

FIVE KIDS WILL LEARN THE HABIT OF HANDWASHING FOR EVERY HIGH5



Rafiq and Amena have their own little paradise at home. Two years into their marriage, Amena is blessed with the arrival of her son Hridoy. Rafiq has a small grocery store in the village market and Amena does small tailoring works for a marginal income. They did not have much, but they were a happy family.

But this happiness did not last long. The village river claimed their home and Rafiq's



shop, both. Their fight for survival brought the family in Dhaka city with the 3 year old Hridoy. They took shelter in a roadside slum. A few days later, Rafiq got a job as a day laborer. They rented a small house with the little money Rafiq earned. But his earnings were not sufficient for the family. It seemed like there was no end to their misery.

After some time, Amena too managed a job in a garments factory. Their combined income brought some solvency to the family. However, due to their jobs, none of them had much time to spend with their child. Despite that, when the family came together at the end of the day, it felt like all the happiness of the whole world filled their tiny home.

Sadly Rafiq and Amena's happiness was short lived. One day Hridoy fell very sick suddenly. He had diarrhea with very high fever. Amena took leave for a few days to take care of her child. Rafiq consulted with the doctor of the nearby pharmacy and got some medicines for Hridoy. However Hridoy's health kept on fluctuating as he kept on getting better and falling sick again repeatedly. Amena had to return to her job as life went on.

But on a fateful day, Amena had to stay back longer for her work. As she came back home late, her heart stopped at the sight of Rafiq sitting stone-faced with baby Hridoy's head on his lap. Seeing her, Rafiq burst out in tears. "Our Hridoy is no more, Amena! He is gone!"

Many children aged 5 and below die every day due to deadly diseases like diarrhea. However, what is surprising is that it takes a very simple act of washing hands with soap regularly to prevent diseases like diarrhea that claim the lives of thousands of children every year. That's why every year on 15th October, the world celebrates Global Handwashing Day to instill the habit of washing hands with soap properly and regularly among kids and adults alike, to prevent them from becoming prone to deadly diseases. This day is marked with various initiatives to promote the right way of washing hands and raise awareness so that communicable diseases such as diarrhea, pneumonia, cholera etc. can be prevented.

Since 2008 Lifebuoy, the No. 1 health soap brand in the world, has been an integral part of this initiative; engaging in various social activities with the aim of raising awareness. The main purpose of these activities lies in instigating the lifesaving habit among children of washing hands properly with soap.

In the past few years, the initiatives arranged by Lifebuoy during Global Handwashing Day included Lifebuoy Lifesaver Volunteer Program (which enables individuals from every walks of life to learn and then teach the proper way of handwashing in their communities) and school activation programs such as Lifebuoy School of 5 and Lifebuoy 5 Times A Day aimed at teaching rural and urban children

respectively the importance of washing hand with soap or handwash liquids. Since last year Lifebuoy has initiated a special campaign called "Give Us a High5 for Handwashing!" on Global Handwashing Day 2016. The focal point of this initiative is to visit various schools to teach children the proper way of washing hands and promote adherence to this habit. World's best all-rounder Shakib Al Hasan has

been closely involved with this event. As a part of the Lifebuoy team, he visited Bangladesh Bank High School in Motijheel. He spent some quality time with the kids and promoted awareness regarding the necessity and benefits of handwashing habits. After that, along with



the kids, he pledged to regularly wash hands with soap and water. At the end of the day, he High5-ed with the children.

To continue with the awareness campaign, this year too Lifebuoy is arranging the "Give Us a High5 for Handwashing" initiative again for Global Handwashing Day 2017. Lifebuoy has integrated some new measures to further amplify the success and reach of this initiative. Shakib Al Hasan is involved this year too with the campaign. The central purpose of this activity is to teach and promote the right way of handwashing to fight against germ-spread diseases. As part of the awareness campaign, High5-ing is being promoted to instill proper handwashing habits

amongst children. For this, Lifebuoy has asked people to take pictures of themselves while High5-ing and to post them on social media such as Facebook and/or Instagram. For every picture posted of High5-ing, Lifebuoy will teach 5 kids the proper way of washing hands. Besides this, the Lifebuoy team will carry with them a portable screen through which people can High5 with Shakib and get noticed on social media to advocate proper handwashing method.

Many renowned personalities have joined Lifebuoy's initiative this year. The celebrities include director Amitabh Reza Chowdhury, actors Tania Ahmed, Iresh Zaker, Masuma Rahman Nabila and musician Khayam Sanu Sandhi.

Lifebuoy hopes people of the country will join them in this initiative and make their Global Handwashing Day initiative a success. To join "Give Us a High5 for Handwashing" initiative, all you need to do is take a picture of High5-ing with a friend with your clean hands and upload the picture on Facebook or Instagram with the hashtag #High5forHandwashing. For every High5 picture posted online Lifebuoy will teach 5 children the proper way of handwashing. Because Lifebuoy believes that a simple habit of washing hands properly on a regular basis may save thousands of children every year from deadly diseases like diarrhea.



"Whenever I get a unique idea and I'm able to apply that practically during my shoots, I High5 with my teammates. This time I am High5-ing to teach 5 kids the proper way to wash hands and be safe."

