

# MAKING HYGIENE MATTER

## The Economic Power of Hygiene



### THE GLOBAL COST OF INFECTIOUS DISEASES

A single emerging infectious disease costs the global economy **US\$30–50 billion**<sup>1</sup>



### HOW CAN HYGIENE MAKE A DIFFERENCE?

Hand hygiene is **one of the most cost-effective public health interventions** in reducing the global infectious disease burden. **A \$3.35 investment in handwashing promotion returns the health benefits equal to:**

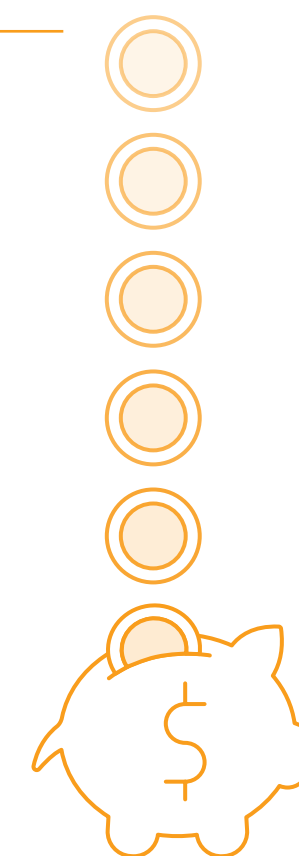


**\$11** spent on toilet infrastructure



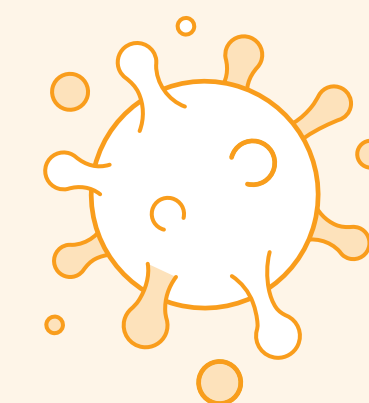
**\$200** allocated to household water supplies

Hygiene behaviour-change programmes can significantly **reduce infections** and lead to **substantial savings** for governments, healthcare systems and corporations, as well as **improving health outcomes**.



### A CALL FOR CHANGE

The Global Hygiene Council (GHC) calls on governments, policymakers and health authorities to:



**Allocate funds for research** on the economic benefits of investing in hygiene initiatives



**Consider hygiene education** and access to facilities as critical and cost-effective solutions for protecting against the spread of infectious diseases

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

1. Global Virome Project. Global Costs of Emerging Infectious Diseases: an Economic Case for the Global Virome Project. April 2018. Available at: <http://livescience.ecohealthalliance.org/predict/reports/2018-04-16-edi-economic-case-for-the-GVP.pdf> (Accessed: October 2022).

2. Global Handwashing Partnership 2017. Why Handwashing: Economic Impact. Available at: <https://globalhandwashing.org/about-handwashing/why-handwashing/economic-impact/> [Accessed: 16 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](http://www.hygienecouncil.org/resources/four-pillars-for-change)