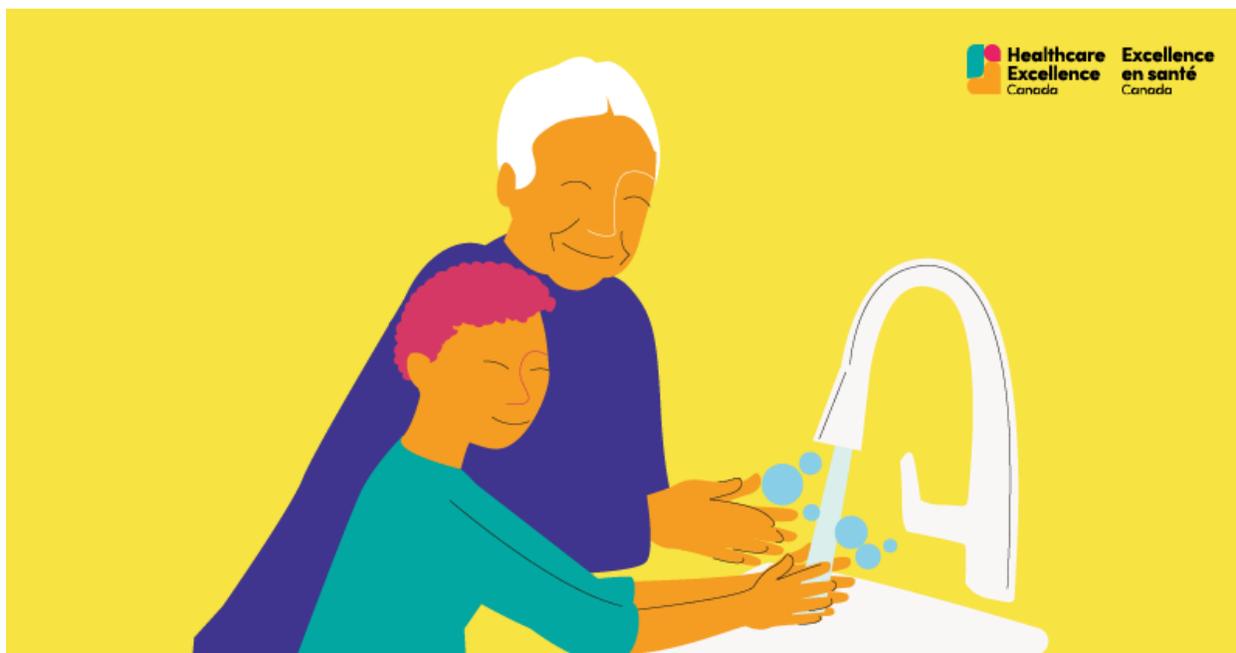


## Communications Toolkit



## 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 beyond the campaign. Maintaining good hand and respiratory hygiene are very important personal practices that help reduce the risk of infection or spreading infection to others.

This year, we want to thank everyone who has been making a difference by following public health measures, including cleaning their hands.

## 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. Retweet or like to show your appreciation. @HE\_ES\_Canada #HandHygiene #PatientSafety

Suggested image for this post: “Handwashing”

Suggested image for this post: “Handwashing”

On May 5, we will be celebrating #CleanYourHandsDay by thanking everyone who has been making a difference by following public health measures, such as cleaning their hands. Retweet or like to show your support.

People and organizations across Canada will participate in #CleanYourHandsDay – led by @HE\_ES\_Canada in conjunction with the @WHO SAVE LIVES: Clean Your Hands campaign. Participate here: <http://ow.ly/RkFz50ErpH1>

This May 5 and every day, join @HE\_ES\_Canada in celebrating everyone making a difference by following local public health guidance #CleanYourHandsDay #HandHygiene.

Suggested image for this post: “Vaccines”

Suggested image for this post: “Vaccines”

We’ve cleaned our hands, stayed home, worn a mask, practised physical distancing and now we’re getting vaccinated too. Our efforts have saved lives, protected those who are vulnerable and supported friends and neighbours in our communities. #CleanYourHandsDay Like or retweet if you agree.

Suggested image for this post: “Handwashing”

Suggested image for this post: “Handwashing”

Thanks to everyone who’s making a difference by following public health measures, including cleaning your hands #CleanYourHandsDay #HandHygiene. Retweet or like to show your appreciation.

