

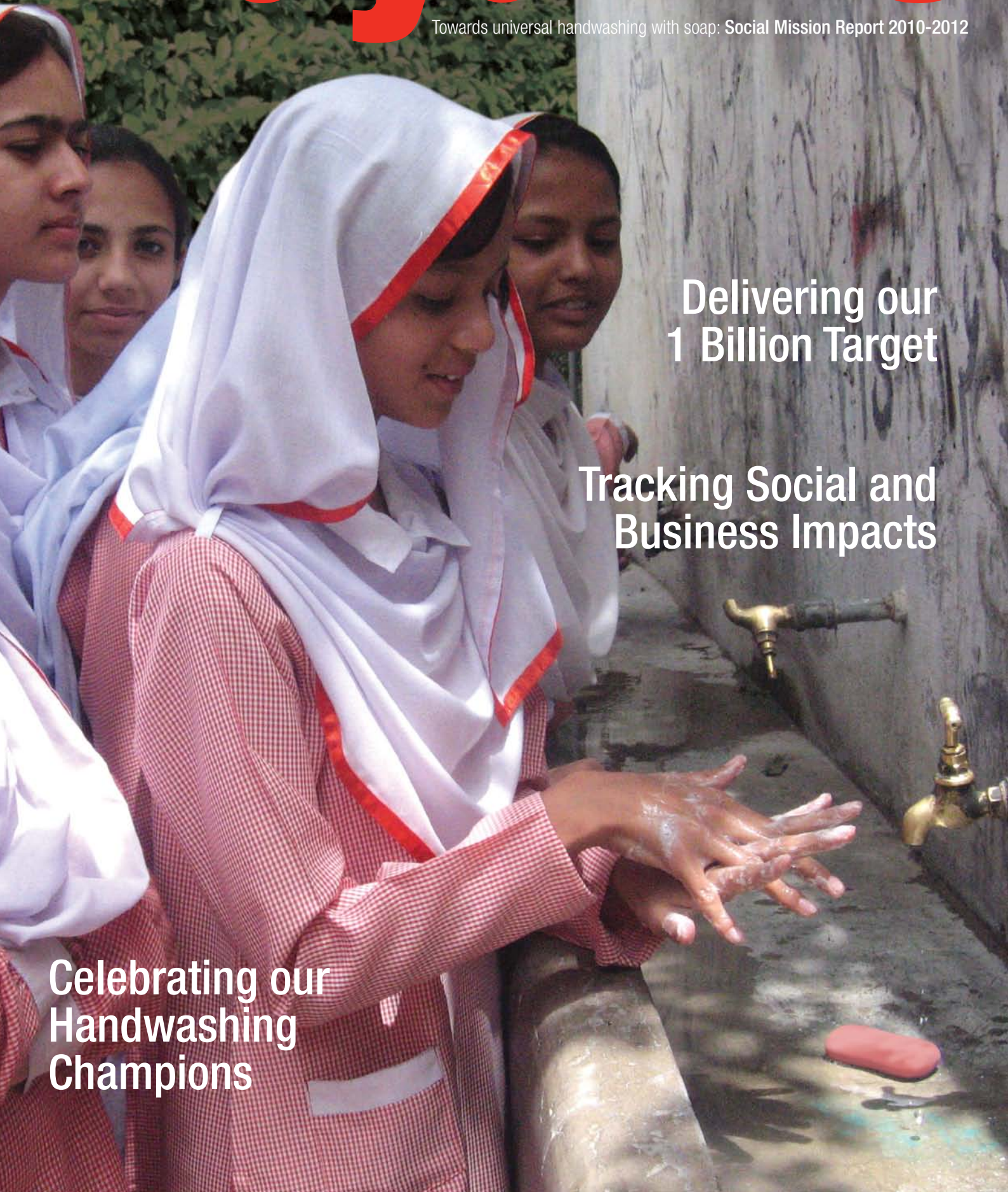
Lifebuoy Way of Life

Towards universal handwashing with soap: Social Mission Report 2010-2012

Delivering our
1 Billion Target

Tracking Social and
Business Impacts

Celebrating our
Handwashing
Champions





BILLION

THE LIFEBOUY BRAND GOAL

By 2015 the Lifebuoy brand aims to change the hygiene behaviour of **one billion consumers** across Asia, Africa and Latin America, by promoting the benefits of handwashing with soap at key occasions, thereby helping to reduce respiratory infections and diarrhoeal disease, the world's two biggest causes of child mortality.

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Small actions Big difference



Building a better society and a better business

More than two million children under five dying every year from preventable diseases, and a child dying every six seconds from hunger, tells us everything we need to know about a system that is not quite working as it is intended to. We are failing the most vulnerable in our society, especially our children. Business cannot stand by and watch. We have a responsibility to act. For Unilever, building a better society and a better business goes hand in hand.

In November 2010 we launched the Unilever Sustainable Living Plan. The Plan outlines our goal to double the size of our business while reducing our environmental impact and increasing the positive social contribution which we make to society. Our Lifebuoy brand is at the very heart of this plan.

As one of Unilever fastest growing global brands, Lifebuoy is a great example of how integrating the Sustainable Living Plan into our brands is also good for business. Driving strong behavioural change in hygiene will result in strong business performance. This stronger performance enables us to deliver better hygiene to more and more people, moving closer to our goal of changing the handwashing behaviour of 1 billion people.

I sincerely believe that businesses like Unilever can be a positive force for good in the world, through brands like Lifebuoy, helping and inspiring billions of consumers to take small everyday actions, such as handwashing with soap, that can add up to a big difference for the world. Such an approach is in the interests of all our stakeholders – our investors, our consumers, our employees and the communities where we operate.

Paul Polman
Unilever Chief Executive Officer

More information at: www.unilever.com





Lifebuoy's role in the Unilever Sustainable Living Plan



Foreword from Samir Singh, Global Brand Vice President, Lifebuoy

Helping 1 Billion people improve their health and well-being is one of the most ambitious targets of the Unilever Sustainable Living Plan.

