

Global Handwashing Day 2020

H *for* ~~HAT~~
HANDWASHING



HBCC

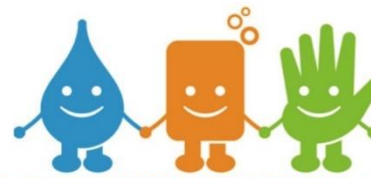
Hygiene & Behaviour
Change Coalition



UKaid
from the British people



Unilever



GLOBAL HANDWASHING DAY

OCTOBER 15

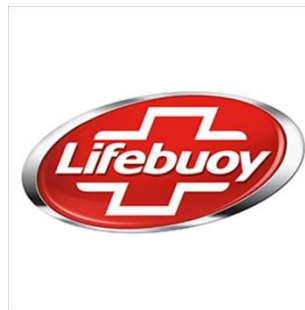
HBCC and Global Handwashing Day

- **The Hygiene & Behaviour Change Coalition (HBCC)** is a partnership between Unilever and the UK's Foreign, Commonwealth and Development Office (FCDO) aimed at promoting handwashing and good hygiene against the backdrop of the global pandemic
- The purpose of Global Handwashing Day (GHD) is to **raise the profile of handwashing with soap**
- This GHD campaign supports the **strategic HBCC objectives** to scale up simple hygiene practices like handwashing, and the advocacy objective to call on governments to increase funding for WASH, in particular in institutions like school for behaviour change programs, infrastructure and maintenance



Background

- The **Global Handwashing Partnership** (GHP) is a coalition of partners both private, public and NGO sectors to promote handwashing with soap. Global Handwashing Day was established as October 15th in 2008
- Several HBCC partners are already part of GHP- including FCDO, Unilever, Unicef, LSHTM, IRC and World Vision. **This GHD gives us a big moment** to rally around the need for hand hygiene for all, which is particularly relevant in this year of a pandemic
- This campaign has been developed as a **public facing celebration of Global Handwashing Day** by Unilever-Lifebuoy in consultation with the Global Handwashing Partnership and Hand Hygiene for All.



The pandemic has changed everything.

How do we leverage GHD this year to reinforce handwashing habits not just on this day but **EVERY SINGLE DAY?**



Caution fatigue



Given the massive scale of handwash education that all of us have been doing there is a risk of people becoming fatigued of the warnings and the instructions, which leads them to drop their guard and become less vigilant.

Through GHD we want to ensure that we can bring handwashing back into the forefront of their conversations once again! Cutting through noise **to garner maximum engagement and impact!**



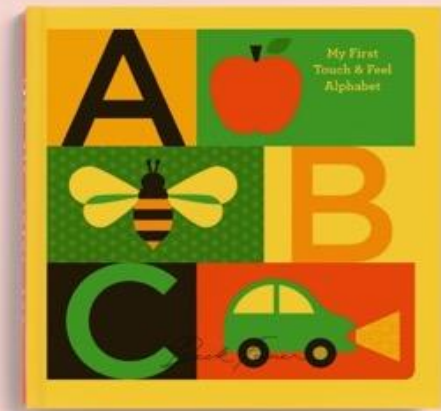
Never has there been a better time for us to change the handwashing behaviour of the world forever

We require a fundamental change in 2020.

A change that starts with the young, but, will be heard by every one

Reaching them young

- We know that teaching language skills in the early years of a child's life has a lasting impact on their lives. Language development not only supports the ability to communicate, think and problem-solve but also establishes patterns and memory storage
- Children have been learning the letters of the alphabet for hundreds of years through simple connections with everyday things. A for Apple, B for Ball, C for Cat and so on
- These connections have helped teachers establish the building blocks of language and literacy – through pictures, song and even through tactile and experiential methods.

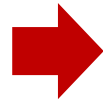


GHD 2020 campaign

In order to make handwashing a part of the everyday in the lives of children, we propose a small, yet a fundamental change in the way the letters of the alphabet are taught.

The letter H has always mainly stood for 'Hat', a common object and a part of the everyday, hundreds of years ago. This is the right moment in the history of the world for educators everywhere to forever change what H stands for.

From 'H for Hat', to 'H for Handwashing'



LOGO

A single intervention that will introduce the concept of handwashing to children at the right age, making it a widespread and a common habit that is learnt early but can last a lifetime.

Partners can localize **H for handwashing** to their country's common alphabet/script as appropriate

Kickstart change early

- Studies suggest that when you teach a concept, you also learn it well yourself. *‘Being able to understand an idea well enough to convey it to others will help you relate to it and internalize it yourself’*
- The protégé effect is primarily associated with the academic context, where teaching others can help you learn material that you need to learn yourself
- **H for Handwashing isn’t just meant for children, but for educators everywhere – teachers, parents, mentors, care-givers, siblings, grand parents**



H for **HAT**
HANDWASHING

Key Visual

H for Handwashing

The ABCs of education
haven't changed
in over a hundred years.
Maybe, now is the time.

