

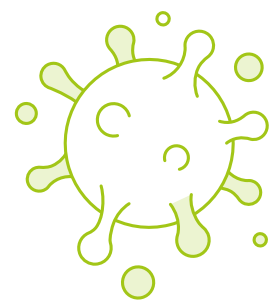
Four Pillars for Change

Making Hygiene Matter – The Global Hygiene Council (GHC) recommends four pillars for change to improve hygiene practices at home and in the community. The GHC calls on authorities to implement them to tackle infectious disease threats, including antimicrobial resistance (AMR).

1 Build on lessons learned from COVID-19

- Sustain hygiene momentum and awareness in home and community settings to protect future global health
- Use the lessons learned to provide guidance for future infection prevention and control policies

1



2 Mainstream AMR-sensitive infection prevention and control tools

- Include Water, Sanitation and Hygiene (WASH) recommendations for home and community settings, including handwashing with soap and water, in national action plans on AMR

2



3 Quantify the economic benefits of hygiene

- Behaviour change programmes that promote good hygiene lead to substantial savings for governments, healthcare systems, and corporations, while also enhancing health outcomes
- Use research to enhance public health policies and initiatives for better access to hygiene and information

3



4 Establish strong hygiene habits

- Make clean water, soap, and sanitisers easily accessible for communities worldwide
- Provide clear information on sustainable hygiene habits tailored to target populations
- Emphasise the benefits of improved hygiene on personal and community health by reducing infection risks

4



Driving hygiene-related behavioural change requires the collective efforts of stakeholders from all levels of society.

Join the GHC in driving positive worldwide behavioural change in hygiene practices to reduce the burden of common infectious diseases and AMR.

Read the full report at:
www.hygienecouncil.org/resources/four-pillars-for-change

