

#Safehands

Objective: Promote correct hand washing behavior to help stop the spread of COVID19.

What We Need: Record a quick video of you washing or sanitizing your hands thoroughly and correctly while doing something that your followers would enjoy that we can globally amplify across platforms

Examples:

<https://www.bet.com/celebrities/news/2020/03/13/gloria-gaynor-i-will-survive-challenge.html>

<https://www.nme.com/news/music/coronavirus-the-killers-share-mr-brightside-hand-washing-video-2625951>

To create consistency we would like you to say the following in your own words.

*The World Health Organization (W...H...O) has 5 ways to keep us all safe from COVID 19. Number 1 is washing or sanitizing your hands thoroughly and frequently. Here is how I do it. **Hand washing with activity.** I tag (insert friends) to join me now! #Safehands”*

Hand Washing Direction: It is imperative that you demonstrate correct hand washing behavior. Wet Hands. Apply Soap. (don't forget to turn off water to save it). Rub hands thoroughly. Rinse and dry.

Reference: <https://www.who.int/gpsc/5may/How To HandWash Poster.pdf?ua=1>

Hand Sanitizing Direction: It is imperative that you demonstrate correct hand sanitizing behavior. Apply Sanitizer. Rub hands thoroughly. Let dry – don't wipe.

Reference: <https://www.who.int/gpsc/5may/How To HandRub Poster.pdf?ua=1>

Posting Direction: Upon completion we would ask that you post to your preferred platform. But for reach and impact purposes we would recommend TikTok or IG stories.