

# Lifebuoy takes us back to the basics

Lifebuoy has reaffirmed its commitment to championing health and hygiene in South Africa at a recent media event held at the Soweto Theatre in Johannesburg.



According to the World Health Organisation (WHO), diarrhoeal disease is the second leading cause of death in children under the age of five. The Lifebuoy 'Help a Child Reach 5' initiative is focused on two core pillars: changing the behaviour of schoolchildren and their parents via an interactive schools solution as well as affecting the behaviour of new mothers and health care workers via a neonatal programme.

The programme illustrates the importance and benefits of adopting a regular hand-washing campaign as well as practically demonstrates the correct method of hand washing with soap and running water to eradicate germ-carrying bacteria. The hand-washing educational programme is centred on changing behaviours.

Guests included Vuyani Mpofu, Director-General, Gauteng Education Department; Dr Barney Selebano, Acting Head of Department Gauteng Health; Shirley Cramer, CEO of the Royal Society for Public Health (RSPH) in London; Dr Myriam Sidibe, Unilever Hygiene and Nutrition Social Mission Director for Africa; members of the media; and Yvonne Chaka-Chaka.

Dr Sidibe, the keynote speaker, communicated Lifebuoy's continued commitment to investing in the 'Help a Child Reach 5' initiative. Launched in 2012, it has reportedly become the world's largest hygiene promotion programme to date and has so far reached over 183 million people globally. In South Africa, specifically, it has reached 5.2 million.

## Change our behaviour and lifestyles

Commenting on the initiative, Dr Selebano said: "The first step to reducing infection is washing your hands. We need to change our behaviour and lifestyles, so it's important that people understand that as mothers, fathers and brothers, we should be showing our babies how to wash their hands. People should treat washing their hands like breathing. You don't have to think about it, it's natural and you do it all the time. This campaign focuses on children under five. When you start early, you are ensuring that they are a generation that understands the importance of washing hands, and they can take it to the next level."

In recognition of Lifebuoy's hygiene education efforts with respect to hand washing with soap as a disease-prevention measure, Lifebuoy has become the first soap brand to receive the Royal Society for Public Health (RSPH) newest accreditation status for campaigns.

Shirley Cramer, who is based in London, communicated the purpose of the RSPH and the reason for Lifebuoy's accreditation. She said: "Lifebuoy's successful campaign to educate people on the importance of hand washing with soap is one that helps further our purpose of promoting public health and, as such, has the full support of the RSPH. We are pleased to be able to lend our credentials and expertise to such a worthy cause and look forward to working closely together to help save more lives."

## **Lifebuoy soap bars new formulation**

The event also marked the unveiling of Lifebuoy soap bars new formulation. Every Lifebuoy bar now contains Activ Naturol Shield™. It is Lifebuoy's best ever germ protection against ten infection-causing germs, even stronger ones.

After the formal presentations, learners from the Lethabo Primary School, Soweto, joined the guests for a fun, yet very educational, interactive session as they demonstrated what they had learnt from the "Help a Child Reach 5" initiative and imparted their knowledge to the adults.

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