When I joined the global brand team just over two years ago, one of the most inspiring things for me was to see how the Lifebuoy brand could help reduce the incidence of diarrhoeal disease and acute respiratory infections, the world's two biggest causes of child mortality. Since then, embedding the Lifesaver mission at the heart of our business model has been one of my biggest personal passions.

Along with all my colleagues on Lifebuoy, I have been lucky enough to experience first hand the positive impact that Lifebuoy brand activities have across the three core areas: Handwashing Behaviour Change Programmes, Skills Development and Partnerships, and Advocacy. At a workshop held in Jakarta in November 2011 it was inspiring to join representatives from all our main markets to experience directly one of our Lifebuoy Schools Programmes. From this experience, we all saw the value of embedding this programme into our marketing plans and agreed an aligned plan. The Schools Programme is just one part of a new Lifebuoy Handwashing Behaviour Change Programme that was launched in 2010 and has already been rolled out to seven countries.

On 15th October 2011, I had the pleasure of being part of Global Handwashing Day celebrations in Lagos. Tens of thousands of Nigerian school children participated in a mass-handwashing event – an event that was replicated in countries across Africa and Asia. I am extremely proud of the Lifebuoy brand's involvement as a founding partner of Global Handwashing Day, and the role this day alone has played over the past five years, in raising the profile of handwashing with soap with both public and private bodies.

Teaching my five year old daughter healthy hand washing habits with Lifebuoy has been a delight – it's a small thing for a father or mother to do but one that will have a lasting impact on her daily health. When I see the enthusiasm and missionary zeal that thousands of on-ground Lifebuoy trainers demonstrate in similarly teaching schoolchildren around the world, and the pride those children in turn experience in coaching their families back home, I can find no better expression of our company's philosophy of "Doing Well by Doing Good". This is what makes me so proud to work for Unilever and Lifebuoy!

Our commitment to making a difference every day

The Lifebuoy Social Mission is based on the belief of “Doing Well by Doing Good”. The intervention that Lifebuoy provides in consumers’ lives is one of the easiest yet most effective measures (both in terms of cost and results) to keep loved children safe from diarrhoeal deaths. A habit taught in childhood is also one with high proven probability of lasting throughout life.

Our Social Mission underpins every aspect of the brand. The Lifebuoy Global Brand Directors explain how they are driving Lifebuoy’s Social Mission agenda in their areas.



Introducing Dr Myriam Sidibe,
Global Brand Director – Lifebuoy Social Mission, based in Nairobi

Changing handwashing behaviour requires a huge effort from all sectors of society to work together to effect a change in deeply entrenched hygiene habits. In 2010-12 the Lifebuoy brand has made significant progress, continuing to establish mutually beneficial partnerships with private and public sector organisations worldwide, which are key to a successful delivery of the behaviour change agenda. You can read more about these later in this review.

Central to the achievement of our 1 Billion target, the roll-out of the Lifebuoy mass behaviour change activation programme, which began in 2010 is continuing in all Lifebuoy markets throughout 2012. In addition, the Lifebuoy emergency response plan has been enhanced and

formalised. This ensures that, when natural disasters occur, Lifebuoy country teams are adequately equipped with the necessary products and hygiene promotion materials to respond effectively and appropriately.

I take great pride in our leadership of Global Handwashing Day activities with our partners in the Public Private Partnership for Handwashing with Soap. In its fourth year in 2011, the event was celebrated in over 100 countries worldwide with the participation of leading politicians and millions of adults and children.

Following my recent move to Nairobi, Lifebuoy Social Mission and global partnership activities are now being led globally from Africa.



Introducing Rohit Bhasin,
Global Brand Director – Lifebuoy Bar & Brand Equity, based in Mumbai

As a father of two girls, what gives me real joy is to see them laugh, play and grow up as healthy kids. However, there are so many parents in the world whose children die before they reach the age of five as a result of preventable diseases such as diarrhoea and pneumonia. A simple act of hand washing with soap can help save these children. It is this part of the brand’s mission that motivates and inspires me the most, enabling me to play my part in bringing a smile to more and more parents’ faces as they watch their children grow up healthily.

Lifebuoy Bar Soap plays an extremely important role as one of the most

affordable, mass market, anti-bacterial soaps, making it accessible to as many people as possible even in the least developed markets. As well as constant innovation to ensure that our products are both accessible and appealing to the widest audience, we are working hard to ensure that hygiene behaviour change messages are reinforced in all our consumer communications: from advertising to in-store collateral to the product packaging itself. All aspects of the Lifebuoy brand equity, Lifebuoy Bar Soap marketing, as well as provision of marketing support to Lifebuoy’s Social Mission activities are driven from our Mumbai hub.



Introducing Khim-Yin Poh,
Global Brand Director – Lifebuoy Hand & Body Wash Liquids, based in Singapore

Our consumer research has shown that consumers actually wash their hands with soap less often than they claim to – on only 1/3 of the occasions claimed. The gap in actual versus claimed rates is consistent across geographies and income levels. This research demonstrates the importance of the Lifebuoy Social Mission, not just for helping to inculcate good hygiene habits in rural consumers, where rates of infant mortality and morbidity are highest, but also its relevance to urban consumers, the target consumers for the Lifebuoy Liquid Hand Wash portfolio.

A major element of my role, leading the Lifebuoy Liquid Hand and Body Wash portfolio, is to continually think about how our liquid hand wash products and

innovations can make hand hygiene easier and more interesting for children, so that they are more likely to adopt good handwashing practices from a young age. Our global award-winning “Superfast Handwash” campaign is a great example of this. Lifebuoy research shows that in practice people only spend an average six to seven seconds washing their hands, therefore, Lifebuoy Liquid Hand Wash products have been developed to “kill 99.9% of germs in just 10 seconds.”

Lifebuoy liquids innovations are driven from our Singapore hub, focusing on liquid hand hygiene products that encourage good hygiene habits and leading the liquids market development agenda for the category.



