Just a Day is most evident in Peru. The first Global Handwashing Day in 2008 was met with mild interest from one government ministry in Peru. Three years later, Global Handwashing Day's public events have launched handwashing with soap to the top of the government's priority list. The attention Global Handwashing Day has brought to handwashing has led the Peruvian government to institutionalize the behavior as the most cost-effective preventive measure to reduce diarrhea and respiratory infections among poor children in Peru. The government now also promotes the behavior as a powerful "tool" to reduce malnutrition.

In Peru, as well as in many other countries, Global Handwashing Day provides a strong boost of energy to the efforts made by different sectors to direct more resources to handwashing with soap. In Peru, handwashing is now singled out as a main preventive habit with recognized impact on health. With high-profile events and a positive message, Global Handwashing Day provides an ideal platform for senior government officials to show their commitment to improving child health through the promotion of handwashing.

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"At the closing of the main Global Handwashing Day celebrations in Lima last year, the Minister of Health stated that '23,000 children and 1,000 mothers avoid death every year, thanks to HWWS.' This was the first time in eight years that I heard such a direct attribution to handwashing with soap expressed by a high-level official. When asked about this, the Minister answered, 'it is totally based on facts!'"
 – *Rocio Florez, WSP Peru*

The Evolution of Global Handwashing Day (GHD) in Peru

2008	2009	2010
Donor-led	Decreased donor leadership	Prime Minister coordinates GHD
Ministry of health	Ministry of health and education	Ministry of health, education and women meet weekly to plan GHD activities
Few regions	GHD celebrated for a week in more regions	Government policy that all schools in Peru celebrate GHD

AFRICA UPDATES

Ghana

Like many markets around the world, the market in Ashiama, Ghana is a place where hygiene and sanitation issues are of critical importance. At the market, there are cooks and food vendors who did not wash their hands before touching, serving, and eating food. In addition, there are eating places in the market where customers use their hands to eat due to the kinds of foods served there.

To increase handwashing in the Ashiama market, the Ghana Community Water and Sanitation Authority (CWSA) worked with non-governmental organizations, UNICEF, and the Queen Mother of Ashiama to present "Market Splash," a handwashing promotion event on Global Handwashing Day. Market Splash featured a popular artist performing handwashing songs, installation of handwashing stations in the market, and the distribution of handwashing posters, stickers, and t-shirts. Vendors displayed their stickers and other handwashing promotion materials on their wares and stalls. Organizers also held handwashing demonstrations and coordinated a mass public handwashing activity.

In addition, 88 vendors in the market were trained in handwashing promotion. These vendors have since integrated handwashing activities into their regular market activities to ensure the continuity of handwashing promotion in the market.

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Liberia

Pump Aid joined eight other non-governmental institutions (Concern, CHF, PSI, UNICEF, Oxfam, Zoa, WaterAid, and the Liberian National Red Cross) as well as the Ministry of Health and the Ministry of Education to celebrate the 3rd annual Global Handwashing Day at the Monrovia Demonstration School. The theme of the program was 'Clean hands save lives' and targeted mainly school children in and around Monrovia. Events leading up to the main event included radio talk shows and radio messages promoting the theme nationally and locally. Representatives from the Ministries of Health and Education appeared on some radio shows to discuss the health implications of clean hands and the value of partnering with NGOs around the country to promote these messages, which save lives. Following the national launch, a demonstration was held on school grounds to demonstrate the handwashing facilities donated to selected schools around the country.

