

# GLOBAL HANDWASHING DAY 2021

## OUR FUTURE IS AT HAND—LET'S MOVE FORWARD TOGETHER



The COVID-19 pandemic highlights the importance of handwashing for reducing the spread of disease and protecting health. As we move beyond the pandemic and into a new normal, it is crucial that we maintain momentum and move forward together toward universal hand hygiene.

### THE PROBLEM



#### Access and Infrastructure

In the midst of the pandemic, 3 in 10 people worldwide did not have access to a hand hygiene facility in their home. This left over 2.3 billion people at increased risk of COVID-19 and other infections because they could not wash their hands. To achieve universal hygiene in these areas, progress must move at least four times faster.



#### Behavior Change

Educational programs alone are unlikely to lead to sustained behavior change. Behavior change programs must change priorities and focus on the determinants of handwashing rather than on education alone. Programs must be delivered over an extended period of time and combine a range of delivery mechanisms.



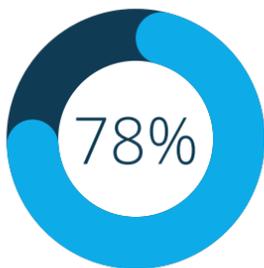
#### Enabling Environment

Hand hygiene is overlooked in many national policies. This leads to massive underfunding and lack of human resources to implement programs. While COVID-19 has brought unprecedented attention to the importance of hand hygiene, systems must become more resilient to sustain a culture of hand hygiene and prevent future outbreaks from occurring.

### OUR FUTURE IS AT HAND

Sustainable Development Goal 6 includes striving towards universal hand hygiene by 2030.

At the current rate of progress, only



of people will have access to a hand hygiene facility by 2030, leaving approximately

**1.9 billion people unable to wash their hands.**

In order to achieve SDG 6 by 2030, global efforts towards universal hygiene must increase by at least

**4x**



### LET'S MOVE FORWARD TOGETHER

We must take collective action to accelerate progress for hand hygiene.



**Governments:** Develop and fund country roadmaps toward universal hand hygiene, including a combination of policy, regulation, and awareness raising for hand hygiene



**Donors:** Invest in programs that are hygiene sensitive, promote behavior change, and drive hand hygiene habits



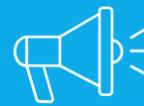
**Businesses:** Contribute toward resilient hand hygiene systems through partnerships, research, policies, financing, and innovation, and promote hand hygiene within your workforce



**Institutions:** Prioritize hand hygiene infrastructure and policies within schools, healthcare facilities, workplaces, and public settings



**Researchers:** Make hand hygiene research publicly available and translate complex findings into easy-to-use guidance or recommendations for implementers



**Advocates:** Raise awareness on the importance of hand hygiene behavior change as an essential part of health and development to influence political buy in

#GLOBALHANDWASHINGDAY #OURFUTUREATHAND

