

LIFE IS BETTER WITH CLEAN HANDS

Campaign Promotion Toolkit



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This material was developed by CDC. The *Life is Better with Clean Hands* campaign is made possible by a partnership between the CDC Foundation, GOJO, and Staples. HHS/CDC does not endorse commercial products, services, or companies.



**U.S. Department of
Health and Human Services**
Centers for Disease
Control and Prevention

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CAMPAIGN OVERVIEW

This Global Handwashing Day (October 15) CDC is launching *Life is Better with Clean Hands*, a new national campaign designed to motivate adults to make clean hands part of their daily lives. Keeping hands clean with soap and water is one of the most important things everyone can do to stay healthy. Studies have shown that handwashing can prevent 1 in 3 diarrhea-related sicknesses and 1 in 5 respiratory infections, such as a cold or the flu.

This campaign is aimed at adults, with special emphasis on parents and caregivers. Materials are designed to help raise awareness about the importance of handwashing at key times in both homes and public settings, such as before cooking or after using the bathroom.

Through this campaign CDC aims to:

- Motivate adults to wash hands during key times to prevent the spread of germs and help protect them, their children, and other loved ones.
- Help adults feel confident that they can overcome obstacles to handwashing.
- Remind adults of the importance of washing hands after using the bathroom and while preparing food.
- Encourage parents to be handwashing role models for their children.
- Encourage parents to teach their children how and when to wash their hands.

You can use the materials in this toolkit to encourage handwashing within your community:

- Promotion and outreach suggestions
- Social media messages
- Sample newsletter announcements
- Links to online campaign posters and materials
- Online resource list



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Thank you for your support as we spread the word that life is better with clean hands!
For more information on the importance of handwashing, visit www.cdc.gov/handwashing.

PROMOTION AND OUTREACH SUGGESTIONS

Public Health Organizations

- Include handwashing content on your organization's website. CDC offers a free web content syndication service that allows you to add content from **CDC's Handwashing website** to your own website without having to maintain or update it. When CDC updates content, those updates appear immediately on your site. Visit the **CDC Public Health Media Library** for more information.
- Add *Life is Better with Clean Hands* **web banners** to your website
- Add links from this toolkit's "Online Resource List" to your website.
- **Order FREE POSTERS** and distribute at community outreach events.
- Share sample social media messages and graphics from CDC's campaign toolkit on your social media platforms.
- Include a campaign announcement in your organization's newsletter.

Public

- Use the hashtag **#KeepHandsClean** and follow CDC's social media accounts to like, share, or comment on content related to the *Life is Better with Clean Hands* campaign.
 - Facebook (www.facebook.com/CDC) and Facebook en Español (www.facebook.com/CDCespanol).
 - Twitter - @CDCgov (www.twitter.com/cdcgov), @CDCespanol (www.twitter.com/CDCespanol), and @CDC_NCEZID (www.twitter.com/CDC_NCEZID)
 - Instagram - @CDCgov (www.instagram.com/CDCgov)
- Visit our website www.cdc.gov/handwashing to learn more about handwashing and share materials from the *Life is Better with Clean Hands* campaign.
- Tell your family and friends about the *Life is Better with Clean Hands* campaign and share tips to make handwashing a healthy habit at home and away.



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Parents

- Share *Life is Better with Clean Hands* campaign materials at schools, camps, childcare centers, fairs, etc.
- Use the hashtag **#KeepHandsClean** and follow CDC's social media accounts to like, share, or comment on content related to *Life is Better with Clean Hands*.
 - Facebook (www.facebook.com/CDC) and Facebook en Español (www.facebook.com/CDCespanol).
 - Twitter - @CDCgov (www.twitter.com/cdcgov), @CDCespanol (www.twitter.com/CDCespanol), and @CDC_NCEZID (www.twitter.com/CDC_NCEZID)
 - Instagram - @CDCgov (www.instagram.com/CDCgov)
- **Order FREE POSTERS** and display in the kitchen and bathrooms to remind your family to wash their hands healthy habit at home and away.

