

# Social Media Toolkit

## Title: World Hand Hygiene Day (May 5, 2020)

For use during week 5/4/2020 – 5/10/2020

Launch Date: 4/20/20

### Introduction

*\*Describe content of toolkit.*

*\*Describe background of topic*

*\*Describe the source(s) for the toolkit content*

May 5, 2020 is World Hand Hygiene Day. Sponsored by the World Health Organization, the theme is the Year of the Nurse and the Midwife, for their contribution to strengthen quality health systems. Hand hygiene is also one of the recommended ways to avoid spreading the COVID-19 virus. May 5, 2020 marks the WHO SAVE LIVES: Clean Your Hands (SLCYH) campaign.

Handwashing is one of the first skills taught to children, yet many adults fail to do it correctly. It is very important to first wet both hands, lather and rub them together for 20 seconds, and then rinse and dry them off. It is very easy to shorten this process, especially when in a rush. This results in less germs being removed, making a person more of a danger to others and themselves. Hand sanitizer is a good alternative when soap/water is not available, but may not be as effective, especially when the percentage of alcohol is less than 60%. Handwashing is a good habit to instill in children when they are young, so it sticks with them throughout their lives. With the current Coronavirus pandemic, this is essential to prevent the spread of the illness.

This toolkit provides information on advocating the importance of handwashing as well as accurate techniques.

### Target audience/high-risk subsets

Target Audience

- All people

High-risk

- People with physical limitations that make hand-washing difficult.
  - Arthritis.
- Low income adults – hand sanitizer has become much scarcer and more expensive during the current Coronavirus pandemic.
  - Off-brand hand sanitizer on Amazon is selling for \$24.99.
  - Main brands are sold out both in stores and online.

### Target Audience Needs/Issues/Considerations

*\*Include considerations that the opposition may provide*

Oppositions

- *Time restrictions*
  - For example, a physician with a large patient list might be in a rush and easily forget to wash his hands after each encounter. In fact, only 32% of hospital physicians follow accepted hand hygiene guidelines.
- Lack of soap/hand sanitizer during the COVID-19 pandemic (see above)

### Supporting Campaigns

- [Centers for Disease Control and Prevention](#)
- [Centers for Disease Control and Prevention Clean Hands County Campaign](#) for more social media resources
- [World Health Organization](#)
- [World Health Organization Clean Your Hands](#) for more background
- [World Health Organization, Clean Your Hands 5 May 2020](#) for more social media resources

## References

1. Cdc.gov. 2020. *Handwashing - Clean Hands Save Lives | CDC*. [online] Available at: <<https://www.cdc.gov/handwashing/index.html>> [Accessed 15 April 2020].
2. Cdc.gov. 2020. *Keeping Hands Clean | Handwashing | Hygiene | Healthy Water | CDC*. [online] Available at: <<https://www.cdc.gov/healthywater/hygiene/hand/handwashing.html>> [Accessed 15 April 2020].

## Toolkit Content

<b>Please list: Developer(s) Affiliation(s) Title(s)</b>	Karisma Sinha: Northeast Ohio Medical University																													
<b>Estimated time used to create</b>	10 hours																													
<b>Date submitted</b>	4/15/2020																													
<b>DUE date &amp; TARGET date for release (Monday)</b>	4/20/2020																													
<b>Approvals</b>  (Needs at least one reviewer per column—initial appropriate column)	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 45%;">Reviewer</th> <th style="width: 10%;">Date</th> <th style="width: 15%;">Format &amp; language (grammar)</th> <th style="width: 15%;">Social media content</th> <th style="width: 15%;">Public health content</th> </tr> </thead> <tbody> <tr> <td>Amy Lee</td> <td>4/20/2020</td> <td>AL</td> <td>AL</td> <td></td> </tr> <tr> <td>Kim Trowbridge</td> <td>4/22/2020</td> <td>KT</td> <td>KT</td> <td>KT</td> </tr> <tr> <td> </td> <td> </td> <td> </td> <td> </td> <td> </td> </tr> <tr> <td> </td> <td> </td> <td> </td> <td> </td> <td> </td> </tr> </tbody> </table>					Reviewer	Date	Format & language (grammar)	Social media content	Public health content	Amy Lee	4/20/2020	AL	AL		Kim Trowbridge	4/22/2020	KT	KT	KT										
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<b>Approvers Instructions</b> <ul style="list-style-type: none"> <li>• Please approve by the target date for release. Approvers may review for more than one review category (e.g. both public health content and social media content). At least one approver is needed per category; two approvers are preferred.</li> <li>• Feel free to add or make edits—there will not be an opportunity for the original student group to make further edits</li> </ul>																														
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<b>Content recency</b>	All messages in this toolkit were generated in [April 2020] and contain up-to-date information prior to the launch date.																													
<b>Accuracy</b>	Sources of all data are provided (all credible sources) <b>YES</b> or <b>NO</b>																													
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FACEBOOK