Introducing Srirup Mitra,
Global Brand Director – Lifebuoy, based in Mumbai

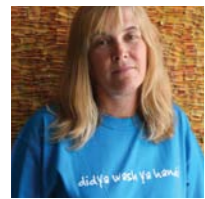
This is my fifth year working on the Lifebuoy brand. Over the course of that time, while projects, positioning, perfumes and packaging have all seen change, the part of our brand of which we are most proud, our social mission, has remained constant, as it has done for 118 years.

I am personally leading an innovation project which seeks to deliver a sustainably low cost bar of soap for low income consumers in Asia and Africa. These are the consumers who need the most protection from germs that cause health problems such as diarrhoea.

Sadly they are also the people who find it the most difficult to regularly afford soap. This innovation delivers a soap bar that provides the best value in usage compared to any other soap available.

I consider the opportunity to work on Lifebuoy a blessing - a rare chance to tangibly make a genuine difference to consumers’ lives. It is impossible to do justice to the work that is done on the ground as part of the Lifebuoy Social Mission by attempting to put it into words. You have to come and experience it for yourselves. Treat this as an invitation to do so.

New hopes & horizons for hygiene



A report from Dr Val Curtis, Director of the Hygiene Centre at the London School of Hygiene & Tropical Medicine

Hygiene: science and policy

Hygiene has never been the most fashionable of subjects, but recently it is finally beginning to attract the attention it deserves. As a result of research illustrating the importance of hygiene to health, international campaigns such as Global Handwashing Day achieve high public recognition, the media regularly feature stories about hygiene, psychologists and anthropologists are turning to studies of everyday hygiene habits, and funds are being channelled to programmes promoting safe hygiene worldwide. Innovative marketing campaigns have also

helped to raise the profile of hygiene. For example, Lifebuoy handwashing behaviour change programmes.

Riding on the current momentum of interest in hygiene, the private sector needs to engage responsibly in the hygiene agenda and take decisive action to solve public health problems. Pandemics of HIV, SARS, cholera and flu show that microbial infections are still a potent threat and with increased resistance to antibiotics and the rise in hospital acquired infection, it suggests that prevention matters as much as cure. In developed countries, modern innovations such as sewerage

and piped water supplies, together with the widespread adoption of soap, have helped to reduce the incidence of infectious disease and reduce mortality rates from infection to 5% of all deaths. However, in Africa a full 65% of deaths are due to infections, while the figure is 35% in Asia (WHO, 2002). With science paving the way to changes in policy direction, handwashing is shown to be the most cost-effective means of preventing infection and saving lives in developing countries. This has created new opportunities for brands such as Lifebuoy with hygiene central to their mission, to make a difference.

Table 1. Handwashing with soap and water by mother or caregiver on key occasions

	N	After toilet (%)	After cleaning child (%)	After cleaning up child stools (%)	Before feeding index child (%)	Before handling food (%)	Handwashing with water only after toilet (%)
Ghana	500	3	2	–	1	–	39
India, Kerala	350	42	–	25	–	–	–
Madagascar	40	4	–	–	12	–	10
Kyrgyzstan	65	18	0	–	–	–	49
Senegal	450	23	18	–	–	18	–
Peru	500	14	–	–	6	–	–
Bangladesh	1000	19	26	–	1	1	60
China, Sichua	78	13	–	16	6	–	–
China, Shaanxi	64	12	–	–	16	–	14
Tanzania	30	13	13	13	4	–	33
Uganda	500	14	19	11	6	8	44
Vietnam	720	–	14	23	5	–	51
Kenya	802	29	35	38	13	15	57
Average	–	17	11	25	3	5	51



New horizons for hygiene

The globalisation of good hygiene is the major priority for the private and public sectors, though the task remains huge. Handwashing at key times in many countries remains infrequent, often at below 10% (see table 1). We need to understand and change people's deeply rooted hygiene behaviour patterns, with the behavioural scientists, in particular psychologists and anthropologists, leading the way forward.

Understanding hygiene

If handwashing with soap is one of the most important preventative measures against disease, why is it not universally practiced? For an understanding of how to change such ingrained behaviour, we explored hygiene practices in a number of formative research studies in Africa, Asia and Latin America. The studies investigated the various motives for handwashing, showing them to be: disgust (following contamination in the toilet), affiliation (to fit in), nurture (to engender good manners in children), comfort (to remove dirt) and habit (automatic, learnt from an early age).

From understanding to action

Designing effective campaigns that can significantly increase the practice of handwashing is the next step. Even though the formative research studies showed

that 97% of households had soap, this was used for washing bodies, clothes and dishes, not hands. Similarly, people had water available for other purposes but rarely used it for handwashing. The studies also illustrated the difficulties in using soap for handwashing. These included soap proving difficult to hold and wash with at the same time, it slipping out of hands and getting dirty and becoming soiled after going to the toilet.

The search has therefore begun for enabling technologies, such as the tippy tap or other means of supplying soap and water more conveniently, but the mechanics of handwashing stations are complex and action is required in other areas. It is the private sector which has a key role to play in handwashing. Soap marketers, such as those working on Lifebuoy, know what changes behaviour and understand how to design and deliver campaigns that reach diverse and vast populations. Marketers are masters at consumer insight, at creative design and at the roll-out and management of big campaigns.

Advocacy is central to the public and private sectors jointly working to promote global handwashing with soap and to spreading the message that it can bring much-needed health benefits to communities. As a founding partner of Global Handwashing Day, Lifebuoy is helping to raise the profile of the issue to the whole world and setting in motion hygiene behaviour change worldwide.

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Lifebuoy in brief

1894-2012

Launched in the UK in 1894, Lifebuoy is one of Unilever's oldest brands, and has championed a message of health through hygiene for more than a century.

One of Unilever's founders, William Lever, launched the Lifebuoy brand to help bring affordable hygiene to Victorian England at a time when epidemics of typhoid, smallpox, cholera and diphtheria were a constant threat.