Handwashing saves lives. It's a lesson many pandemics have taught us. But it is also the lesson we forget very easily. Which is why, this Global Handwashing Day, we are pledging to forever change the world's handwashing behaviour. By making a fundamental change in the way the letters of the alphabet are taught.

A for apple, B for Ball. We never forget these first lessons of life. We propose to forever change 'H for Hat' to **'H for Handwashing'**. By collaborating with educators and publishers of kids' content, worldwide.

*To spread the word, go to Instagram, use the **#HforHW** filter and tag **#HforHandwashing**. The more you post, the more educators we reach with our programme.*





Two pillars of the initiative

Pillar 1

AMPLIFICATION:

Inspiring people to join the movement

People participation through creation of their own versions of the letter H for sharing on social media in solidarity with the cause

Pillar 2

ADVOCACY:

Transforming the letter H into a symbol for Handwashing.

Advocacy at the highest levels with ministries, education policy makers and influencers, schools and curriculum experts, to ensure handwashing behaviour inculcation is implemented at scale.

Pillar 1 | AMPLIFICATION

Amplification activities aim to drive inspiration, engagement and participation to remind ourselves about #HforHandwashing



- We want to invite people to create the letter H in their own personal way and use it as a reminder for handwashing.
- This can be done through
 - (a) **Offline:** Installing reminders of H for Handwashing at home or in public spaces
 - (b) **Online:** Amplify through social media channels. Share pictures of their H's using #Hforhandwashing. This includes people at large as well as celebrities, influencers

Here are some simple yet creative ideas to create the reminder – place them at key locations (entering the home, reaching for food) where they can remind people to wash their hands



Posts for Social Media: Facebook

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Call upon celebrities and influencers to share this message

Encourage celebrities, influencers and leaders to join in and amplify the campaign by posting videos pledging their support for the initiative!



Sample social media post:

Adopt handwashing with soap early on to make it a lifetime habit. This #GlobalHandwashingDay, we're on a mission to ensure handwashing is a lesson never forgotten #HforHandwashing
#HandHygieneforAll #HBCC @Unilever @FCDO
@partner



Celebrities and influencers ideas

On GHD celebrities/influencers can post photos of their creative renditions of H in their own homes – through craft, or even some innovative reminders – latte art, Lego blocks, sketches, sculptures - to boost public participation.



Posts for Social Media: Instagram

InstaStory



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'Swipe up' text




Global
Handwashing Day 2020

A for apple, B for Ball.
We never forget these first lessons of life.
We propose to forever change
'H for Hat' to '**H for Handwashing**'.
By collaborating with educators and
publishers of kids' content, worldwide.

Spread the word!
*Try out the **#HforHW** filter on Instagram and
tag **#HforHandwashing**. The more you post,
the more educators we reach
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Insta stories and filters for influencers, leaders and key opinion leaders

Celebrities, influencers and leaders can kickstart a social media movement inviting everyone to record and share.

- Search for Insta filter #HforHW
- Don't forget: Tag #HforHandwashing
- The filter will go live closer to GHD: Estimated to go live on 5th October
- Sing the H for handwashing song with the alphabet icons
- This will be a native Instagram Filter, which anyone on Instagram will be able to use
- We also encourage you to create or adapt something like this in your local languages and alphabet/script



Sample Instagram stories for Key Opinion Leaders (KOLs)

Since KOLs will also be doing the ABC video, break the story into 3 Insta stories:

Story 1

- KOL looking into the camera and saying: “How do we make sure people never forget handwashing?”
- It’s simple we make a slight change in the way we teach ABCD
- Watch my next story to know how.”

Story 2

- Their version of ABC video

Story 3

- They will say : “Make your videos using the H for Handwashing filter and put it on your stories to spread the word.

Other options to activate **H for Handwashing** on Social Media

Option 1

- Hold a picture of a hat
- Say “H for hat. That’s how we were taught the letter H.
- Hats were really important back when letters were being invented.
- But today Handwashing is.
- So from now on let’s teach kids the letter H as H is for Handwashing. Let’s introduce them to a critical habit”.

Option 2

- Hold a picture of the letter H.
- What are the words that come to your mind when you see the letter H?
- 90% chances are you didn’t think of the word handwashing.
- That’s why we are proposing a change in the way letters of the alphabet are taught to kids.
- From now on let’s teach kids the letter H as H is for Handwashing. Let’s introduce them to a critical habit”.

