

A Simple Act of Handwashing can Help Save Lives

In a distant village in Chittagong there is a small cottage. In this beautiful village lives Hanif and his wife Halima. They are newly married. Hanif earns his living through fishing just like his forefathers have for centuries. The money Hanif earns by catching fish from the ocean and selling in the market is enough for the family of two to live comfortably. Within a year Halima gives birth to a beautiful daughter. They name her Hashi. The couple have big dreams for their little bundle of joy. Halima wishes to send her daughter to school to make a name of her own. They won't stay in this

town nearby for better medical assistance. But it was too late by then. Hashi goes back to Heaven, taking away her parents' happiness with her. This is not the story of Bangladesh but in many parts of the world. Every hour many children succumb to death due to fatal diseases like diarrhoea - majority of whom are aged below 5. But what's surprising is that a simple habit of regularly washing hands with soap can decrease the death rate substantially. Global Handwashing Day (GHD) was

handwashing with soap. This year Lifebuoy has arranged for "Give us a high5" campaign to celebrate Global Handwashing Day 2016. As in previous years, the World's best all-rounder Shakib Al Hasan was also a part of this campaign this year. To celebrate the day, Shakib visited Bangladesh Bank High School at Motijheel, Dhaka with the Lifebuoy team. The students of the school were ecstatic to have Shakib amongst them and eagerly awaited the opportunity to high5 with him. Shakib spent quite some time with the children and encouraged them to wash their hands with soaps

regularly. Then he took an oath along with all the children to wash hands with soap and water regularly on 5 key occasions of handwashing. Shakib washed his hands along with the children and then high fived with them one after another. The fun continued as Shakib himself took some selfies with the students. After that Shakib bid farewell to the students and their teachers. Unilever Bangladesh Limited's Marketing Director Mr. Zaved Akhtar, Lifebuoy Brand Manager, Activation Manager etc were present in this event to commemorate Global Handwashing Day. Shakib Al Hasan said this year working with the project felt more special than last year as now as a father he feels more responsible towards children's health. That's why despite his busy schedule he made time to participate in the event to encourage children to develop this lifesaving practice. Lifebuoy

hopes that their initiative on Global Handwashing Day to raise awareness of the importance of washing hands with soap to help save lives of young children will become more successful with participation of people from all walks of life. To be a part of "Give us a high5" campaign, all you have to do is, first wash your hands with soap. Then give a friend a high5 with your washed hand, take a picture and mail it to lifebuoybangladesh@gmail.com or inbox at Lifebuoy Bangladesh facebook page. Lifebuoy will teach 5 kids the right way to wash hands for every picture received. Various international organizations like UN, DFID and WSUP have collaborated with Lifebuoy over the years to partner awareness and WASH related events on various occasions. In the year 2014-2015, Lifebuoy had partnered with DFID, PLAN and WSUP to create awareness of the importance of handwashing with soap in 20% primary schools of Bangladesh. Throughout the month of October 2016, Lifebuoy is working with WSUP to commemorate Sanitation Month by organizing events in 172 schools in 32 districts of Bangladesh. These events are expected to spread awareness amongst the school children through teaching them the right way to wash hands with soap and distributing Lifebuoy soaps for free.



fisherman's village then. Hanif listens to his wife's dreams and laughs. He saves some money from his fishing every week to buy toys and clothes for his daughter. Hanif and Halima's family is filled with joy and laughter centering around Hashi. But who knew their happiness would be short-lived? At the age of 2, Hashi falls ill with diarrhoea. She was taken to the

launched in 2008 to ingrain in children the habit of washing their hands with soap which is one of the most effective and low-cost public health interventions available. Consistently ranked amongst the most trusted brands in the country, Lifebuoy has used this day to raise the profile of

children and then high fived with them one after another. The fun continued as Shakib himself took some selfies with the students. After that Shakib bid farewell to the students and their teachers. Unilever Bangladesh Limited's

Some of Lifebuoy's Milestones on its Journey towards Good Health

Lifebuoy and Friendship jointly began the "Lifebuoy Friendship Hospital" on 13 March 2002 to reach the underprivileged people of northern Bengal to help them with affordable medical service.



2002

In 2009, Unilever Bangladesh Limited organized 52, 970 kids to wash hands together at the same time on Global Handwashing Day and thus received a place in the Guinness Book of World Records.



2009

From 2014, Lifebuoy's awareness based activities partnered with renowned personalities like artist Mustafa Monwar, Chairman of Adcomm Limited Geeteara Safia Chowdhury, author Anisul Huq, novelist Selina Hossain and global all-rounder cricketer Shakib Al Hasan.



2014



2008

In 2008, Lifebuoy celebrated the very first Global Handwashing Day with its partners and organized various events to teach children the right way to wash hands with soap and to adopt the habit.



2011

In 2011, "Lifebuoy School of five" began its journey in Bangladesh which is the largest behavior change intervention at school level coupled with community centred awareness programs. It was initiated to reach the rural people of Bangladesh and teach them about the importance of handwashing and make handwashing with soap a habit. "Lifebuoy Five Times a Day" is an activation carried out in urban schools to teach students the proper way of washing hands with soap.



2015

In 2015 Lifebuoy started "Lifebuoy Lifesaver Volunteer Program" on Global Handwashing Day. Through this program volunteers spend just an hour once a week to teach children the lifesaving habit of regularly washing hands with soap.



*The story and all characters' names used in this PR are fictitious.