Working Session
Water, Sanitation and Hygiene

SPEAKER:
Anila Gopal, Global Social Mission Manager, Unilever-Lifebuoy
Handwashing behaviour change at scale
WHY ARE CHILDREN DYING?

- Pneumonia (postneonatal): 14%
- Pneumonia (neonatal): 4%
- Diarrhoea (postneonatal): 10%
- Diarrhoea (neonatal): 1%
- Other neonatal: 35%
- Other postneonatal: 35%
- Other: 18%
- Measles: 1%
- Meningitis: 2%
- AIDS: 2%
- Injuries: 5%
- Malaria: 7%
- Other: 2%
- Tetanus: 1%
- Congenital abnormalities: 4%
- Sepsis and meningitis: 5%
- Intrapartum-related events: 9%
- Preterm birth complications: 14%
UNILEVER SUSTAINABLE LIVING PLAN

- Improving Health & Well-being
- Reducing Environmental Impact
- Enhancing Livelihoods
Launched in 1894

LIFEBOUy IS ABOUT SAVING LIVES

To make cleanliness commonplace, to lessen work for women, to add to the personal attractiveness, that life may be more enjoyable and rewarding for the people who use our products

William Hesketh Lever, 1890

Combating Cholera in Victorian England
PARTNERSHIPS

Maternal and Child Health Integrated Program

Water & Sanitation for the Urban Poor

Millennium Villages

Save the Children.
Changing Behaviour of Schoolchildren through School Program

Targeting mothers through Mothers Program
HELP A CHILD REACH 5

Lifebuoy Help a Child reach 5

helpachildreach5   9 videos

13,807,302

7,953

33
RESPONSE TO THE FILM

Jeffrey Sachs tweeted:
"Thrilled to work with #lifebuoysoap... to improve hygiene... and #helpachildreach5"

Paul Polman said:
"This beautifully captures the USLP in action... better than any movie ever made."

Haresh Solanki speechless
February 22 at 9:09pm • Like

Shimy Kumar I've got goosebumps !!!!!!!
February 22 at 9:40pm • Like • 6 1

Richa Sutariya ohh god this made me cry so much.
February 23 at 4:01am • Like
ERADICATING CHILD DEATHS FROM DIARRHOEA: VILLAGE BY VILLAGE

Lifebuoy initiated its program in a village with one of the highest rates of diarrhoeal disease and began handwashing behaviour change programs.

In India, the program launched in Thesgora, Madhya Pradesh.
Distinguished Indian actor Kajol was moved by the Help a Child Reach 5 film and is supporting handwashing. Kajol went to New York during the United Nations General Assembly to appeal to world leaders to:

1. Scale up handwashing with soap to achieve MDG 4
2. Ensure handwashing has a role in the post 2015 agenda
The beginning!