Global Handwashing Day: Safeguard Shines Spotlight On Surprisingly Simple Way To Prevent Spread Of Disease

Terms:
Global Handwashing Day  P&G Corporate Brand  Safeguard

Brand’s Efforts Designed To ‘Help More Children Reach Their 5th Birthday’

It has been called “the most important medical remedy for children in developing countries.”\(^1\) You might be surprised to learn “it” isn’t an expensive medication or complicated treatment regimen but rather a simple task that anyone can practice: Handwashing with soap.

In an effort to raise awareness of handwashing practices in every country as well as the many health benefits of handwashing with soap, on October 15, Safeguard will unite efforts across three continents to celebrate the 5\(^{th}\) Anniversary of Global Handwashing Day.

Research indicates that handwashing with soap can reduce diarrhea and pneumonia risks\(^2\), but despite its potential, handwashing with soap is seldom practiced and not always easy to promote.

Safeguard is working to change that. Key Safeguard markets across Asia, North America and Africa are uniting under the theme “Help More Children Reach Their 5th Birthday” to raise awareness and understanding of the importance of handwashing with soap as an effective and affordable way to prevent the spread of diseases.

“Through its partnerships with health experts around the world, Safeguard has been instrumental in demonstrating that handwashing with soap can help save lives by helping prevent the spread of illnesses,” said Deb Henretta, Group President of Beauty Care. “I’m delighted to see how the key Safeguard markets unite on Global Handwashing Day to raise awareness of the importance of handwashing with soap.”

- In China, Safeguard is partnering with the Ministry of Health, the China National Children Center and Olympic Medalist Chen Yibing to drive awareness of the positive impact of handwashing with soap.
- In the Philippines, Safeguard is working with the Department of Education and Health, UNICEF, the Office of the President and the Philippines Association of Medical Technologists.
- In Mexico, Safeguard/Escudo is organizing a mega celebration at Six Flags Mexico City in partnership with Save the Children and local primary schools.
- In Kenya, Safeguard is working with the Ministry of Public Health and Sanitation to host more than 30,000 children in the town of Nyeri to promote handwashing with soap. Safeguard’s brand ambassador and Olympic gold medalist David Rudisha will reinforce the need of handwashing with soap to stay healthy.

The Safeguard brand encourages everyone to promote regular handwashing habits with soap by spreading the word with friends, family and on social platforms.

For more information on how you can celebrate Global Handwashing Day’s 5th anniversary, visit www.facebook.com/GlobalHandwashingDay and Twitter: #iwashmyhands.

About Safeguard

Safeguard is P&G’s largest Global Personal Care brand. First launched as a bar soap in the USA in 1963, it is now also available in other product forms such as Bodywash, Liquid hand soap and Hand sanitizer. Safeguard is currently sold in more than 15 countries across Asia, Europe, Africa and Latin America with leadership market share in China and the Philippines.


Cover photo:
Pictured, children wash hands before at school in Bhatari, India.
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Photo on this page:
Pictured, a boy washes his hands with soap in the Democratic People's Republic of Korea. © UNICEF/DRKA2008-00003/Ina Jurga

Contacts:
Eduardo Atamoros von der Rosen atamoros.e@pg.com

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