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Malawi

GOVERNMENT PARTICIPATION EXPANDS REACH OF GLOBAL HANDWASHING DAY

Building on the momentum of previous years, WaterAid Malawi engaged a broader group of government ministries and other organizations in celebrating Global Handwashing Day 2010. WaterAid worked with the Ministry of Education, Ministry of Water, the City Council, and other local partners to improve the scope and sustainability of Global Handwashing Day. For example, the Ministry of Education was able to take the handwashing message and celebration to many more students than WaterAid could have reached on its own. The Ministry of Education played a pivotal role in coordinating Global Handwashing Day events with students, teachers and school clubs. Since the schools had to come up with activities to present at the event, the rehearsing and vetting process gave the pupils and the teachers an opportunity to internalize handwashing messages. The Ministry of Water also played an important role in disseminating valuable handwashing information and handling various logistical needs. By successfully collaborating with various government ministries and partners, WaterAid not only increased the breadth and reach of Global Handwashing Day, but they also achieved greater recognition, legitimacy, and institutional authority for Global Handwashing Day. As a result of WaterAid's efforts, Global Handwashing Day is now celebrated in Malawi at the same level as other well-established events like World Toilet Day and World Water Day. As a consequence of these three complementary events, WaterAid has seen a measurable decrease in the rate of cholera outbreaks in Malawi and increased knowledge of the importance of handwashing with soap.

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Senegal

The Water and Sanitation Program (WSP) in Senegal had contracted a private communications company, EXP Momentum Senegal to promote handwashing through household communication and road shows in communities. EXP Momentum Senegal was so inspired by the handwashing movement that it continued to promote handwashing long after their contract with WSP had ended. Under its own initiative, EXP Momentum Senegal integrated handwashing messages into other work promoting commercial products. What's more, EXP held a Global Handwashing Day cooking contest with women's groups, one of the GHD target audiences. The purpose of the event was to capitalize on the link between these women's groups and sanitary food preparation, and this link was the driving force for integrating handwashing into the event. In the presence of a representative of WSP and an audience largely composed of women and children, EXP conducted talk shows and testimonials to secure the support of local leaders for handwashing practices in their communities. EXP Momentum Senegal also provided video and photos of the event showcasing their passion and conviction of "the necessity to continuously promote handwashing whenever and wherever possible."

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The Global Public-Private Partnership for Handwashing is now on Twitter. Follow us for the latest handwashing news, research, and Global Handwashing Day updates:

@HandwashingSoap



Children in Kailahun District celebrate Global Hand Washing Day © UNICEF/Oxfam 2010

Sierra Leone

GLOBAL HANDWASHING DAY INSPIRES LONG-TERM HANDWASHING PROMOTION

On October 15, 2010, children from 84 schools and surrounding communities joined together to celebrate Global Hand Washing Day in Sierra Leone. UNICEF and its NGO partners supported the celebrations, which varied from skits and songs to football and handwashing competitions. UNICEF is working hard to ensure the activities that took part on Global Handwashing Day continue throughout the year. In the future, "Theatre for Development" groups will be set up in communities to regularly raise awareness on hygiene and handwashing issues. Ongoing radio programmes, produced by children for children (and communities) will also be broadcasted across Sierra Leone. This, in addition to ongoing sanitation and hygiene activities, will help ensure key messages reach communities across the country on a regular basis.

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UPDATES FROM COUNTRY PROGRAMS

ASIA UPDATES

India

ORISSA

In the Indian state of Orissa, UNICEF extended their celebrations of Global Handwashing Day over a period of two weeks by collaborating with a government-organized childrens' festival that took place in October and November, 2010.

UNICEF worked with WaterAid, the Junior Red Cross and four government agencies to organize Orissa's 2010 Global Handwashing Day activities. By integrating Global Handwashing Day into the childrens' festival, the partners were able to send handwashing materials to 61,000 government schools across the state. As a result, these schools organized village rallies, school assemblies featuring handwashing messages, and group handwashing. An estimated 6.5 million students in 56,000 schools washed their hands with soap before taking their mid-day meal.

In addition to schools outreach, the partners organized a state-level event and launched a month-long handwashing media campaign with funding support from the State Water and Sanitation Mission and the Health and Family Welfare Department. The media campaign included handwashing messages in print media, radio, and television.

UNICEF and its partners also set out to monitor and evaluate the Global Handwashing Day activities in Orissa. The distribution of materials was tracked by postal receipts and follow-up phone calls by the government to ensure that all of the materials reached the 61,000 schools. In addition, the partners distributed surveys to all of the schools asking for their feedback on the materials and Global Handwashing Day activities. More than 40,000 schools sent in a response by mail.