Schools

- **Order FREE POSTERS** and display in bathrooms, gyms, and other places around your school.
- Share the *Life is Better with Clean Hands* campaign messages on social media.
- Include an announcement in your school newsletter.

Facility Managers

- **Order FREE POSTERS** to display in bathrooms and breakrooms.
- Keep bathrooms and breakrooms clean and stocked with soap and paper towels to encourage handwashing.



For more information and health promotion tools, visit www.cdc.gov/handwashing.

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SAMPLE NEWSLETTER ANNOUNCEMENTS

Promote CDC's campaign *Life is Better with Clean Hands* and the importance of handwashing by including the announcement below in a newsletter, publication, email, or webpage. Use these sample newsletter blurbs as is or customize them for your networks.

For a General Audience

CDC has launched *Life is Better with Clean Hands*, a national campaign encouraging adults to make clean hands a healthy habit at home and away.

Washing your hands is easy, and it's one of the most effective ways to prevent the spread of germs. Studies have shown that handwashing can prevent 1 in 3 diarrhea-related sicknesses and 1 in 5 respiratory infections, such as a cold or the flu.

Follow these five steps every time.

1. **Wet** your hands with clean, running water (warm or cold), turn off the tap, and apply soap.
2. **Lather** your hands by rubbing them together with the soap. Lather the backs of your hands, between your fingers, and under your nails.
3. **Scrub** your hands for at least 20 seconds. Need a timer? Hum the "Happy Birthday" song from beginning to end twice.
4. **Rinse** your hands well under clean, running water.
5. **Dry** your hands using a clean towel or air dry them.

If soap and water aren't available, you can use an alcohol-based hand sanitizer that contains at least 60% alcohol.

For more information on *Life is Better with Clean Hands*, a campaign promotion toolkit, free posters, and other resources for promoting handwashing, visit www.cdc.gov/handwashing.

For Parents

CDC has launched *Life is Better with Clean Hands*, a national campaign encouraging parents to make clean hands a healthy habit for the whole family.

Handwashing is an easy, inexpensive, and effective way to help your family stay healthy. Studies have shown that handwashing can prevent 1 in 3 diarrhea-related sicknesses and 1 in 5 respiratory infections, such as a cold or the flu. When your family is healthy, you don't have to worry about missing school, work, or other activities.

Help your children make handwashing a healthy habit at home, school, and play by:

- Teaching kids the **five easy steps for handwashing**—wet, lather, scrub, rinse and dry—and the key times to wash hands, such as after using the bathroom or before eating.
- Giving frequent reminders so that handwashing becomes a habit and a regular part of your child's day.
- Leading by example by washing your hands.

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For People Preparing Food

CDC has launched *Life is Better with Clean Hands*, a national campaign encouraging adults to make clean hands a healthy habit at home and on the go.

Handwashing is one of the most important things you can do to prevent food poisoning. Follow these handwashing tips to make sure you have clean hands when preparing food:

- **Wash hands before, during, and after preparing food and before eating.** Wash your hands often, especially during key times when germs can spread. Be sure to wash before preparing any food and after touching raw meat, poultry, seafood, and eggs.
- **Wash your hands the right way.** Wet your hands with water before applying soap. Scrub the backs of your hands, between your fingers, and under your nails for at least 20 seconds before, during, and after handling any food.
- **Wash your hands often when you cook to prevent the spread of germs.** Your hands can spread germs in the kitchen, so always wash your hands to prevent cross-contamination.
- **Wash hands before and after using gloves.** Gloves can get contaminated with germs from your hands. Be sure to wash your hands before and after using gloves to prevent the spread of germs.

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For Office Employees

CDC has launched *Life is Better with Clean Hands*, a national campaign encouraging adults to make clean hands a healthy habit at home and away.

