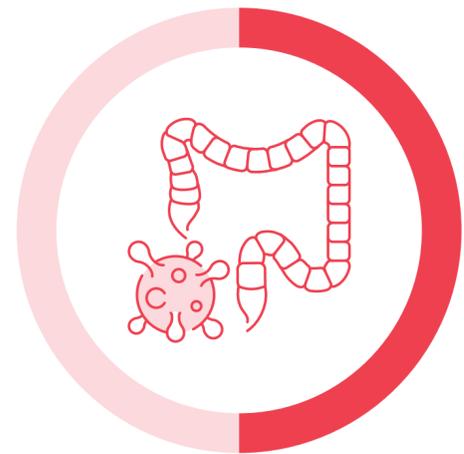
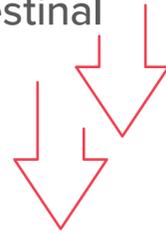


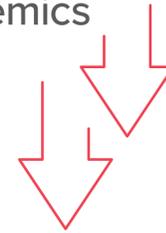
HEALTHY HYGIENE HABITS REDUCE INFECTIONS



Good hygiene practices can result in a **50% reduction** in gastrointestinal infections¹



Access to soap and water for handwashing can reduce the spread of infections in epidemics by **up to 20%**²



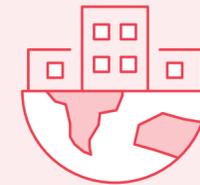
HOW CAN WE IMPROVE HYGIENE HABITS?

✓ INFRASTRUCTURE

✓ EDUCATION

✓ POLICY

A CALL FOR CHANGE



Invest: Invest more in physical infrastructure to make clean water, soap and sanitiser easily accessible for communities worldwide



Education: Ensure clear communication on sustainable hygiene habits tailored to target populations. Highlight the health benefits of adopting better hygiene habits and reducing infection risks



Policy: Use lessons from pandemics in the past to guide future policy for infection prevention and control. Make Water, Sanitation and Hygiene (WASH) a priority to prevent infectious diseases

Driving hygiene-related behavioural change requires the collective efforts of stakeholders from all levels of society.

1. Bloomfield SF, et al. The effectiveness of hand hygiene procedures in reducing the risks of infections in home and community settings including handwashing and alcohol-based hand sanitizers. *Am J Infect Control.* 2007;35(10):S27-64.

2. WaterAid. Economic report: unlock trillions of dollars with clean water, decent toilets and hygiene. July 2021. Available at: www.wateraid.org/us/media/economic-report-unlock-trillions-of-dollars-with-clean-water-decent-toilets-and-hygiene (Accessed: November 2022).

Join the GHC in driving positive worldwide behavioural change in hygiene practices to reduce the burden of common infectious diseases and AMR and protect against future pandemics.

Read the full report at:
www.hygienecouncil.org/resources/four-pillars-for-change