

Social media messaging – World Hand Hygiene Day (WHHD), 5 May

Introduction

This year's WHHD campaign theme recognizes people at all levels can work together on *clean hands* to positively influence the culture and climate of safety and quality in health care delivery. Conversely, a strong quality and safety culture will encourage and support people to clean hands at the right times and with the right products. The slogan for this year's campaign is '**Unite for Safety – clean your hands**'.

To secure appropriate behaviours and attitudes towards *clean hands* in health facilities, people at all levels need to unite in believing in the importance of hand hygiene and IPC to save lives it. Targeted messages for key audiences for this year's campaign are:

Health care workers	Thank you for leading by example and encouraging others to clean their hands
IPC practitioners	Thank you for engaging health workers to be part of new hand hygiene initiatives
Quality and safety leads	Thank you for working with infection prevention colleagues to support hand hygiene improvement
Facility managers	Thank you for promoting a quality and safety culture to ensure clean hands
Policy-makers	Thank you for prioritizing resources, training and programmes on hand hygiene
People who use health care	Thank you for getting involved in local hand hygiene campaigns and activities

Posters addressing these key target audiences and calls to action are available. Please use this year's approach of thanking people as a positive way of engaging them to take action. These messages are available in all six official UN languages. The posters and a range of additional promotional materials that countries and health facilities will find helpful to promote and ensure visibility of the campaign are available on the [WHHD 2022 page](#). These including selfie boards, a Zoom background, web banners, a flag maker, a poster maker, short animated video and GIFs to help show your support for the campaign and to encourage action. We would like to encourage facilities to arrange a display of the 2022 campaign posters and other materials on their walls, computers, etc.

A [campaign toolkit](#) outlines how countries and health facilities can progress their plans in the lead up to 5 May and each year we are also encouraging health facilities to [sign up](#) to this annual, global campaign, if they have not already done so, in order to maintain the global profile of the importance of hand hygiene preventing infections and saving lives.

Suggested messages to be issued on and around 5 May

Proposed messages, and relevant links to infographics/documents	Associated tile to be considered for use
<p>Today is world hand hygiene day! Cleaning hands at the right times and with the right products can help save lives #handhygiene</p> <p>https://www.who.int/campaigns/world-hand-hygiene-day/2022</p>	 <p>Today and every day clean your hands to prevent infections and help keep us all safe.</p> <p>#HandHygiene </p>
<p>Serious, avoidable infections can occur in health care facilities in the absence of hand hygiene #handhygiene</p> <p>https://www.who.int/teams/integrated-health-services/infection-prevention-control (new global report to be featured here)</p>	 <p>Hundreds of millions of people are affected by avoidable infections in health care. 1 in 10 infected patients die every year.</p> <p>#HandHygiene </p>
<p>If you wonder what happens in health care, there are many things underway to protect patients #handhygiene</p> <p>https://www.who.int/images/default-source/ihs/clean-hands-2017/hai-infographic-tb.jpg?sfvrsn=7a3f1807_4</p>	 <p>Effective infection prevention and control measures prevent up to 70% of infections acquired in health care.</p> <p>#HandHygiene </p>
<p>Workers in many health care facilities are united to promote a culture that highlights patient safety to prevent avoidable infection #handhygiene</p>	 <p>Effective infection prevention and control measures prevent up to 70% of infections acquired in health care.</p> <p>#HandHygiene </p>
<p>Health workers can keep people safe by cleaning their hands and encouraging others #handhygiene https://www.who.int/campaigns/world-hand-hygiene-day (find the 5 Moments for Hand Hygiene posters here)</p>	 <p>Cleaning your hands is one of the most effective measures in reducing the spread of germs and avoiding infections.</p> <p>#HandHygiene </p>

<p>Health care facilities are committing to hand hygiene & #infectionprevention actions #handhygiene</p>	 <p>Your health workers keep you safe as they aim to clean their hands at the right times in the right way.</p> <p>#HandHygiene </p>	
<p>Today and every day, play your part and clean your hands! #handhygiene</p>	 <p>Cleaning your hands is one of the most effective measures in reducing the spread of germs and avoiding infections.</p> <p>#HandHygiene </p>	
<p>Use alcohol-based handrub or wash hands with soap and water, alongside taking other #infectionprevention actions #handhygiene</p> <p>https://www.who.int/campaigns/world-hand-hygiene-day (find the WHO how to handrub and handwash posters here)</p>	 <p>Access to the right hand hygiene products helps everyone stay safe.</p> <p>#HandHygiene </p>	
<p>Hear more with @didierpittet @hananbalkhy What do clean hands mean for a safe, quality health care institution?</p> <p>https://www.youtube.com/watch?v=893JpqdXWUo</p>		
<p>Is your health facility engaging patients or patient groups in improving #handhygiene ?https://www.who.int/teams/integrated-health-services/infection-prevention-control/hand-hygiene/tools-and-resources (tools to engage patients in hand hygiene improvement can found here)</p>		

<p>Think #handhygiene Wherever I am, 'If I have touched a communal item in a public area Then I clean my hands to protect myself and others from whatever I do next'</p>		
<p>The 5 Moments for #handhygiene – understanding risk & applying action at critical times to protect patients and others https://www.who.int/campaigns/world-hand-hygiene-day (find the 5 Moments for Hand Hygiene posters here)</p>		
<p>#handhygiene word of the day is moment 'A warm, engaging word that reminds everyone to celebrate a short time in their day by taking time to think and performing hand hygiene at the right time to protect a patient' https://www.who.int/campaigns/world-hand-hygiene-day (find 5 word of the day posters here)</p>		
<p>We engage in hand hygiene improvement initiatives Proud to be part of the @WHO #handhygiene campaign! Thank you all for getting involved in local hand hygiene campaigns and activities. Post your photos & videos here https://cleanhandssavelives.org</p>		
<p>A #handhygiene café can help celebrate @WHO world hand hygiene day. Garner individual and collective commitment and knowledge in an open and welcoming forum! Ensure people & hand hygiene are valued as part of a quality and safety health care culture. https://www.who.int/campaigns/world-hand-hygiene-day (find out</p>		

<p>how to run a hand hygiene café here)</p>	
<p>Here are some mythbusters #handhygiene</p> <p>Alcohol-based handrub is a WHO essential medicine</p> <p>Alcohol-based hand sanitizers can be used often</p> <p>Alcohol-based sanitizers are safe, adverse events are very rare</p> <p>Using a communal bottle of alcohol-based sanitizer will not infect you</p>	<p>Find the tiles here:</p> <p>https://www.who.int/images/default-source/health-topics/coronavirus/mythbusters/web-mythbusters/myth_busters_hand_washing_4_5_1.jpg?sfvrsn=ed64012e_5</p> <p>https://www.who.int/images/default-source/health-topics/coronavirus/mythbusters/web-mythbusters/myth_busters_hand_washing_4_5_4.jpg?sfvrsn=a8aaa062_5</p> <p>https://www.who.int/images/default-source/health-topics/coronavirus/mythbusters/web-mythbusters/myth_busters_hand_washing_4_5_2.jpg?sfvrsn=fb2e8292_5</p> <p>https://www.who.int/images/default-source/health-topics/coronavirus/mythbusters/web-mythbusters/myth_busters_hand_washing_4_5_5.jpg?sfvrsn=4dfb8fe_5</p>