Option 3

- Hold a picture the letter H.
- What are the words that come to your mind when you see the letter H .
- 90% chances are you didn’t think of the word handwashing.
- The one act that can help us during these times.

Pillar 2 | ADVOCACY

Advocacy activities aim to teach children the simple lesson and beyond GHD transform the letter H into a symbol for handwashing



- We want to teach children a lesson on H for Handwashing, and advocate for future generations of children learn this important lesson
- This can be done through
 - (a) **On GHD:** Teach children a lesson on H for Handwashing in schools, preschools and households
 - (b) **Beyond GHD:** Work with partners and governments to introduce 'H for Handwashing' into early childhood learning. Special efforts should also be made to reach children who may be left behind from formal education settings, such as girls and refugees.

Playbook: Interactive stories, activities and posters for all educators to teach pre-school aged kids about handwashing with soap. View, download, print, share.



Alphabet Poster: **H** for Handwashing

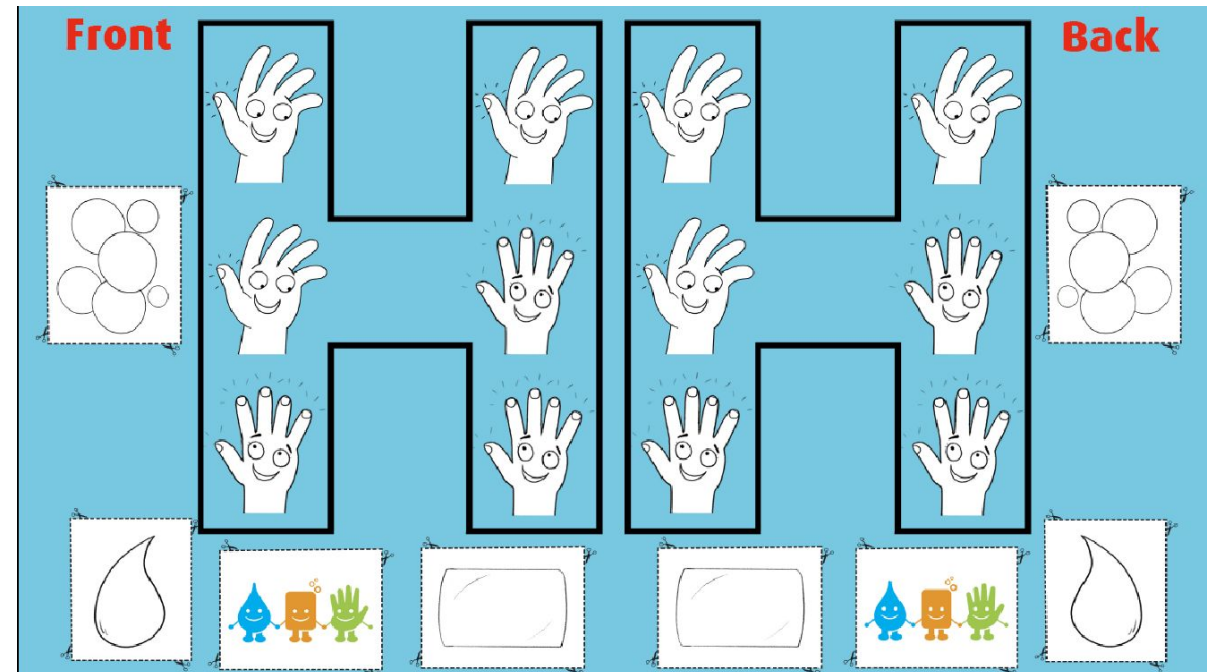
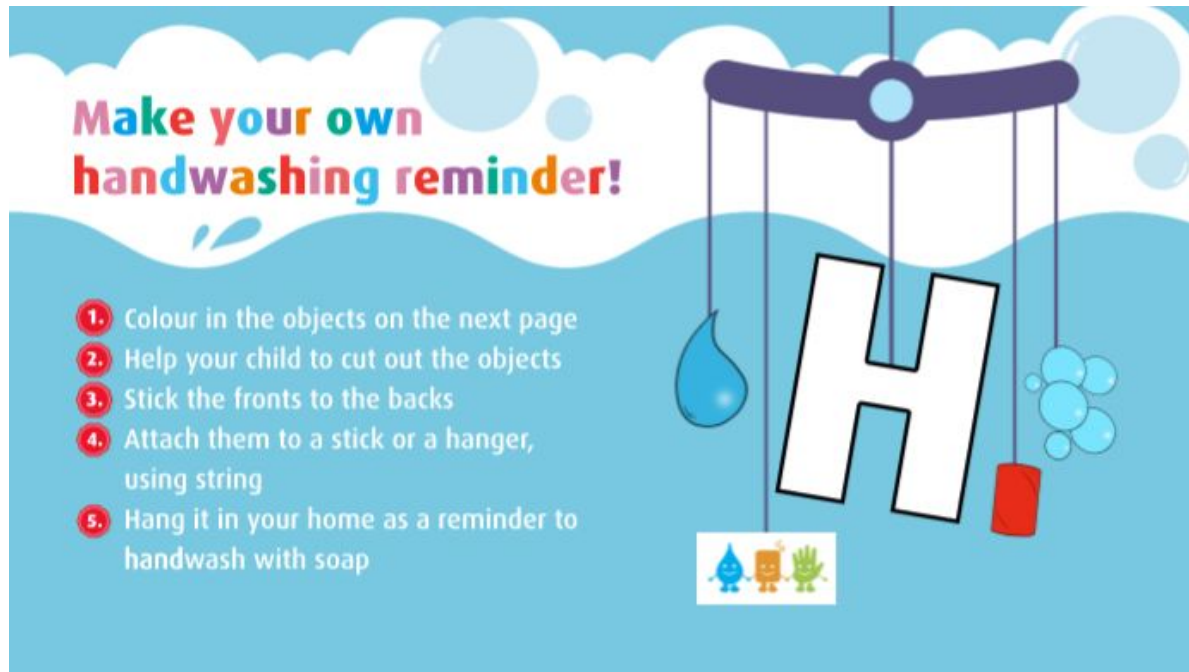
View, download, print, share



