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. Small Step

**FACT**

2.7 MILLION BABIES DIE WITHIN THE FIRST MONTH OF LIFE

**SMALL STEP**

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

**BIG CHANGE**

The incidence of diarrhoea could be halved through effective handwashing alone.

### 2. Small Step

**FACT**

EVERY MINUTE A CHILD UNDER 5 DIES FROM DIARRHOEA

**SMALL STEP**

Prevent the spread of infections through improved hand hygiene.

**BIG CHANGE**

The incidence of diarrhoea could be halved through effective handwashing alone.

### 3. Small Step

**FACT**

220 MILLION CHILDREN FALL ILL FROM FOODBORNE DIARRHOEAL DISEASES EACH YEAR

**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. Small Step

**FACT**

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

**SMALL STEP**

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

**BIG CHANGE**

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

### 5. Small Step

**FACT**

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

**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.