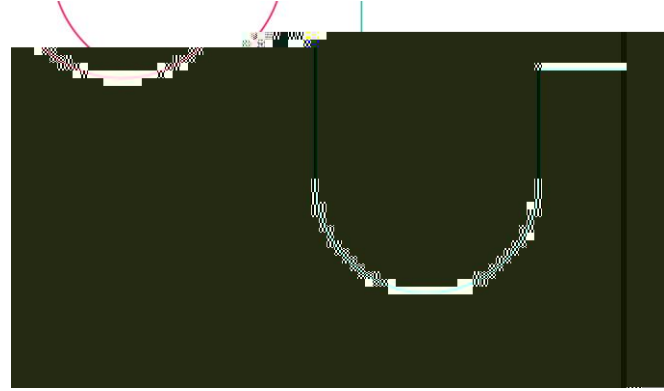




## Communications Toolkit



## Clean Your Hands Day: May 5, 2021

#CleanYourHandsDay | #HandHygiene

### Introduction

Thank you for your support of Clean Your Hands Day on May 5, 2021! This campaign is led by Healthcare Excellence Canada and conducted in conjunction with the World Health Organization's [SAVE LIVES: Clean Your Hands campaign](#).

This toolkit contains all the information you need to promote this event to your stakeholders and members. Plus, it contains valuable hand hygiene resources to stop the spread of infections

## Social Media

### Before May 5

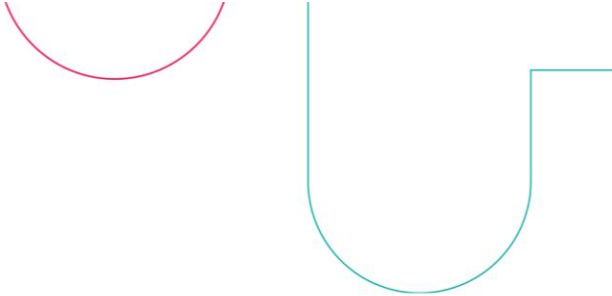
#### Twitter

*Get the ball rolling before Clean Your Hands Day using these suggested tweets with the images included in this communications toolkit.*

Suggested image for this post: "Handwashing"

Suggested image for this post: "Handwashing"

#CleanYourHandsDay is on May 5. We want to acknowledge and thank everyone who has been making a difference by following public health measures, including cleaning their hands.





## Facebook/LinkedIn

Suggested image for this post: "Masks"

Suggested image for this post: "Masks"

This May 5 and every day, join us in celebrating those who are making a difference by cleaning their hands, wearing a mask and following local public health guidelines. #CleanYourHandsDay

Suggest making a carousel post and use all six images

Suggested to create carousel post and use all six images

## Newsletter Article

### May 5: Thanks for cleaning your hands

A year ago, people across Canada were banging on pans and honking horns to acknowledge everything healthcare workers were doing to fight the COVID-19 pandemic that was starting to spread across the country.

We also want to thank everyone who is making a difference by following public health measures, including cleaning their hands. On May 5, Healthcare Excellence Canada, Public Health Agency of Canada, Infection Prevention and Control Canada, Patients for Patient Safety Canada, Public Health Ontario, Health Standards Organization, and L'Association des infirmières en prévention des infections will be acknowledging our collective efforts while urging everyone to keep up the good work.

**[Our organization]** supports the [Clean Your Hands Day](#) campaign. People and organizations across Canada will participate – led by Healthcare Excellence Canada in conjunction with the World Health Organization's [SAVE LIVES: Clean Your Hands campaign](#).

Whether you are a member of the public, patient, visitor, essential care partner, or work in healthcare, maintaining good hand and respiratory hygiene are very important personal practices that help reduce the risk of becoming infected or spreading infection to others.

Here are the steps everyone should take:

Clean your hands often, with soap and warm water or with hand sanitizer when soap and water are not available

When coughing or sneezing:

- Cough or sneeze into a tissue or the bend of your arm, not your hand
- Dispose of any tissues you've used as soon as possible in a lined waste basket and clean your hands immediately afterwards
- Avoid touching your eyes, nose or mouth with unwashed hands

Before applying and after removing a mask, wash your hands with soap and water or use alcohol-based hand sanitizer

Together with other public health measures, cleaning our hands is making a difference. By continuing to follow public health recommendations, we will reduce the spread of COVID-19 and other respiratory infections.

“This year, Healthcare Excellence Canada has changed the name of ‘STOP! Clean Your Hands Day’ to ‘Clean Your Hands Day’ to reflect the importance of continuing what we’re doing – namely, following public health guidance, including cleaning our hands,” says Jennifer Zelmer, President and CEO of Healthcare Excellence Canada – the new organization that brings together the Canadian Patient Safety Institute and the Canadian Foundation for Healthcare Improvement.