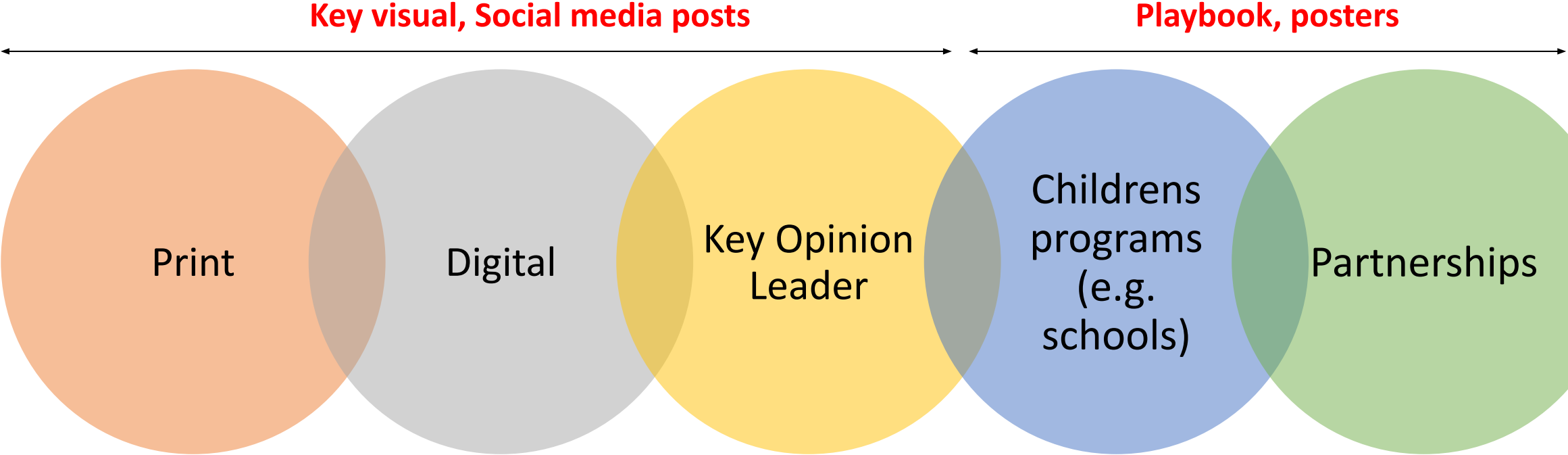
Posters on the importance of washing hands on key occasions: View, download, print, share



Make your own **H for Handwashing** reminder to place in key spots around the home and share it on social media. The reminder activity and cut out is within the playbook.



Snapshot of all channels & assets available



The campaign materials shared on the slides can be downloaded via this link: <http://bit.ly/HforHandwashing>

For any questions, please contact Andy ajnarracott@gmail.com. Further resources on GHD can be accessed on the GHP website <https://globalhandwashing.org/>

Let's make this Global Handwashing Day a lesson the world will never forget!

THANK YOU