As a result of these large-scale Global Handwashing Day efforts in Orissa, the government is now interested in

institutionalizing handwashing practices in schools, starting with elementary schools where the mid-day meal is served. Orissa is a great example of how a Global Handwashing Day partnership, large-scale handwashing activities, and monitoring and evaluation can lead to government involvement and institutionalization of handwashing with soap.

MADHYA PRADESH

On October 14, 2010, Chief Minister Shivraj Singh Chouhan, of the Indian state of Madhya Pradesh, joined 10,000 children gathered at Bhopal's Nehru Stadium for one purpose: to spread awareness among their peers about the importance of "handwashing with soap" as a life saving behavior.

UNICEF, in partnership with several youth networks and the Government organized this event and others in more than 1,000 schools and preschool centers across the State in heart of India to celebrate Global Handwashing Day. The message of the

day was that washing hands with water alone is not enough. It is the use of the soap that gets rid of bacteria and viruses that cause disease and helps fight infection. The children learned a special handwashing song and took part in a football game between the "Clean Hands" team and the "Evil Germs" team. In an epic match, the "Clean Hands" team, led by the Chief Minister's powerful penalty shot, won the match in great triumph!

As the Chief Minister took his "Clean Hands" team to victory, he reminded students that handwashing with soap is important and exhorted students to wash hands with soap after using the toilet and before eating. "Let us unite for clean hands!" was the message of children from the heart of India.

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You're Never Too Young to Celebrate Global Handwashing Day

In 2008, after finding the Global Handwashing Day website online, three-year-old Parinoor's grandfather, Dr. Ripudaman Singh started actively promoting handwashing with soap among patients and their attendants at his hospital in Patiala, India. He also brought the handwashing message home to his granddaughter. Parinoor quickly picked up this behavior and began promoting handwashing with soap herself. At home and at school, Parinoor closely monitors and reminds everyone to wash their hands with soap. As a result of her actions, Parinoor's school awarded her with the School Star of the Day on Global Handwashing Day, proving that you are never too young to promote handwashing!



Philippines

In the Philippines, activities on Global Handwashing Day 2010 took place in more than 20 provinces and resulted in more than a million children washing their hands in celebration. Fit for School's major contribution was to bring together various government agencies and partners across the archipelago. In the past, there had been individual isolated celebrations. However, this year's Global Handwashing Day was greeted in unison.

Fully backed by the government, major international and non-governmental organizations as well as local communities, the common goal was to promote handwashing with soap in daily life and on the policy agenda. Coordinating with and bringing together these various stakeholders was not without its challenges. On one hand, non-governmental and corporate partners had to be willing to dedicate resources without the benefit of singling out their particular brand or products. On the other hand, given the complex divisions of government, it was difficult to convince different government agencies that the promotion of handwashing with soap was something that fell within their shared mandate. For example, the Department of Education at first considered Global



Public-Private Handwashing MOU signed on GHD 2010 in the Philippines

Handwashing Day an issue to be taken by the Department of Health; likewise the Department of Health felt that the implementation of handwashing in schools fell exclusively within the responsibilities of the Department of Education.

Despite these challenges, the partners reached a common ground and aligned their activities through constant dialogue and a shared belief in our common goal. The consensus built was formalized into a Memorandum of Understanding between government agencies, major international and non-governmental organizations, corporate sponsors and local government units, clearly laying out the roles and responsibilities of each. In the past years, Fit for School has also been able to lobby for policies from both the Senate and the

House of Representatives in support of Global Handwashing Day and the promotion of handwashing with soap. The lasting impact of our efforts can be seen at both the policy and the practical level. The Department of Education has not only directed all schools to celebrate Global Hand Washing Day 2010, handwashing with soap has also been institutionalized as a daily school activity. Global Handwashing Day has in fact transcended beyond a day.