.@IPACCanada offers an online #HandHygiene E-Learning Tool for healthcare providers and volunteers. The training session takes only 15 minutes and you will receive a certificate of completion at the end! <http://ow.ly/zjDR50zfnq7> #CleanYourHandsDay

## Facebook/LinkedIn

Suggested image for this post: "Handwashing"

Suggested image for this post: "Handwashing"

#CleanYourHandsDay is on Wednesday, May 5, 2021. We want to acknowledge and thank everyone who is making a difference by following public health measures, including cleaning their hands. Like to show your appreciation. #HandHygiene #PatientSafety #Cdnhealth

Suggested image for this post: "HealthcareProvider"

Suggested image for this post: "HealthcareProvider"

Whether you are a member of the public, patient, visitor, essential care partner, healthcare provider or work in a healthcare setting, maintaining good hand and respiratory hygiene are very important personal practices that help reduce the risk of becoming infected or spreading infection to others. Check out #HandHygiene resources to keep yourself and your loved ones safe. Thank you for doing your part. <http://ow.ly/pYOH50EwJov> #CleanYourHandsDay #PatientSafety

Suggested image for this post: "Handwashing"

Suggested image for this post: "Handwashing"

We want to acknowledge and thank everyone who is making a difference by following public health measures, including cleaning their hands. Like this post to show your appreciation and check out #HandHygiene resources to keep yourself and your loved ones safe:

<http://ow.ly/pYOH50EwJov> #CleanYourHandsDay #PatientSafety

In 2021, Healthcare Excellence Canada changed the name of 'STOP! Clean Your Hands Day' to 'Clean Your Hands Day' to reflect the importance of not stopping what we're doing – namely, following public health guidance, including cleaning our hands. It's making a difference. Find out how to participate in this year's campaign on Wednesday, May 5 <http://ow.ly/RkFz50ErpH1> #CleanYourHandsDay

## On May 5

### Twitter

Suggested image for this post: "Handwashing"

Suggested image for this post: "Handwashing"

Today is #CleanYourHandsDay and we want to acknowledge and thank everyone who is making a difference by following public health measures, including cleaning their hands. Go to

HandHygiene.ca to access tools, information & resources to keep yourself and others safe.  
<http://ow.ly/RkFz50ErpH1> #HandHygiene @HE\_ES\_Canada

Suggested image for this post: "Handwashing"

Suggested image for this post: "Handwashing"

Today is #CleanYourHandsDay and we want to acknowledge and thank everyone who is making a difference by following public health measures, including cleaning their hands. Retweet or like to show your support @HE\_ES\_Canada

Suggested image for this post: "StayingHome"

Suggested image for this post: "StayingHome"

We bent the curve before – even flattened it when we needed to – and we can do it again. Stay home, follow local public health guidelines and keep each other safe. Thank you. #CleanYourHandsDay. Retweet or like to show your support.

Today is #CleanYourHands Day. Let's all work together to flatten the curve! Retweet or like to show your support #HandHygiene @HE\_ES\_Canada #Cdnhealth

.@IPACCanada offers an online #HandHygiene E-Learning Tool for healthcare workers and volunteers. The training session only takes 15 minutes and you will receive a certificate of completion at the end! <http://ow.ly/zjDR50zfnq7> #CleanYourHandsDay

## 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

#CleanYourHandsDay is today! We want to acknowledge and thank everyone who is making a difference by following public health measures, including cleaning their hands. Cleaning your hands, along with following all other public health measures, helps stop the spread of infections. Go to [HandHygiene.ca](http://HandHygiene.ca) to access tools, information & resources to support Healthcare Excellence Canada’s campaign focused on promoting clean hands among patients, healthcare providers and colleagues. #HandHygiene

Suggested image for this post: “Vaccines”

Suggested image for this post: “Vaccines”

We’ve stayed home, worn masks, practised physical distancing, cleaned our hands and now we’re getting vaccinated too. Together, our efforts have saved lives, protected those who are vulnerable and supported friends, families and neighbours in our communities. Like this post to show your support. #CleanYourHandsDay

Suggested image for this post: “Healthcare Providers”

**(For healthcare providers)** We’ve cleaned our hands, shown up for work, worn personal protective equipment (PPE) for extended hours, welcomed essential care partners, led by example, distanced ourselves from our families to keep them safe, provided compassionate end-of-life care to isolated patients, and updated and comforted patients’ loved ones from afar. Together, our efforts have saved lives, protected those who are vulnerable, and supported each other through trying times. Like this post to show your support #CleanYourHandsDay

#CleanYourHandsDay is today! Thank you to everyone who is making a difference by following public health measures. Share #HandHygiene resources to keep yourself and others safe. Check out our Hand Hygiene Fact Sheets <http://ow.ly/pYOH50EwJov>

## 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.

“Now is the time to thank everyone who is doing their part, not just in cleaning their hands, but also following all public health measures to control the spread of disease.”

This May 5 and every day, join Healthcare Excellence Canada by celebrating those who are making a difference by following local public health guidance. Find out how you and your organization can participate in this year’s campaign at [handhygiene.ca](http://handhygiene.ca).

## About Clean Your Hands Day

Clean Your Hands Day is led by Healthcare Excellence Canada. The campaign is in conjunction with the World Health Organization’s [SAVE LIVES: Clean Your Hands campaign](#). Partners include the 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.

## Images

[Free Digital Downloads \(healthcareexcellence.ca\)](http://healthcareexcellence.ca)

