

# HELP A CHILD REACH 5

## SAVING LIVES THROUGH HANDWASHING

2.1 million children die from diarrhoea or pneumonia every year. Lifebuoy's Help A Child Reach 5 campaign aims to eradicate preventable deaths from diseases like diarrhoea one village at a time through teaching lifesaving handwashing with soap habits. Our campaign began in Thesgora, India and results show our programmes have had significant impact.

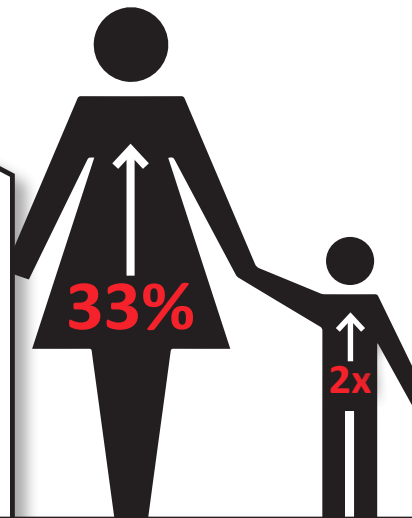
IN THESGORA,  
**OVERALL**  
DIARRHOEA INCIDENCE  
**REDUCED FROM**  
**36% to 5%**<sup>1</sup>

**3x**

sharper reduction in the incidence of diarrhoea among children across the six villages which experienced the handwashing programmes<sup>2</sup>

**33%**

more mothers started washing their hands with soap following the programme<sup>3</sup>



Children now wash their hands with soap on **2 additional** occasions per day<sup>4</sup>



These results show the simple but life saving act of handwashing with soap could help many more children reach the age of five. Our handwashing programmes are now being rolled out to villages across a further eight countries and scaled up in India to reach 45 million people.



Find out more about Lifebuoy's Help A Child Reach 5 campaign at [www.youtube.com/helpachildreach5](http://www.youtube.com/helpachildreach5)

1. Hindustan Unilever Ltd. claim based on research conducted by Nielsen, [September 2013, 1485 households across 11 villages (six Test and five Control), Households with children aged below 12 years].  
2. Ibid.  
3. Hindustan Unilever Ltd. claim based on research conducted by Nielsen, [September 2013, 245 mothers across 10 villages (five Test and five Control villages), mothers of child in the age group 0-5 years].  
4. Hindustan Unilever Ltd. claim based on research conducted by Nielsen, [September 2013, 243 children across 10 villages (five Test and five Control villages), children in age group of 8-12 years].



**HELP A CHILD**  
**REACH 5**