As one of the most affordable, easily available and most trusted health brands, Lifebuoy products are sold in more than 58 countries in Asia, Africa and Latin America and, every second, 111 families buy a Lifebuoy product, trusting the Lifebuoy brand for their family's health.

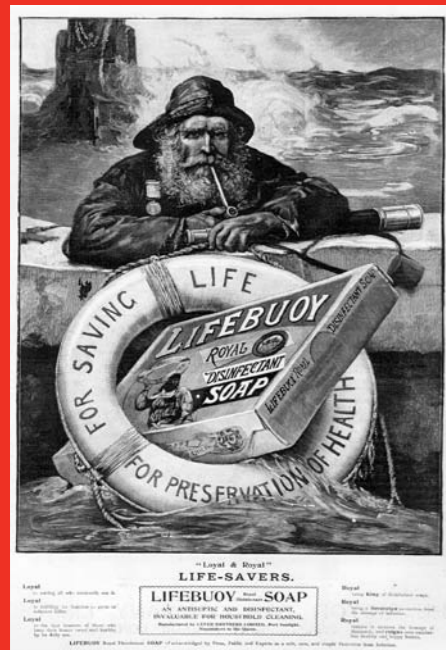
Lifebuoy was the world's first health soap when it was launched in 1894, and it is still one of the world's no.1 selling health soap brands today*.

*Nielsen through its Scantrack and Retail Index Services for the Skin Cleansing Category (Bar, Liquid Soap, Shower): Anti-Bacterial/Health Brands Volume Sales 12 months to December 2011.

Educational programmes in schools have been part of the Lifebuoy way of life since the 1930's, when the 'Clean Hands' campaign was launched in schools in the UK and US. These programmes, as they still do today, informed children of the need to regularly wash their hands with soap.

Emergency relief has also always been part of Lifebuoy activities. During the Second World War, Lifebuoy-branded vans delivered emergency washing services including hot showers, towels and soap to some of the most badly bombed areas of the UK. Today Lifebuoy continues to provide emergency relief, donating soap and expertise during natural disasters such as the 2010 floods in Pakistan and the earthquake and subsequent cholera epidemic in Haiti.

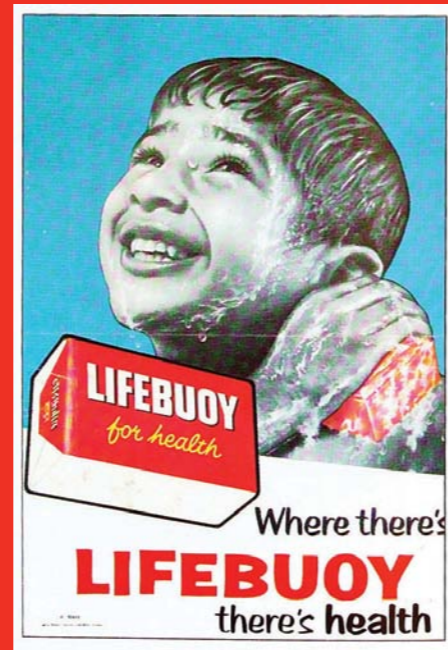
Lifebuoy advertising, circa 1900



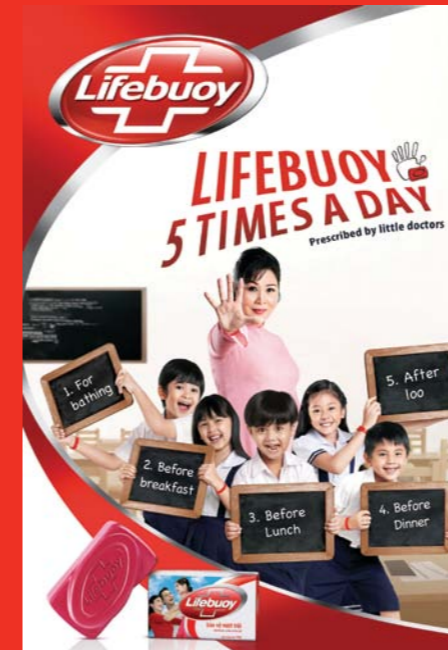
Lifebuoy 'Clean Hands' campaign, circa 1930



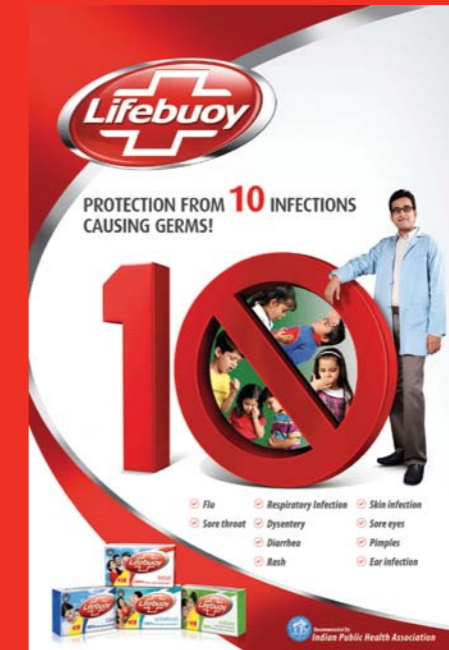
Lifebuoy advertising, India 1989



Vietnam handwashing campaign 2010



Lifebuoy 10 Infections Campaign, India 2011



Lifebuoy Hand Wash Campaign, 2011



a brand on a mission

The Lifebuoy brand aims to make a difference in people's day-to-day lives. Working with public and private sector partners around the world, our challenge is to transform handwashing with soap from an abstract good idea into an automatic behavioural pattern at critical times of the day.