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UPDATES FROM COUNTRY PROGRAMS

EUROPE UPDATES

UNITED KINGDOM

This year, the UK celebrated Global Handwashing Day at the Science Museum in London. Four London-based primary schools were invited to attend the all-day event to take part in various activities, which were designed to draw attention to the importance of handwashing with soap, especially before eating and after going to the toilet. The event drew upon the knowledge of guest speakers Val Curtis of the London School of Hygiene and Tropical Medicine and Grace Mukasa, Chief Executive of African Medical and Research Foundation. The event was covered by local and national media and included a nationwide study of school toilets, which suggested that the "less than ideal" levels of

handwashing is attributed to "inadequate or dirty facilities," especially within secondary schools. For more information on the event and current hygiene priorities for public health, please listen to the podcast below. A big thank-you must go to our main sponsors, GlaxoSmithKline, and the members of the coalition who made it happen, including funders Unilever, Teal, and the London School of Hygiene and Tropical Medicine.

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GLOBAL COMPANIES CELEBRATING GLOBAL HANDWASHING DAY



PROCTER & GAMBLE

CHINA

In 2010, the P&G team in China worked hand-in-hand with senior Government officials, UNICEF, the Ministry of Health, the Ministry of Education, and the Chinese Red Cross, to execute a large National Media Event in Beijing to drive the handwashing message. It was supported by renowned celebrity Chinese businesswoman and journalist, Yang Lan, who actively advocated the cause through her inspiring talk and handwashing demonstrations with children.

In addition, P&G and its partners organized over 200 events at key retailers including Wumart, Walmart, Tesco. A major event at Metro Shanghai on Global Handwashing Day was executed to engage shoppers and pass along the handwashing message.

Simultaneously, a Media Event in Guangzhou focused on enrolling the support of major kindergartens and mothers as Health Ambassadors, bringing to light the target to reach 5 million kindergarten and primary school children through the Safeguard School Education Program.

PAKISTAN

In Pakistan, P&G collaborated with the Infectious Diseases Society of Pakistan (IDSP) and Metro Cash & Carry stores by setting up handwashing units in 11 Metro Cash & Carry stores. Global Handwashing Day celebrations also took place in 25 schools on October 15th, with attendance by UNICEF and Government partners. During the subsequent two months, activities in more than 500 schools by Safeguard's School Education Program reached more than 150,000 children, educating them on the habit of regular handwashing with soap.

PHILIPPINES

Global Handwashing Day kicked off with a press conference in the largest school district in Manila. In partnership with the Department of Education and UNICEF, handwashing was unveiled as part of the curriculum for over 1 million children throughout the country.

Catchy handwashing rhymes and videos served as vectors to enable hand washing as part of the National School Education Program. Safeguard, a bar soap brand from P&G in Philippines, introduced the 'tippy-tap' program to help schools with no access to piped water, with support from UNICEF, the Department of Education, and the National Press.

MEXICO

In cooperation with the Mexican Red Cross, Save the Children, Mexico's State Government and Safeguard, P&G successfully launched Escudo's (P&G bar soap brand in Mexico) social responsibility campaign "Manos Limpias, Niños Sanos" (Clean Hands, Healthy Children) in a youth theme park, Kidzania, as a commitment to move Global Handwashing Day beyond the day and forge a healthier Mexico through an ongoing social campaign.

P&G also unveiled their new vision to reach more than 250,000 Mexican children in collaboration with Save the Children and the Mexican State Government via the "Health Agents Club." The announcement took place at the Global Handwashing Day National Kick Off, attended by key education ministers and government partners.

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JAY GOOCH

Jay Gooch is the Global External Relations leader for Safeguard, as well as P&G's other personal cleansing brands. He works with all of the P&G country-based external relations leaders in their efforts to create Global Handwashing Day activities and programs. Jay Gooch shares his thoughts on Global Handwashing Day 2010:

1. What was the scope of P&G's 2010 Global Handwashing Day celebrations?

Procter and Gamble reached hundreds of thousands of children and adults in China, Pakistan, the Philippines, and Mexico with handwashing messages and celebrations in 2010. We also used the opportunity to launch new long-term handwashing programs like the Health Agents Club in Mexico. In this program, P&G will work with the Mexican government and Save the Children to reach more than 250,000 children with handwashing education and activities in Mexico.