Handwashing is one of the best ways to avoid getting sick and spreading illness to others. Germs can spread easily in offices where employees share the same space, supplies, and equipment. CDC recommends washing hands often, especially **during key times** when you are likely to get and spread germs. In workplaces, these key times are before eating lunch or preparing food, after using the bathroom, and after blowing your nose, coughing, or sneezing.

If soap and water are not available, use an alcohol-based hand sanitizer that has at least 60% alcohol.

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DIGITAL GRAPHICS

The social media graphics below are intended for partners, organizations, and individuals to use on social media channels. Each graphic is available in formatting specific to Facebook, Twitter, and Instagram. For more graphics, formats, and other languages, visit CDC's *Life is Better with Clean Hands* campaign page.

Facebook/Twitter (1200x675)



Instagram (1080x1080)



Add the banners below to your website and help promote *Life is Better with Clean Hands* and direct your audience to more handwashing resources. Place the graphic in the way that works best for your website.

Web Banners (300x250)



Web Banners (160x600)



SAMPLE SOCIAL MEDIA POSTS

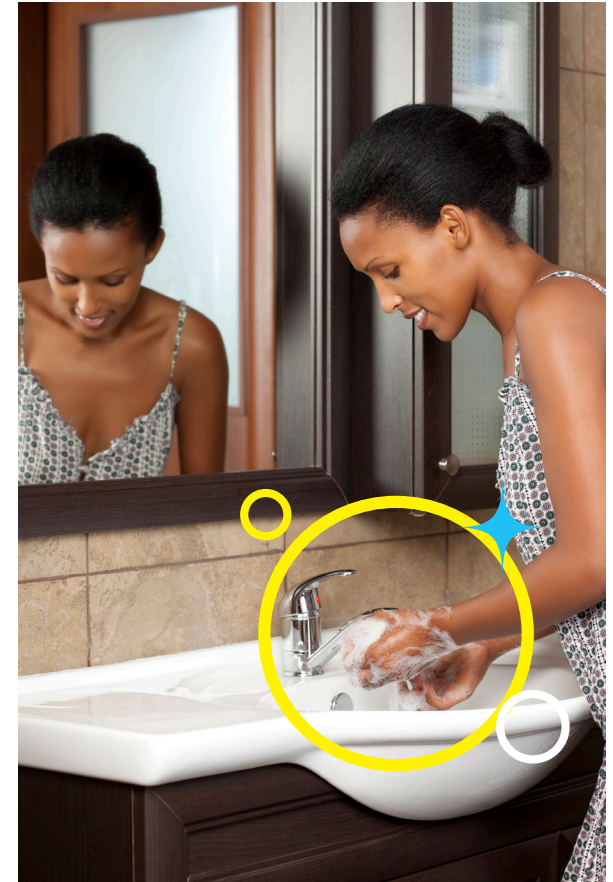
Share CDC's sample handwashing messages below on your social media platforms to promote the importance of handwashing. You can also retweet handwashing messages from @CDCgov & @CDC_NCEZID posts.

General

- Germs are everywhere. Make handwashing with soap and water a healthy habit to protect yourself and your family from getting sick. <https://go.usa.gov/xV9TX> #KeepHandsClean
- Everything you touch has germs that stay on your hands. Make clean hands a healthy habit everywhere you go so you don't get sick. <https://go.usa.gov/xV9TX> #KeepHandsClean
- Your hands carry germs you can't see. Take the time to wash your hands for 20 seconds during key times to stay healthy. <https://go.usa.gov/xV9Dc> #KeepHandsClean
- Handwashing can help prevent 1 in 5 respiratory illnesses and 1 in 3 diarrheal illnesses. Learn more about the benefits of handwashing. <https://go.usa.gov/xV9DR> #KeepHandsClean