Underpinned by the Unilever Sustainable Living Plan, our social mission activities are built upon the following three beliefs:

- **The world has moved on from philanthropy.**
We realise donations alone cannot provide the sustained, continuous programme of support that the world's most intractable problems, such as improving health and hygiene, normally require.
- **We believe that brands can be a positive force for good.**
This is deep-rooted in the Lifebuoy brand history and Unilever's ongoing commitment to social responsibility. We seek to invest in changing behaviour sustainably.
- **The future lies with public and private sector partnerships.**
The private sector is well placed to provide expertise on marketing behaviour change to large audiences, working with non-governmental organisations and governments to help achieve the Millennium Development Goals. These goals are a set of internationally-agreed targets designed to alleviate poverty, hunger and ill-health around the world, and improve education, gender equality and environmental sustainability through global partnerships by 2015.

Lifebuoy Social Mission activities involve spreading positive hygiene messages and impacting handwashing behaviour. Our activities focus on three core areas:

1 Handwashing Behaviour Change Programmes

Around the world, Lifebuoy handwashing initiatives and behaviour change programmes reach people in their everyday situations. Through these programmes, our aim is to change the hygiene habits of one billion people in Asia, Africa and Latin America by 2015.

To ensure that our messages make a difference, we find ways to engage communities, ensuring that consumers understand the important role that handwashing with soap plays in keeping people safe and healthy. Central to this is the need for our target audience to experience effective handwashing to instil good habits.



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2 Skills Development and Partnerships

The Lifebuoy brand team partners public and private sector organisations around the world which share our commitment to promoting health and hygiene.

By sharing our skills and experiences with our partners through activities and education campaigns, we can help build expertise

in communicating the importance of handwashing with soap – a task which is too big for any single organisation to tackle alone.

We also learn from our partners, including how to communicate to some of the poorest members of society and how to influence policies that make a difference for handwashing at scale.



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3 Advocacy

It is important to raise the profile of handwashing with soap, creating the right environment for investment in behaviour change activities. Lifebuoy-branded advocacy activities in 2010-12 have been diverse. They include continued involvement

as a founding partner of Global Handwashing Day, organising National Health Symposiums and being a major partner at the African Sanitation Conference.



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1 Handwashing Behaviour Change Programmes

Inspiring people to adopt new behaviours is central to the Unilever Sustainable Living Plan.

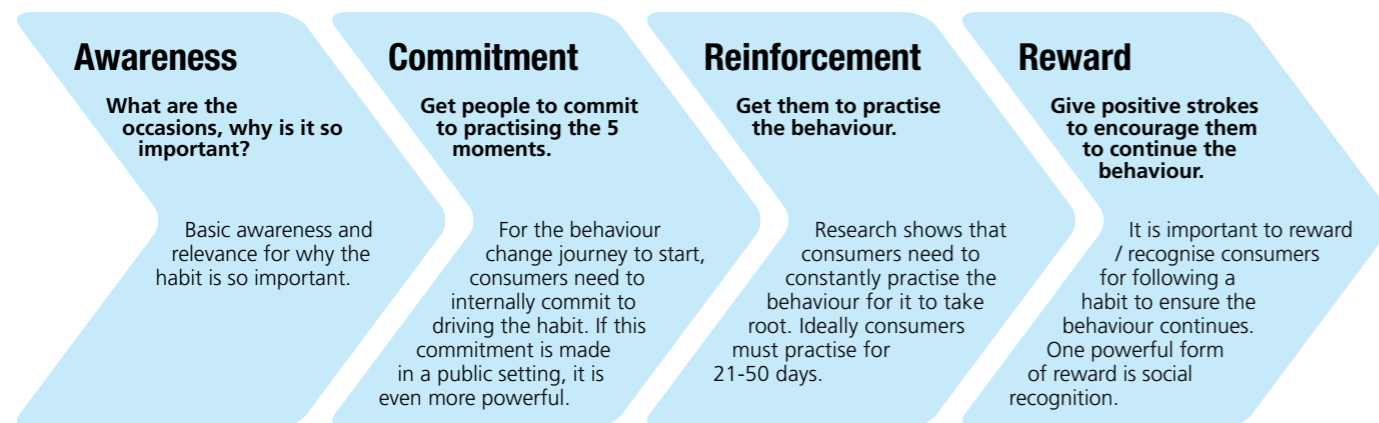
With this in mind, Lifebuoy brand teams have devised a new methodology to drive sustained behaviour change. Developed using the Lifebuoy brand's experience gained over many years through its programmes in Asia and Africa, the new approach ensures that people not only understand why washing hands with soap is important but also rewards them for practising the new habit over 21 days.

Launched in 2010 using the new methodology the Lifebuoy Handwashing Behaviour Change Programme is designed to drive behaviour change through the 4-step model: awareness, commitment, reinforcement and reward.

It is being communicated to children through schools and to mothers through health clinics and women's groups. Experience and research shows that the individuals reached with the programme will influence up to five others in their household.

The aims of the programme are to promote the practice of handwashing with soap at five key occasions: before meals (breakfast / lunch / dinner), during bath-time and after using the toilet. In each country, a famous and popular local celebrity has been chosen to spearhead the programme and to act as an ambassador for the Lifebuoy brand, communicating the handwashing message appropriately in each market.

Changing behaviour



Mass Media: to drive awareness and benefits

School Programme: to drive commitment to active behaviour change

Mothers Programme: to drive commitment to active behaviour change, involving doctors / medical staff, as well as mothers and children

Packaging: to increase involvement in the programme through reinforcement and reward

Digital channels and partnership activities are also leveraged across the programme, where appropriate to the market.

The Non-Negotiables

In every Lifebuoy Handwashing Behaviour Change Programme, there are five non-negotiable elements:

- i. **positive reinforcement** - reward and recognition are strong motivators of social change, and within Lifebuoy programmes help mothers and children feel good for taking part;
- ii. **mothers and children** - mothers are key to reinforcing handwashing with soap behaviour at home, together with their children encouraging household hygiene habits to change;
- iii. **pledges** – making a commitment to an action in front of peers is a proven means of turning the commitment or pledge into action, helping to form new habits;
- iv. **glow germ demonstration** – visual demonstration that both soap and water are necessary to wash away invisible germs, communicating the vital message that visibly clean is not necessarily clean from germs;
- v. **21-day programme** – with repetition, actions become a habit. The science behind the 21-day programme is based on the need to reinforce the habit of handwashing with soap through repeated behaviours.