2. Why does P&G celebrate Global Handwashing Day in such a big way?

At P&G we consider our Purpose in everything we do. The central idea is to improve the lives of the world's consumers every day. And though we don't need P&G's purpose statement to know that what we do to promote handwashing through GHD is the right thing to do, it is in fact embedded in the fabric of our culture. We, as do all of the partners in the PPPHW, know well what life-saving improvements the simple act of handwashing can bring to everyone, everywhere.

3. Why is it important for the private sector to get involved in Global Handwashing Day?

The private sector, particularly consumer goods companies like ours, have a tremendous ability to reach people through our brands and our products. To do that successfully, we have to design products that provide meaningful benefits people need, and we have to know how to communicate those benefits. This means we make tremendous investments to get both the scientific and marketing understanding we need to be successful as a business.

The central idea is to improve the lives of the world's consumers every day.

We have a great opportunity, if not obligation, to reapply that understanding in ways that enhance activities like the PPPHW and Global Handwashing Day.

4. What was your favorite P&G Global Handwashing Day 2010 activity?

It's hard to pick a favorite since they are all so powerful in their own way. However, if I had to choose, I'd highlight the event we held to celebrate Global Handwashing Day in China. It involved participation from the same kind of combination of multiple stakeholders that is the true spirit of what the PPPHW represents. In addition to P&G, we had participation from UNICEF, Save the Children, the China Ministry of Education, the China Ministry of Health, and China Red Cross. There's great power in delivering the message of the life-saving benefits of handwashing when it's coming to the people from such a broad group of stakeholders.

6. Can you share with us some of your plans for Global Handwashing Day 2011?

While we haven't finalized plans for 2011, I expect even bigger events and outreach than we had in 2011. There's simply every reason to do so.



UNILEVER LIFEBOUY

For Unilever's soap brand, Lifebuoy, Global Handwashing Day 2010 is an integral part of its mission to change the handwashing behavior of one billion people by 2015.

Lifebuoy held Global Handwashing Day celebrations around the world in 2010, including:

INDONESIA

Mass-scale participation with 3 million school children taking part in handwashing activities. This included a national school drawing competition for children to illustrate occasions to wash their hands.

BANGLADESH

For the third time, the Government of Bangladesh, Save the Children, Lifebuoy and its partners attempted the Guinness World Record for most people washing their hands at the same. Over 46,000 people took part in this high-profile event.

SRI LANKA

People across the country pledged to wash their hands at a series of high-impact handwashing events. The First Lady of Sri Lanka was one of the first to pledge towards washing her hands with soap before eating.

INDIA

Over 700 employees from Hindustan Unilever participated in a school community outreach programme to spread handwashing messages.

KENYA

Kenyan Ministry of Education and Ministry of Health with Lifebuoy established the first Guinness World Record attempt in Africa – more than 19,000 school children washed their hands at the same time in an attempt to break the current World Record.

SOUTH AFRICA

Yvonne Chakka Chakka, a high profile singer, created and performed a song especially for Global Handwashing Day called "Bumbanani" (Let's Unite Against Germs). Yvonne performed this at a handwashing event, raising the profile of the day and spreading handwashing messages across the country.

HINDUSTAN UNILEVER EMPLOYEE OUTREACH

At Hindustan Unilever, 700 employees, including CEO Nitin Paranjpe joined in the Global Handwashing Day celebrations. Hindustan Unilever made a corporate commitment for its entire staff to stop work for the day and champion Global Handwashing Day by taking handwashing

messages to more than 32,000 school children across Mumbai, India.