Food

- Stay healthy by making handwashing a regular part of your cooking routine. Wash hands to prevent spreading germs to your food and your family. <https://go.usa.gov/xVNmA> #KeepHandsClean
- Don't let germs ruin your food plans. Make handwashing a healthy habit while preparing food for yourself and loved ones. <https://go.usa.gov/xVNmA> #KeepHandsClean
- Everything you touch has germs that stay on your hands. Wash your hands while preparing food so you don't get sick. <https://go.usa.gov/xVNmA> #KeepHandsClean
- Wash your hands often when you cook to prevent the spread of germs. Be sure to wash before preparing any food. <https://go.usa.gov/xVNmA> #KeepHandsClean



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Parents

- Handwashing can become a lifelong healthy habit if you start teaching it at an early age. Give kids frequent reminders of how and when to wash hands. <https://go.usa.gov/xV9Td> #KeepHandsClean
- Help your kids develop handwashing skills and make handwashing a part of your family's daily life. <https://go.usa.gov/xV9Td> #KeepHandsClean
- Set an example for your children. Make handwashing part of your routine and teach kids the five easy steps for handwashing from an early age. <https://go.usa.gov/xV9TP> #KeepHandsClean
- When your family is healthy, you don't have to worry about missing out on work, school, and other activities. Make sure you teach kids the key times to wash. <https://go.usa.gov/xV9TP> #KeepHandsClean

Life is Better with Clean Hands Campaign Promotion

- Handwashing is important for everyone! Learn about CDC's new handwashing campaign and download free materials to remind people in your life about the importance of handwashing. <https://go.usa.gov/xVNmz> #KeepHandsClean
- Need to remind yourself or others about the importance of washing hands? Order FREE CDC posters to place in bathrooms or kitchen areas as a reminder. <https://go.usa.gov/xVNmz> #KeepHandsClean
- CDC has launched a new national handwashing campaign! Learn how to make a handwashing a healthy habit in your family and keep everyone healthy. <https://go.usa.gov/xVNmz> #KeepHandsClean



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ONLINE RESOURCES

The following webpages provide more information and resources to help promote handwashing throughout the year.

GENERAL INFORMATION

Handwashing

www.cdc.gov/handwashing/index.html

Life is Better with Clean Hands Campaign

www.cdc.gov/handwashing/campaign.html

Wash Your Hands Feature

www.cdc.gov/features/handwashing/index.html

Handwashing Fact Sheets

www.cdc.gov/handwashing/fact-sheets.html

El Lavado de las Manos

www.cdc.gov/handwashing/esp/index.html

PREVENTION RESOURCES

How and When to Wash Hands

www.cdc.gov/handwashing/when-how-handwashing.html

Life is Better with Clean Hands Campaign Materials

www.cdc.gov/handwashing/campaign.html

Free Posters

www.cdc.gov/pubs/cdcinfoondemand.aspx?ProgramID=212

General Health Promotion Materials

www.cdc.gov/handwashing/resources.html

Stop Germs! Wash Your Hands

www.cdc.gov/handwashing/pdf/wash-your-hands-fact-sheet.pdf

Handwashing: A Family Activity

www.cdc.gov/handwashing/handwashing-family.html

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FOR PUBLIC HEALTH PROFESSIONALS

