



In Safe Hands – Uganda National Hand Washing Campaign set for launch in Uganda

In Uganda, of the large numbers of children under 5 who die each year, 76,000 deaths are due to diarrhoea and pneumonia diseases. With the simple act of handwashing with soap at key junctures 30,000 lives could be saved each year in Uganda.

In line with the Millennium Development Goals, the Ugandan Government has developed their 10 Year Improved Sanitation and Hygiene Financing Plan, with the first strategy focusing on improving handwashing with soap. In October 2006, top Ugandan officials, including the Minister for Water and Commissioner for Environmental Health, attended the Unilever-Water and Sanitation Program hosted Marketing Expo and training workshop in Kenya, and several members of Uganda's National Handwash Steering Committee were participants in the In Safe Hands Training Workshop that followed.

The Ugandan communication team was trained in the 6-step process from the In Safe Hands programme, and then live and remote coaching was provided throughout the communication development process. The Ugandan team has developed a national handwash campaign that is currently being piloted, with national roll out planned for September this year.

"The Technical assistance (Research, Trigger workshop and interactive coaching) has administratively helped all stakeholders in the PPP to visualize and set up the Handwashing campaign in Uganda," says John Byarugaba, Executive Director – Uganda Water & Sanitation NGO Network.

As Harriet Nattabi, WSP Uganda, commented: "The process also helped us get buy-in from high level officials who attended. There was more trust of the 6 step process and ownership of the eventual trigger."



Further Information

- About the Lifebuoy Brand
 - More information about the National Handwashing programme in Uganda and the In Safe Hands programme can be found in the Partners area of Lifebuoy.com
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About the Lifebuoy brand

Lifebuoy has championed a message of health through hygiene consistently through a history that stretches back over 110 years. This message is more important than ever in many developing countries, where millions of lives can be saved simply by hand washing.

Lifebuoy is one of Unilever's oldest brands; launched in the UK in 1894 as the first affordable soap, supporting people in their quest for better personal hygiene. Today, Lifebuoy is mainly sold in Asia and parts of Africa – in fact, it is the market leader in every Asian market where it is sold. Nearly half of Lifebuoy brand's consumption is in rural Asia, where most of the population live on less than US\$1 per day and hygiene issues like hand washing are vital to the health of the population.

Lifebuoy's vision is to make five billion people in the world feel safer and more secure by meeting fundamental health and hygiene needs. Partnerships play a central role in delivering this vision. Working with organisations like the World Bank and UNICEF helps Lifebuoy to reach into new markets and change the behaviour of billions of consumers through joint initiatives promoting handwashing with soap.

For Lifebuoy, the partnership activities go to the very heart of the brand's ambitions and are, in every sense, vitality in action. These programmes bring benefits to everyone involved: they support the brand's growth plans, enable Lifebuoy's partners to achieve their public health goals, and help people throughout the developing world to live with greater freedom from health problems.

Unilever Values

Unilever's mission is to add vitality to life. We meet everyday needs for nutrition, hygiene, and personal care with brands that help people feel good, look good and get more out of life.

As a multi-local multinational, Unilever aims to play its part in addressing global environmental and social concerns through its own actions, and working in partnership with stakeholders at local, national and international levels.

Further Information

Visit www.unilever.com for more details about Unilever's corporate strategy and Vitality mission.