This comprehensive school outreach program included:

- Fully trained handwashing champions leading the program at each school
- Specially developed educational handwashing tools; educational posters, handwashing stories for children, handwashing games to play in the classroom, a pledge banner for children to sign on to the Lifebuoy pledge: "not to forget soap before eating"
- Collaboration with the Bombay Municipal Council to reach 65 schools with handwashing messages
- Lifebuoy samples, note books, and wrist bands to ensure the messages are remembered after Global Handwashing Day

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Hindustan/Unilever employees celebrate GHD

MYRIAM SIDIBE

Dr. Myriam Sidibe is the Global Brand Director-Social Mission for Unilever's Lifebuoy soap brand. She is a passionate handwashing advocate and leads Lifebuoy's annual Global Handwashing Day celebrations around the world. Dr. Myriam Sidibe shares her thoughts on Global Handwashing Day 2010:

1. What was the scope of Lifebuoy's 2010 Global Handwashing Day celebrations?

Global Handwashing Day 2010 marked an important landmark in Lifebuoy's journey to change the handwashing behaviour of one billion people by 2015. 19 Lifebuoy countries celebrated the day with a variety of celebratory events taking place. In Lifebuoy communities around the world, children pledged to wash their hands before eating and employees educated school children on important handwashing messages. Lifebuoy's social media campaign enabled people to pledge their support online towards handwashing before eating. Unilever CEO Paul Polman made the first pledge—[CLICK HERE](#) to see video.

2. Why does Lifebuoy celebrate Global Handwashing Day in such a big way?

From the soap's beginnings in 19th century Britain, when it helped improve hygiene and tackle cholera outbreaks, to its programs around the world today, which aim to promote hygiene and stop the spread of diarrheal disease, Lifebuoy has long demonstrated a commitment to social causes. Lifebuoy's health programs have reached more than 70 million people in rural communities in India, Indonesia, and Pakistan. Lifebuoy is a passionate advocate of the health benefits of washing hands with soap wherever it operates. That's why Lifebuoy is proud to be a co-founder of Global Handwashing Day to bring the simple, life-saving action handwashing with soap to the world stage. We believe in the long term—Global Handwashing Day is a great platform for raising the norms of handwashing.



3. Why is it important for the private sector to get involved in Global Handwashing Day?

NGOs and governments alone cannot solve the problems of the world without active intervention from the private sector. Lifebuoy provides valuable expertise about marketing behavior change to consumers that mobilizes action across communities, while the public sector can provide reach and scale for handwashing campaigns. The private sector brings a variety of channels that the public sector alone does not have access to. For example, every year more than 700 million Indians buy a Lifebuoy; giving us a great opportunity to use packaging to bring the Global Handwashing Day message to them. The constant reminder of handwashing won't happen from one source—it has to come from a variety of places and brands that interact daily with populations that need the messages the most.

NGOs and governments alone cannot solve the problems of the world without active intervention from the private sector.

4. What was your favorite Lifebuoy Global Handwashing Day 2010 activity?

The most exciting event for Lifebuoy was Kenya breaking the Guinness World Record for mobilizing the most number of people to wash their hands with soap at the same time in the same location. It was such an achievement for a country celebrating Global Handwashing Day for the first time. It was a fantastic effort, marking Lifebuoy and its partners' first Guinness World Record attempt in Africa—19,352 people washed their hands with soap. The Kenyan Ministry of Education and Ministry of Health worked with Lifebuoy to create an event for school children that not only broke a record, but educated thousands of people on handwashing with soap, raising the profile of this life-saving habit.

5. Can you share with us some of your plans for Global Handwashing Day 2011?

We are excited about our 2011 plans, which include getting millions of handwashing pledges and rallying our celebrities across the world (e.g. Wassim Akram, Yvonne Chaka Chaka, and more to come).

We encourage and welcome your comments and contributions to SoapBox.
Please send them to info@globalhandwashing.org

WANT TO LEARN MORE ABOUT THE GLOBAL PUBLIC-PRIVATE PARTNERSHIP FOR HANDWASHING WITH SOAP?
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