	Infographic	Website	Caption (if provided)	When accessed	Permission
Facebook 1		<a href="https://www.cdc.gov/handwashing/index.html">https://www.cdc.gov/handwashing/index.html</a>	None	4/7/2020	Source: Centers for Disease Control and Prevention
Facebook 2		<a href="https://www.cdc.gov/handwashing/when-how-handwashing.html">https://www.cdc.gov/handwashing/when-how-handwashing.html</a>	None	4/7/2020	Source: Centers for Disease Control and Prevention
Facebook 3		<a href="https://www.cdc.gov/handwashing/campaign.html">https://www.cdc.gov/handwashing/campaign.html</a>	None	4/7/2020	Source: Centers for Disease Control and Prevention
Facebook 4		<a href="https://www.cdc.gov/handwashing/campaign.html">https://www.cdc.gov/handwashing/campaign.html</a>	None	4/7/2020	Source: Centers for Disease Control and Prevention
Facebook 5		<a href="http://publichealth.lacounty.gov/acd/handwash.htm">http://publichealth.lacounty.gov/acd/handwash.htm</a>	Hand Washing	4/7/2019	Source: LA county Public Health
Facebook 6		<a title="Clean Hands Count" href="http://www.cdc.gov/handhygiene/?s_cid=dhqp_009"></a>	Clean Hands Count 250 x 250 animated GIF	4/20/20	Source: Centers for Disease Control and Prevention

## TWEETS

### **Twitter best practices**






- *Keep it short and simple--although messages can be <280 characters now, keep them short anyway!*
- *Post often--it is recommended to post 3 tweets per day, with different framing to reach diverse populations*
- *Post other relevant content from partners or followers*
- *Use relevant hashtags (maximum of 2 hashtags)*

<b>Tweet 1</b>	Germs are everywhere. Wash your hands and #keephandsclean!!!
<b>Tweet 2</b>	Washing hands for #20 seconds can keep the germs away!!!
<b>Tweet 3</b>	Use #handsanitizer when you can't use soap!!!
<b>Tweet 4</b>	Using #soapandwater can help stop the spread of coronavirus!!!
<b>Tweet 5</b>	Learn how to #washyourhands the right way at <a href="https://www.cdc.gov/handwashing/when-how-handwashing.html">https://www.cdc.gov/handwashing/when-how-handwashing.html</a>
<b>Tweet 6</b>	You can save lives with #cleanhands
<b>Tweet 7</b>	What do you know about #germs?
<b>Tweet 8</b>	Alcohol based hand sanitizer DOES NOT cause drug resistance #germmyths
<b>Tweet 9</b>	#washyourhandslike <a href="https://www.who.int/gpsc/clean_hands_protection/en/">https://www.who.int/gpsc/clean_hands_protection/en/</a>
<b>Tweet 10</b>	Be a #handwashinghero and spread the word!!!! #handwashing #itmatters

## INSTAGRAM



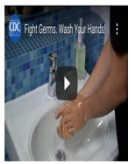

### Instagram best practices

- Post 3-4 times during the week
- Use varying content (not only picture sharing but include videos and graphics)
- Use relevant hashtags so people can find your content

	Infographic	Website	Caption (if provided)	When accessed	Permission
Instagram 1		<a href="https://www.who.int/gpsc/clean_hands_protection/en/">https://www.who.int/gpsc/clean_hands_protection/en/</a>	None	4/7/2020	Source: World Health Organization
Instagram 2		<a href="https://www.who.int/gpsc/5may/background/5moments/en/">https://www.who.int/gpsc/5may/background/5moments/en/</a>	None	4/7/2020	Source: World Health Organization
Instagram 3		<a href="https://www.cdc.gov/handwashing/fact-sheets.html">https://www.cdc.gov/handwashing/fact-sheets.html</a>	None	4/7/2020	Source: Centers for Disease Control and Prevention
Instagram 4		<a href="https://www.cdc.gov/handwashing/fact-sheets.html">https://www.cdc.gov/handwashing/fact-sheets.html</a>	None	4/7/2020	Source: Centers for Disease Control and Prevention
Instagram 5		<a href="https://www.cdc.gov/handwashing/posters.html">https://www.cdc.gov/handwashing/posters.html</a>	None	4/7/2020	Source: Centers for Disease Control and Prevention

## RELEVANT HASHTAGS

	<b>Hashtag</b>
<b>Hashtag 1</b>	#keephandsclean
<b>Hashtag 2</b>	#germs
<b>Hashtag 3</b>	#soapandwater
<b>Hashtag 4</b>	#handsanitizer
<b>Hashtag 5</b>	#20seconds
<b>Hashtag 6</b>	#cleanhands
<b>Hashtag 7</b>	#washyourhands
<b>Hashtag 8</b>	#germmyths
<b>Hashtag 9</b>	#washyourhandslike
<b>Hashtag 10</b>	#handwashinghero

Media	Image	Website	Caption (if provided)	When Accessed	By Whom	Permission
<b>Videos</b>						
<b>Video #1</b>		<a href="https://www.youtube.com/watch?v=d914EnpU4Fo">https://www.youtube.com/watch?v=d914EnpU4Fo</a>	What You Need To Know About Handwashing	4/15/20	Karisma Sinha	Source: Centers for Disease Control and Prevention
<b>Video #2</b>		<a href="https://www.youtube.com/watch?v=LWmok9avzr4">https://www.youtube.com/watch?v=LWmok9avzr4</a>	YouTube Live Handwashing Presentation	4/15/20	Karisma Sinha	Source: Centers for Disease Control and Prevention
<b>Video #3</b>		<a href="https://www.youtube.com/watch?v=eZw4Ga3jg3E">https://www.youtube.com/watch?v=eZw4Ga3jg3E</a>	Fight Germs. Wash Your Hands!	4/15/20	Karisma Sinha	Source: Centers for Disease Control and Prevention
<b>Video #4</b>		<a href="https://www.youtube.com/watch?v=MzkNSzqmUSY&amp;feature=youtu.be">https://www.youtube.com/watch?v=MzkNSzqmUSY&amp;feature=youtu.be</a>	Clean Hands Count	4/20/20	Amy Lee	Source: Centers for Disease Control and Prevention