

A group of children in school uniforms are smiling and showing their hands covered in white soap foam. The background is a lush green outdoor setting. A teal curved graphic element is at the top of the page.

Join the Campaign for Healthy Living

EDUCATE & RAISE AWARENESS ABOUT SAFE WASH PRACTICES



Why Hand Washing?

Hand washing is key to every person's health

The CDC, along with the health care industry, brings awareness to *the importance of hand washing* as a way to decrease the risk for getting sick (December, 2016). It prevents the spread of germs from our hands to our own eyes, nose, mouth, as well as to other people and objects.

Hand washing prevents the spread of disease

Handwashing can prevent 1 in 3 diarrhea-related sicknesses and 1 in 5 respiratory infections, such as a cold or the flu (CDC).

We can all participate

To prevent the spread of disease, it is critical that we utilize safe hygiene practices to protect ourselves and others. Hand washing is a simple action that we can all take on a daily basis, that makes a huge impact.

Through this campaign, we are providing eye-catching reminders and educational materials that will encourage hand washing and promote healthy lives.



Campaign for Healthy Living

Campaign Goal

Educate and remind communities around the world about the importance of hand washing, and engage Xylem employees and stakeholders in a healthy, safe volunteer activity that does not require a large in-person event or meeting.

Campaign Key Messages

- Importance of Hand Washing
- Basic Steps of Hand Washing
- Impact Statistics

Campaign Materials

- Posters (19x27 in)
 - Set of 3 – Importance of Hand Washing (1), Basic Steps (2) & Impact Statistics (3)
- Pamphlets (3.5x8.5 in Trifold)
- WASH Stickers (5x7in – Apply to Glass)
- Implementation Guide

Campaign Materials

Posters

19" x 27" (sets of three)

Suggested Locations

- Classrooms
- Offices
- Bathrooms
- Shared Kitchens
- Community Centers
- Building Lobbies
- Dining Spaces

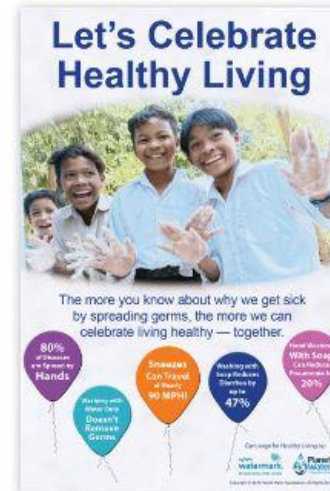
I CAN HELP!



Importance of Hand Washing



Basic Steps of Hand Washing



Germ Impact Facts

Brochures

3.5" x 8.5" (tri-fold)

Suggested Locations

- Lobbies
- Mailboxes
- Front Desks



Wash Clings

5" x 7" (apply to glass)

Suggested Locations

- Community Restroom Mirrors
- Hand Wash Station Mirrors
- Dining Room Entrance Glass





Campaign Execution

Print, Assemble & Deliver Materials

Print

- Use the print ready files posted to [xylem.com/watermark](https://www.xylem.com/watermark) to print campaign materials with a local vendor

Assemble

- In the office, volunteers can work in small groups to organize & package materials for distribution
- If groups cannot meet, employees can pick up materials to bring home & package for distribution

Deliver

- Distribute materials to locations in your community that may benefit from them
- Utilize the safest and most convenient delivery approach for your region
 - Deliver in person
 - Call ahead to schedule a drop-off
 - Mail the materials to the site
- If it is safe to do so, you can help the facilities to place campaign materials



Campaign for Healthy Living

Suggested Target Locations

Suggested Campaign Location Targets:

- Classrooms
- Offices
- Senior Living Facilities
- Community Centers
- Restaurants
- Residential Buildings

Suggested Material Placement:

- Break rooms
- Bathrooms
- Shared Kitchens
- Building Lobbies
- Dining Spaces
- Hand-washing stations
- Elevators
- Hallways

What to Include in a Delivery

Deliveries will vary based on the size and type of location you are providing materials to.

Suggested per location:

- 1 Implementation Guide Brochure
- Posters: 2-4 sets of the 3 poster series per location
- Brochures: 1 per person at location – Ex. Number of building residents or office employees
- WASH Stickers: 1 per bathroom & dining area at location

Thank You For Your Participation!



Together, we can promote healthy lives through WASH education