Show Me the Science – Why Wash Your Hands

www.cdc.gov/handwashing/why-handwashing.html

Show Me the Science – How to Wash Your Hands

www.cdc.gov/handwashing/show-me-the-science-handwashing.html

Show Me the Science – When and How to Use Hand Sanitizer in Community Settings

www.cdc.gov/handwashing/show-me-the-science-hand-sanitizer.html

Handwashing Promotion Materials

www.cdc.gov/handwashing/resources.html

Publications, Data, & Statistics

www.cdc.gov/handwashing/publications-data-stats.html

FOR HEALTHCARE SETTINGS

Hand Hygiene in Healthcare Settings

www.cdc.gov/handhygiene/

Clean Hands Count Campaign

www.cdc.gov/handhygiene/campaign/index.html

HANDWASHING AND ANIMALS

Wash Hands When Leaving Animal Exhibits

www.cdc.gov/healthypets/resources/exhibits-hand-washing.pdf

Wash Your Paws 8x11 Poster

www.cdc.gov/healthypets/resources/Class_Pet_Poster_06-p.pdf

Wash Your Paws 11x17 Poster

www.cdc.gov/healthypets/resources/Class_Pet_Poster_06_11x17-p.pdf

Poultry Handwashing Sticker

www.cdc.gov/healthypets/images/Poultry-Handwashing-Sticker_1200x600.jpg

Poultry Handwashing Animated Graphic

www.cdc.gov/healthypets/images/gifs/18_299133-A_Animation-of-Hand-washing-Poultry-Graphic_v3.mp4

Healthy Pet Habits

www.cdc.gov/healthypets/publications/healthy-pet-habits.html



PROMOTE HANDWASHING THROUGHOUT THE YEAR

These monthly observances provide opportunities for you to promote handwashing through social media, listservs, or other communication channels throughout the year.

January-March

- Cold and Flu Season

April

- National Public Health Week

May-July

- Travel Season

August

- Back to School

September

- Food Safety Education Month

October

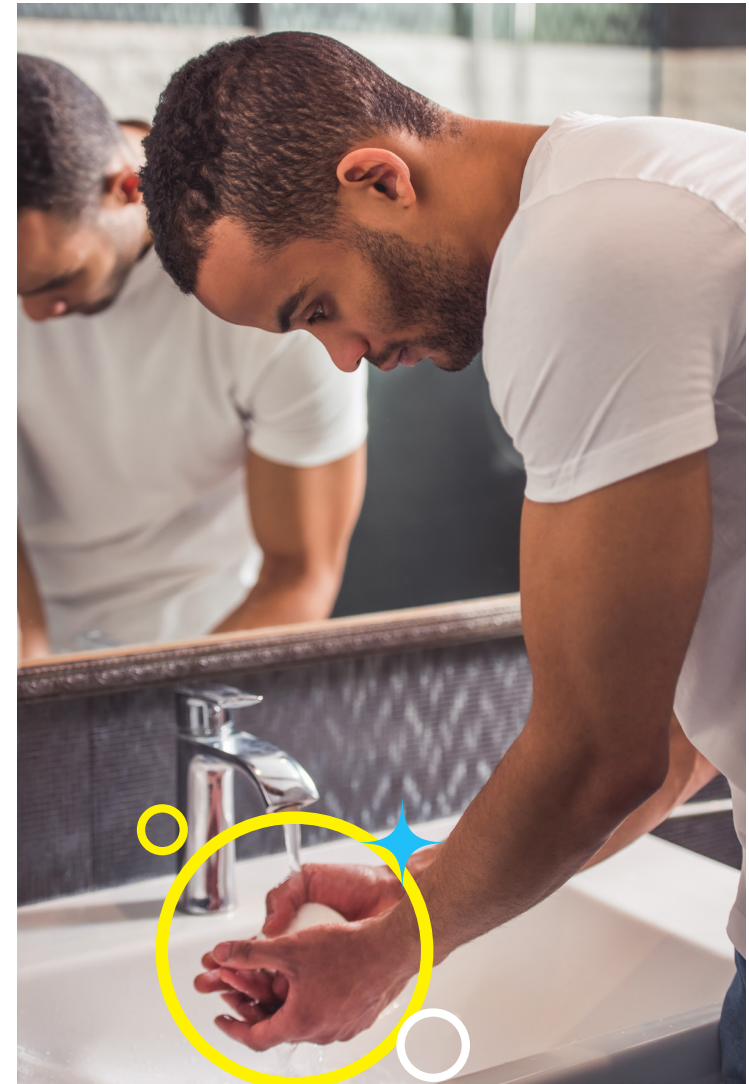
- Global Handwashing Day

November-December

- Cold and Flu Season
- Holiday Season

December

- National Handwashing Awareness Week



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