1 Handwashing Behaviour Change Programmes

Spotlight: schools programme

The Schools Programme is a very important element of the Lifebuoy Handwashing Behaviour Change Programme. Children develop much of their behaviour during their primary school years, learning from other children, and being heavily influenced by the behaviour of their peers. Children also take well-communicated messages back to their communities from school.

Teaming up with children's entertainment expert, Yoe, to develop the programme, Lifebuoy's new 'School of 5' programme has been designed to take advantage of these characteristics. Running over the course of 21 days, Lifebuoy 'School of 5' uses a unique combination of comics, puzzles, stories and games to guide children, and their parents, through the 4-step behaviour change process. All the activities are designed to make handwashing a fun and interesting activity.

Five characters have been developed to facilitate this element:

1. Hairy Back

– a loveable creature who reminds children to wash their hands after using the toilet

**DON'T BE A DOPE,
ALWAYS USE SOAP!**



2. SPARKLE

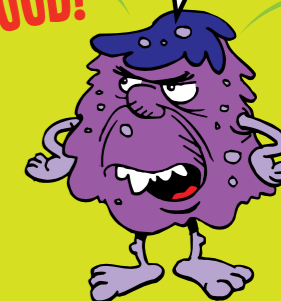
– a glowing girl representing everything that is energetic and clean, reminding children to use soap at least once a day at bath-time

and now that our hands are clean, let's go have some fun!



**SUPERVILLAIN:
NO GOOD!**

I HATE CLEAN!



No Good is the slimy villain who tries to stop children from washing their hands with soap.

3. 4. 5. Biff, Bam and Pow

– triplets who talk about washing hands with soap before eating breakfast, lunch and dinner respectively. They have superpowers which are only activated when they come together before eating, after they have washed their hands with soap.





1 Handwashing Behaviour Change Programmes

Programme Deployment

Scaling Up Lifebuoy Behaviour Change Programmes

Spotlight: Train the Trainers model in Indonesia's Schools

The major challenge that the Lifebuoy brand faces if it is to reach its ambitious 1 Billion hygiene behaviour change target is to scale up existing handwashing programmes cost-effectively. In Indonesia, a cost-effective and scaleable model has been pioneered for rolling out Handwashing Behaviour Change Programmes in schools. The new model is based on a partnership between the Lifebuoy brand, the Indonesian government and NGOs.

This model involves Lifebuoy teams training teachers to deliver the Handwashing Behaviour Change Programme, as well as providing the materials and toolkits they need. Each teacher then cascades the Programme to a further three schools, through a 'train the trainer' model thereby creating a multiplier effect.

By enlisting NGO partners, to provide monitoring and evaluation, and involving other partners, such as the government, schools,

and teachers, the Lifebuoy brand team has been able to reduce the overall cost of the Programme, thereby increasing the ability to take it to scale.

Lifebuoy teams are now looking to extend the Indonesia approach to other countries.



Children as agents of change

Spotlight: 'Little Doctors' challenge empowers children in Malaysia

In March 2011, the Lifebuoy brand in Malaysia launched their 'Little Doctors' challenge, as part of their Handwashing Behaviour Change Programme. In her role as Lifebuoy Brand Ambassador, pop star Amy Mastura, helped to promote the challenge through PR to all primary school children aged 5-13 years to get the country talking about hygiene.

The challenge culminated in a three-day 'hygiene camp' organised by the Lifebuoy brand team, during which the chosen 'Little Doctors' from winning schools learnt how to encourage their fellow students to adopt good hygiene habits, particularly handwashing with soap on the five key occasions.

After returning from the camp, each participating school was evaluated on how well their entire student population embraced good hygiene practices as a result of the efforts of their Little Doctors. The top prize was awarded to the school with the most noticeable change in habits as well as having a high score in creative implementation and proven ability to spread the message to neighbouring schools. The motivating

prize was to have the school toilets and handwashing facilities renovated, as well as receiving a year's supply of Lifebuoy soap.

From March to June 2011, 80 Little Doctors were recruited to educate 150,000 children. The Programme was backed up with mass media and involvement by celebrities and key opinion leaders to raise the profile of hygiene in Malaysia generally, with the campaign reaching an audience of over 14,000,000.



Unilever brands working together

Spotlight: Driving health behaviour change in Nigeria and rural India

In Nigeria, the Lifebuoy brand is partnering with Unilever brands Close Up and Blue Band on a comprehensive Health Behaviour Change pilot programme. The overall programme goal is to encourage the adoption of healthy behaviours by schoolchildren in order to optimise the physical and mental development of these future leaders of Nigeria.

By brands partnering together, Unilever is able to offer key stakeholders, such as schools, governments and NGOs, a comprehensive and cost-effective package of behaviour change to address the fundamental health needs of schoolchildren.

The Nigerian pilot programme extends from the traditional awareness building activities to secure the commitment of participants to practice the desired behaviours: handwashing with soap on five key occasions daily, brushing [teeth] day and night, and eating well to grow well. These messages and behaviours are then reinforced using multiple classroom contacts over the course of a 21-day programme, including final reward. Scaling up of this programme will be determined following a thorough evaluation of pilot results in the second half of 2012.

In India, the Lifebuoy brand is taking handwashing messages to remote areas of the country as part of a new multi-brand rural outreach programme, Khushiyon Ki Doli ('Caravan of Happiness'), using the programme to educate consumers on the relevance of germ protection.

The benefits of partnering with Unilever brands in the rural context allows the Lifebuoy brand to directly contact consumers who are otherwise unreachable due to lack of media and normal consumer communication channels.

The direct consumer contact programme has delivered strong results on both input parameters (such as change in awareness, endorsement on key attributes) as well as output parameters where growth in consumption of Lifebuoy has been significantly better than other comparable geographies.





