

## Press Release

### Hooray for Handwashing on Global Handwashing Day 15 October 2009



*London, 15 October 2009* – Today marks the annual Global Handwashing Day, aimed at increasing awareness and understanding about the importance of handwashing with soap as an effective way to prevent diseases. Keeping children clean and instilling good hygiene practices has perhaps never before been more important so parents and teachers might welcome a **free**, generic teaching pack called **Hooray for Handwashing** which addresses the need for good hygiene.

The pack comprises a colourful and beautifully illustrated 8-page booklet written in rhyme, a poster and teaching notes; is **free**; and **impartial** as it's published by the cleaning and well-being experts, the UK Cleaning Products Industry Association (UKCPI).

Around the world, children are being encouraged to ensure they wash thoroughly as the simple act of washing hands with soap can reduce the incidence of major, life-threatening illness as well as more minor incidences of illness such as coughs, colds and 'flu. This year, faced as we are with the threat of swine 'flu in addition to the usual round of runny noses, basic hygiene is even more important.

"Handwashing is considered by many health experts to be the single most important way to reduce the spread of infectious diseases in childhood settings. That's why we commend this awareness day initiative\* which is encouraging people across the world to recognise that 'Clean hands save lives'," says Philip Malpass of the UKCPI.

Hooray for Handwashing delivers in a fun but accurate format some basic hygiene facts (such as the sources of germs and their invisibility plus the fact that not all germs are harmful) and guidance on handwashing as a key to good health and hygiene.

**Hooray for Handwashing** is free and available to download now from <http://www.ukcpi.org/educationandpublications.html> or schools may request copies of the booklet and poster (supplies are limited to 30 copies per request and are available while stocks last) by emailing [ukcpi@ukcpi.org](mailto:ukcpi@ukcpi.org) or telephoning 01829 770055.

For more information about Global Handwashing Day please visit [www.globalhandwashingday.org](http://www.globalhandwashingday.org) or see what activities are taking place in the UK at [www.globalhandwashingday.org.uk](http://www.globalhandwashingday.org.uk)

Ends

## Notes to editors

For further information about the UK Cleaning Products Industry Association, please contact: [ukcpi@ukcpi.org](mailto:ukcpi@ukcpi.org) or call 01829 770055.

\*The Global Handwashing Day initiative was formed by the Global Public-Private Partnership for Handwashing with Soap.

For further information about Global Handwashing Day contact: [globalhandwashingday@lshtm.ac.uk](mailto:globalhandwashingday@lshtm.ac.uk)