

Henry the Hand Foundation Introductory Letter

We would like to introduce you to the most innovative behavior modification program for Handwashing created by Dr. Will Sawyer. Using multimedia and multi-sensory tools and our Henry the Hand Champion Handwasher character educator, our program changes the hand hygiene behavior of both adults and children. This primary Infection Prevention program comes in a Tool Kit that can be integrated with any existing handwashing campaign or can serve as an initial campaign if there are available water and sanitation facilities.

As Jelena Vujcic's research for UNICEF has concluded, what is needed is a successful behavior changing handwashing program in areas that have water and sanitation services. This is where Dr. Will Sawyer and the Henry the Hand Foundation can help! Using the resources on our website, as well as the simple, visual, and engaging demonstrations in our Tool Kits, any teacher (health promoter) in a community can become a teacher following our Infection Prevention programming. Each teacher can empower family, friends, and community members to talk to Henry the Hand to improve health and wellness by reducing pneumonia and diarrhea diseases.

It is a Hand Awareness strategy that we teach, which is defined as hand hygiene, respiratory etiquette, and cross contamination awareness. Our program for primary infection prevention training is simple for both adults and children to learn and then to use to teach others. Using humor, repetition, visual cues, rewarded behavior, social marketing, and Henry the Hand as the messenger, our mission is memorable and encourages long-term behavior change by adults and children in the community. The training complements any community intervention for vaccination or maternal child health improvement without requiring additional human resources or health promotion efforts. While educating about or administering vaccines, you can take advantage of this teaching moment using Henry the Hand's visual aids. Not everyone reads, but everyone can get the picture!

Dr. Will Sawyer created the Henry the Hand Foundation (501c3) NGO in order to have Henry the Hand serve the global community and change the impact of infectious diseases one handwash at a time! All of the educational materials and the Infection Prevention Tool Kits are on our website so everyone can access them and benefit. There are posters available to download for free that are in 20 different languages (<http://www.henrythehand.org/download-posters/translations>). If there is another language that you would like, please visit the website and fill out our translation template for the poster you would like so we can put it on the website for you and others to download wherever you are around the world (<http://www.henrythehand.org/international/templates>).

Thank you for letting us take this opportunity to introduce our innovative hand hygiene behavior change program (Hand Awareness). Please visit our website to begin to help "spread the word not the germs" (www.henrythehand.org)!

Together we can make a difference!

Thank you for helping to "spread the word not the germs!"

Dr. Will & The Henry the Hand Foundation

O: 513.769.HAND

www.henrythehand.org

The 4 Principles of Hand Awareness:

1. WASH your hands when they are dirty and BEFORE eating.
2. DO NOT cough into your hands.
3. DO NOT sneeze into your hands.
4. Above all, DO NOT put your fingers into your eyes, nose, or mouth.

*The 4 Principles of Hand Awareness have been endorsed by the AMA and AAFP.