1 Handwashing Behaviour Change Programmes

Harnessing the power of celebrity

Spotlight: Lifebuoy Celebrity Ambassadors in Vietnam and Pakistan

Engaging influential partners, such as celebrity ambassadors, helps create a 'face' for Lifebuoy Behaviour Change Programmes. This endorsement also provides a recognisable figure for the target audience to relate to the campaign in a meaningful way. The success of this approach is clearly demonstrated in the Lifebuoy Handwashing Behaviour Change Programmes in Vietnam and Pakistan, where celebrity ambassadors have been utilised at all levels of the campaign – from event appearances to endorsements in media interviews and marketing materials.

In Vietnam the popular actress Hong Van was chosen as the Lifebuoy celebrity ambassador, featuring in every stage of the Handwashing Behaviour Change Programme to help raise awareness and encourage involvement in the campaign. A mass media television and poster advertising campaign kick-started

the Programme, paving the way for the launch of the Schools and Mothers' Programme, in partnership with the Vietnamese Ministry of Education and Training and the Ministry of Health.

In Pakistan, where cricket is a national passion, the choice of celebrity cricketer Wasim Akram as Lifebuoy ambassador ensured that the Lifebuoy campaign captured the attention of the whole nation. A cricket-themed on-pack consumer promotion was developed to work in conjunction with the mass media campaign (TV, print and radio) and the first phase of the Schools Programme, all strongly featuring Wasim. The promotion was featured on limited-edition packs together with information about the five handwashing occasions. At mobile reward units, consumers could exchange soap wrappers for gifts, including Wasim Akram-autographed cricket bats and balls, at the same time as sharing handwashing education messages.

Working in partnership with Governments and NGOs

Spotlight: School of 5 Programme partnerships in Bangladesh and Kenya

Through its Lifebuoy brand, Unilever has joined forces with partners in Bangladesh and Kenya to implement the School of 5 Handwashing Behaviour Change Programme in thousands of schools.

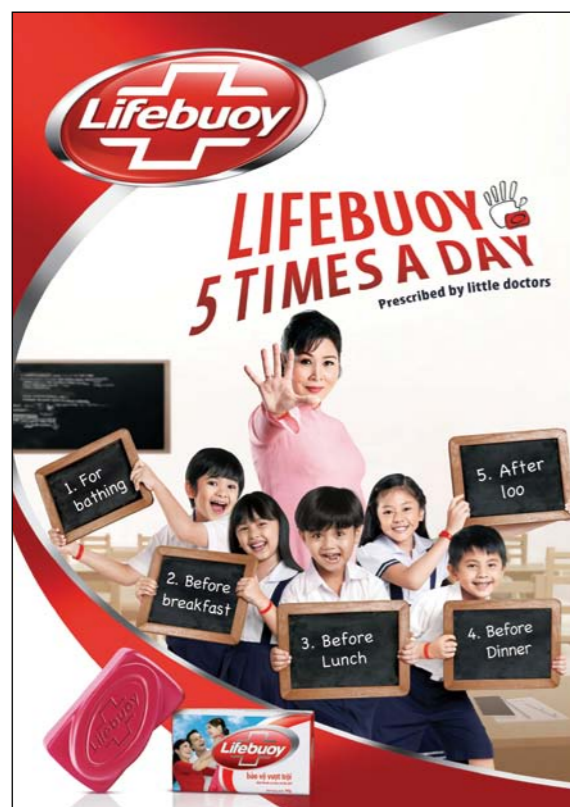
In Bangladesh, in partnership with Water & Sanitation for the Urban Poor (WSUP) and CARE, the Lifebuoy brand launched its 21-day School of 5 activation pilot campaigns in urban and rural areas. The campaigns were developed as mass activation drives to inculcate the '5 occasions' handwashing habit amongst thousands of school children, working with school head teachers and ensuring participation by local doctors, to successfully deliver sessions over the 21-day programme period. Plans are in place to expand the programmes to reach over six million students and their families in 2012.

In Kenya, through its Lifebuoy brand, Unilever has established a

partnership with WSUP for an initial five year period from 2010 to 2015, to drive the importance of the handwashing message in schools across the country.

To kick-start activities in Kenya, the Lifebuoy brand team co-hosted a workshop with WSUP, attended by key government sanitation and education departments to discuss and agree the best way to implement the Handwashing Behaviour Change Programme in Kenya.

Following the workshop, the School of 5 Programme was officially launched in March 2011 by the Assistant Minister of Education, and fronted by one of Kenyan music's biggest names and the new Lifebuoy School of 5 Ambassador, Esther Wahome. 180 head teachers and 'Handwashing Champion' teachers were then trained on the implementation of the School of 5 Programme. In 2012, Lifebuoy and WSUP activities are planned to expand to Zambia.





