

October 15, 2017

# Global Handwashing Day

## Our Hands, Our Future

Handwashing Reduces Missed School Days for Children



Unilever

# Unilever's vision of a world free of preventable diseases

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Unilever is marking the 10th Global Handwashing Day by celebrating the 406,000 school children who have fully-own her 'Lifebuoy School of 5' handwashing behaviour change programme.

These are children who have committed to wash their hands on the five key occasions Unilever has christened the High-5s, that is, to wash hands before breakfast, lunch and dinner, before having a bath and after visiting the toilet.

"We teach them the importance of handwashing in a simple and fun way," says Caroline Kendi, Category Marketing Manager, Skin Cleansing at Unilever East Africa.

The Lifebuoy School of 5 programme targets to reach one million children globally.

Unilever has committed itself to ensure that their brands create a brighter future for the community, says Ms Kendi.

The community cannot grow when over 40 percent of under-five deaths occur within the first 28 days of a child's life – the neonatal period – and when 2.9 million newborns die every year. Of these deaths, 36 per cent are due to infections.

Many children miss school because of diarrhoea and other infections that can be prevented



**Caroline Kendi,**  
Category  
Marketing  
Manager, Skin  
Cleansing at  
Unilever East  
Africa

through simple handwashing. Unilever has through its Lifebuoy brand committed itself to change this.

Lifebuoy is a hygiene soap with natural ingredients that are formulated to kill the tough germs of today. It is a stronger soap for stronger germs.

Evidence shows that changing the handwashing behaviour of new mothers and birth attendants during the neonatal period can have a significant impact – reducing newborn deaths by 41 percent.

Lifebuoy's handwashing campaign – the #high5forhandwashing – invites users to upload photos while washing their hands. For every photo that is shared, five children are educated in 2018. "Many people should join us," says Ms Kendi. Handwashing prevents the spread of infections.

Often, disease causing germs spread through hands, which when left unwashed, carry germs from one place to another, onto food and to people.

Unilever appreciates that it cannot win the war against germs by herself, and partners with like-minded organisations and individuals to achieve more in the promotion of handwashing and body hygiene.

In Turkana County, which has the highest number of trachoma cases, Unilever has partnered with Sightsavers (an international NGO) to promote handwashing and face washing with soap.

In Migori County, Unilever has partnered with Amref Health Africa in a project that targets new mothers to promote personal hygiene and prevent neonatal deaths.

Unilever is expanding this campaign by mobilising more people around the #high5forhandwashing campaign, which represents its global commitment to a future where children are protected from preventable diseases.

In universities, Unilever partners with volunteers in the Heroes for Change programme. The initial group of 100 heroes has reached 180,000 Kenyans with messages and teachings regarding hand and face washing with soap.

**'I have seen the gains of handwashing with soap'**



Lifebuoy brand ambassador Janet Mbugua says that handwashing with soap is recording huge gains right inside her house.

She explains: "My son is two. I have seen how handwashing has reduced his chances of getting ill. Handwashing with soap lowers the rate of infections. When children touch their toys, shoes, playmates and the ground, they take their hands to the lips, transmitting germs.

"Reciting the High 5s – to wash hands before breakfast, lunch and dinner, after visiting the toilet and before bathing, has been a fun and effective way of enabling children to own this handwashing campaign.

"When mothers observe hand hygiene, they boost the chances of their children to reach five. I have seen its impact in Migori County, where mothers are keen to remind each other to wash hands. This has lowered disease incidences in their children and has reduced hospital visits.

"Handwashing with Lifebuoy promotes general health and hygiene and is a huge gain to everyone in the community. Join the #high5forhandwashing campaign today."

## Global Handwashing Day

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Handwashing with soap can save lives

**Your High5s will teach 1 million kids Handwashing!**  
For every High5, Lifebuoy will teach 5 kids handwashing



Upload a picture of your High5 using #High5forHandwashing on Facebook, Twitter or Instagram

### FIVE HANDWASHING OCCASIONS



After going to the toilet



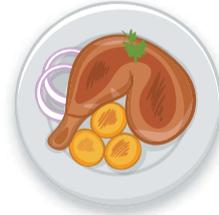
While having a bath



Before breakfast,



Before lunch



Before dinner

#High5ForHandwashing

