
5 STEP PLAN

To reduce the incidence and burden of common infections, including cold, flu, diarrhoea, pneumonia and gastro-intestinal infections, the Global Hygiene Council has identified five areas where small changes in children's and family hygiene practices could have a big impact on protecting children's health:

“ Improving access to clean water and sanitation and achieving gender equality and access to education are critical to improving and protecting children's health and need to be tackled on a global scale. However, hygiene is effectively a first line of defense and adopting better hygiene practices could have a dramatic and positive impact on the welfare of young children. ”

Professor John Oxford, GHC Chair

1

! FACT

2.7 MILLION
BABIES DIE WITHIN
THE FIRST MONTH
OF LIFE²⁴

! SMALL STEP

Protect babies when they are at their most vulnerable, in the first few weeks of life before their vaccination schedule starts³⁰

⌘ BIG CHANGE

Minimise the risk of illness by reducing the number of infectious diseases in babies

2

! FACT

EVERY MINUTE
A CHILD UNDER 5 DIES
FROM DIARRHOEA³¹

! SMALL STEP

Prevent the spread of infections through improved hand hygiene

⌘ BIG CHANGE

The incidence of diarrhoea could be halved through effective handwashing alone³¹

3

! FACT

220 MILLION
CHILDREN FALL ILL
FROM FOODBORNE
DIARRHOEAL DISEASES
EACH YEAR³²

! SMALL STEP

Minimise the risk of bacteria contaminated foods being consumed

⌘ BIG CHANGE

A reduction in the number of children contracting bacterial gastroenteritis or food poisoning

4

! FACT

COLD AND FLU VIRUSES
CAN SURVIVE ON
SURFACES FOR UP TO
48 HOURS¹⁸

! SMALL STEP

Stop the spread of infection causing germs in the home and wider communities

⌘ BIG CHANGE

A reduction in the incidence and burden on families and communities of some of the most common children's infection such as cold and flu

5

! FACT

10 MILLION
DEATHS A YEAR ARE
PREDICTED BY 2050
DUE TO ANTIBIOTIC
RESISTANCE²¹

! SMALL STEP

Break the chain of transmission and stop children becoming unwell

⌘ BIG CHANGE

A reduction in the number of children contracting infections and being prescribed antibiotics