-Amitabh Reza Chowdhury



"I High5 with my friends every time the Tigers win any match. This time I am posting my High5-ing pictures and giving hashtag #High5forHandwashing so that 5 children can learn the habit of proper hand washing with soap."

-Iresh Zaker

"Whenever I score a wicket, I High5 with my teammates. This time I am High5-ing for a unique cause. My aim is to help at least 5 children learn the proper way of washing hands with soap."

- Shakib Al Hasan



"When I come home after a long day of shooting and my son tells me about the achievements of his day, I High5 him. And this time I am High5-ing to inspire 5 more kids to adhere to the proper hand washing techniques."

-Tania Ahmed



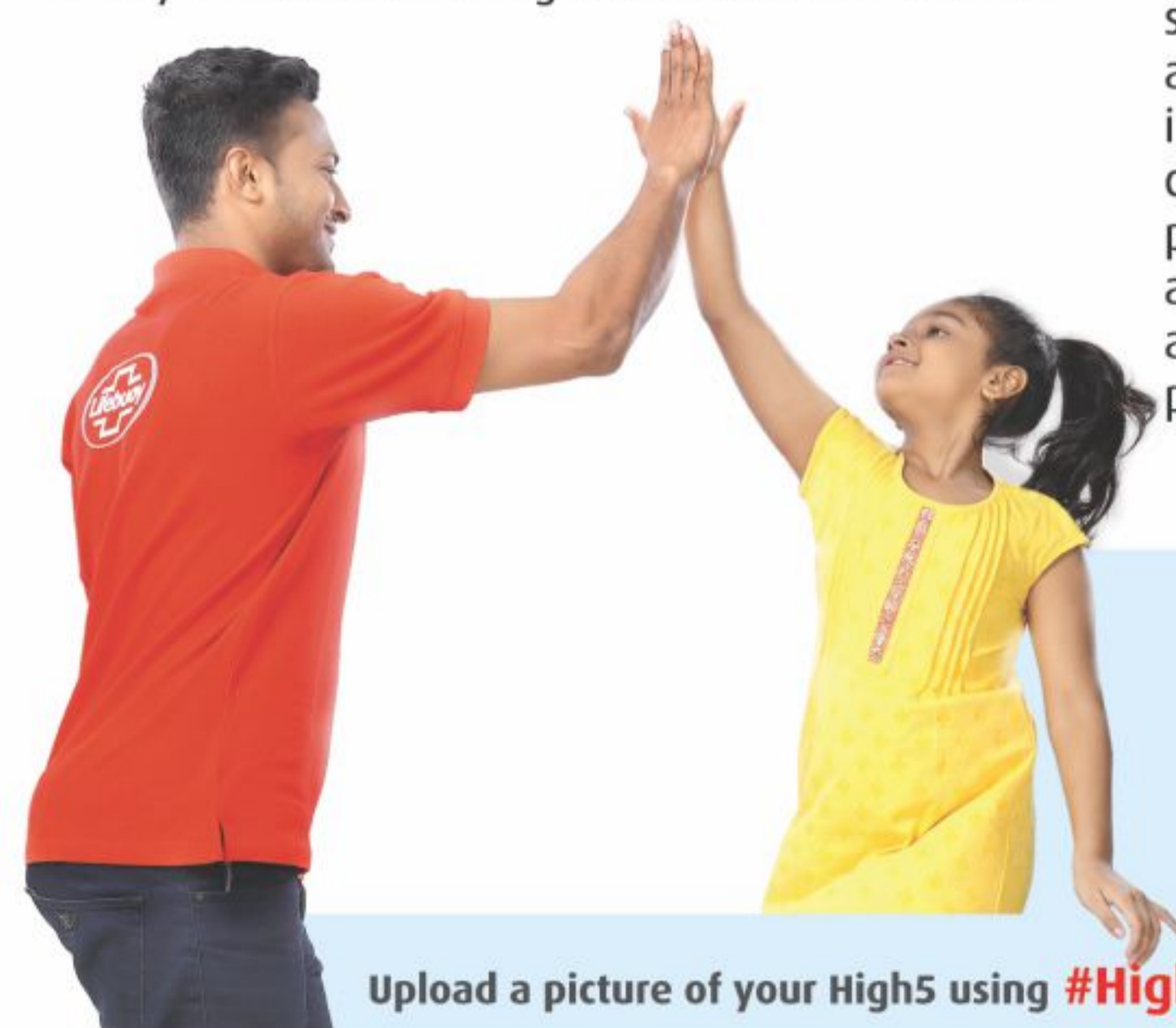
"When I see my friends after a long time, I High5 them. Now I am High5-ing to teach my young friends a good habit. For each of my High5 posts, 5 kids will learn the right way of cleaning their hands with soap and staying away from germs."

-Masuma Rahman Nabila



"Each time I play with my daughter Sanskrity, I High5 her. This time I am High5-ing for a more noble cause. Because each of my High5 will teach 5 kids to learn proper way of washing hands with soap."

-Khayam Sanu Sandhi



Upload a picture of your High5 using #High5forHandwashing on Facebook or Instagram.

Give us a High5

For every High5, Lifebuoy will teach 5 kids handwashing.



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#High5forHandwashing