

5 STEP PLAN

To reduce the incidence and burden of common infections, including cold, flu, diarrhoea, pneumonia and gastro-intestinal infections, the Global Hygiene Council has identified five areas where small changes in children's and family hygiene practices could have a big impact on protecting children's health:

“ Improving access to clean water and sanitation and achieving gender equality and access to education are critical to improving and protecting children's health and need to be tackled on a global scale. However, hygiene is effectively a first line of defense and adopting better hygiene practices could have a dramatic and positive impact on the welfare of young children. ”

Professor John Oxford, GHC Chair

1

 **FACT**

2.7 MILLION
BABIES DIE WITHIN
THE FIRST MONTH
OF LIFE²⁴

 **SMALL STEP**

Protect babies when they are at their most vulnerable, in the first few weeks of life before their vaccination schedule starts³⁰

 **BIG CHANGE**

Minimise the risk of illness by reducing the number of infectious diseases in babies

2

 **FACT**

EVERY MINUTE
A CHILD UNDER 5 DIES
FROM DIARRHOEA³¹

 **SMALL STEP**

Prevent the spread of infections through improved hand hygiene

 **BIG CHANGE**

The incidence of diarrhoea could be halved through effective handwashing alone³¹

3

 **FACT**

220 MILLION
CHILDREN FALL ILL
FROM FOODBORNE
DIARRHOEAL DISEASES
EACH YEAR³²

 **SMALL STEP**

Minimise the risk of bacteria contaminated foods being consumed

 **BIG CHANGE**

A reduction in the number of children contracting bacterial gastroenteritis or food poisoning

4

 **FACT**

COLD AND FLU VIRUSES
CAN SURVIVE ON
SURFACES FOR UP TO
48 HOURS¹⁸

 **SMALL STEP**

Stop the spread of infection causing germs in the home and wider communities

 **BIG CHANGE**

A reduction in the incidence and burden on families and communities of some of the most common children's infection such as cold and flu

5

 **FACT**

10 MILLION
DEATHS A YEAR ARE
PREDICTED BY 2050
DUE TO ANTIBIOTIC
RESISTANCE²¹

 **SMALL STEP**

Break the chain of transmission and stop children becoming unwell

 **BIG CHANGE**

A reduction in the number of children contracting infections and being prescribed antibiotics