2 Skills Development and Partnerships

Overview

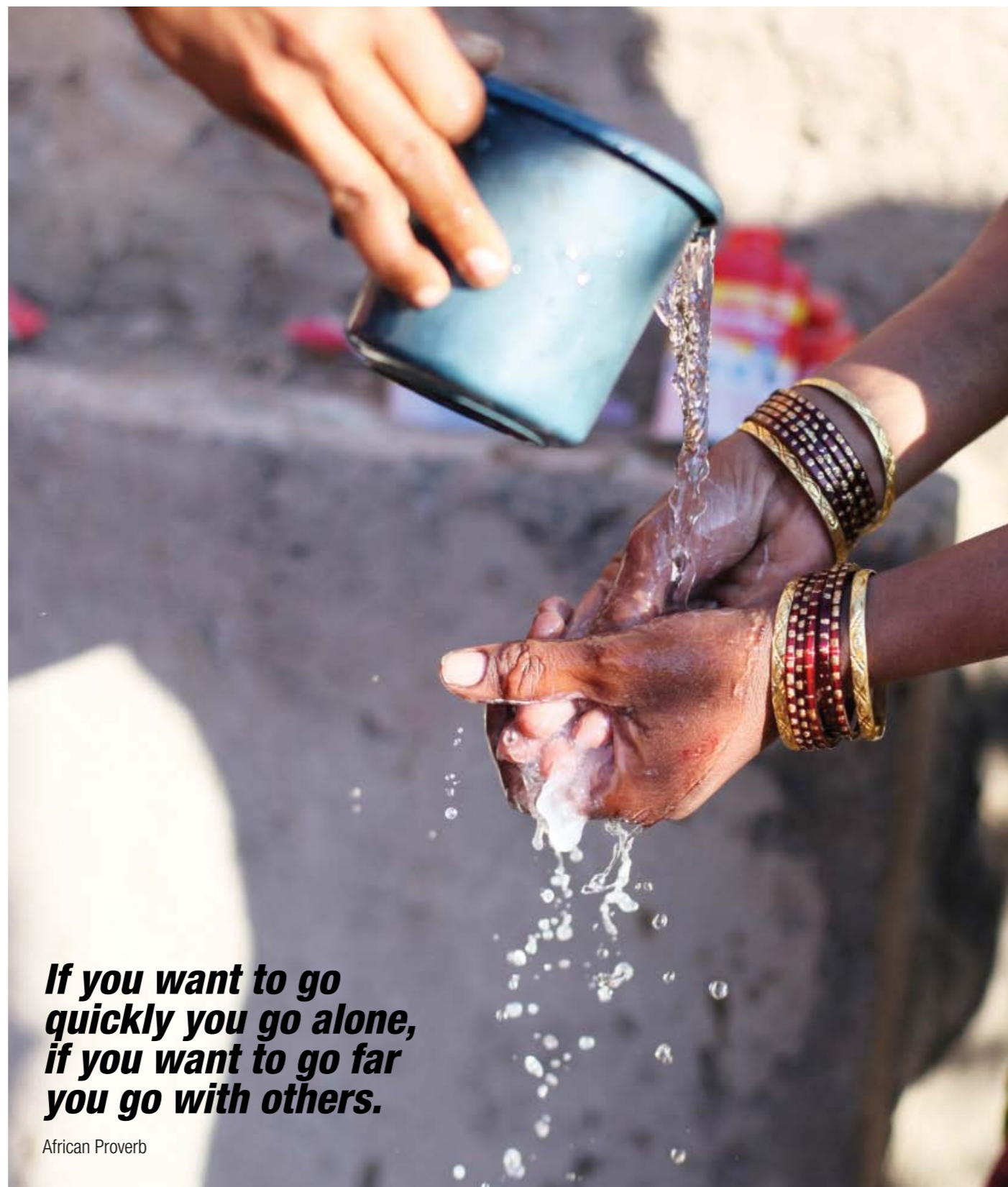
If Unilever achieves its sustainability targets but no one else follows, the company will have failed. As a result, Unilever is working with other organisations, such as the Consumer Goods Forum, the World Economic Forum, the Public Private Partnership for Handwashing with Soap, the World Business Council for Sustainable Development, NGOs and governments, to drive concerted, cross-sector change.

For the Lifebuoy brand, the need for partners who share the brand's vision and goals is crucial to implementing the brand's social mission. To achieve its goal of reaching 1 Billion people effectively, with a handwashing message that will drive behaviour change, is not something the Lifebuoy brand can do alone.

Throughout the Lifebuoy brand's 118-year heritage of running hygiene promotion programmes, the Lifebuoy brand team has built valuable hygiene marketing skills. In order to share its knowledge and skills with public sector partners, the team has developed a skills development programme to illustrate that, by working together, Lifebuoy campaigns can have a greater impact on promoting positive behaviour change.

Our skills development initiatives adhere to the following key principles:

- We share our expertise based on evidence that our programmes are effective
- We understand the need for local partners to own their campaigns. As a result the outputs of our training and skills development are locally-owned campaigns, into which public bodies can invest their own resources
- We recognise that we can learn skills and also gain understanding of new avenues of deployment from the public sector, appreciating how important it is that the skills development angle be a dual process
- We believe it is vital for Lifebuoy brand teams to partner with local and national governments to take forward the vision of universal handwashing. The more people hear about the benefits of handwashing with soap from a variety of sources, the better chance we have to establish social norms around handwashing.



If you want to go quickly you go alone, if you want to go far you go with others.

African Proverb

Our Global Partners

WSUP (Water & Sanitation for the Urban Poor): a non-profit partnership between the private sector, NGOs and research institutions focused on solving the global problem of inadequate water and sanitation in low-income urban communities.



MVP (Millennium Villages Project): MVP addresses the root causes of extreme poverty, taking a holistic, community-led approach to sustainable development.



PSI (Population Services International): PSI is a global health organisation dedicated to improving the health of people in the developing world by focusing on serious challenges such as a lack of family planning, HIV/AIDS, barriers to maternal health, and the greatest threats to children under five, including malaria, diarrhoea, pneumonia and malnutrition.



USAID/MCHIP (United States Agency for International Development's Maternal and Child Health Integrated Programme): MCHIP is the USAID Bureau for Global Health's flagship maternal, neonatal and child health programme, which focuses on reducing maternal, neonatal and child mortality and accelerating progress towards Millennium Development Goals 4 and 5.



PPPHW (Public Private Partnership for Handwashing with Soap): The PPPHW is a coalition of international stakeholders with the aim to give families, schools and communities in developing countries the power to prevent diarrhoea and respiratory infections by supporting the universal promotion and practice of proper handwashing with soap at critical times.



London School of Hygiene & Tropical Medicine: The London School of Hygiene and Tropical Medicine is a world-leading centre for research and postgraduate education in public and global health, with the mission to improve health and health equity in the UK and worldwide, working in partnership to achieve excellence in public and global health research, education and translation of knowledge into policy and practice.





2 Skills Development and Partnerships

Improving survival chances for newborn babies

Neha is a new mother. Her baby son, Pavan, was born in India in August 2011. When Neha visited the local health centre in the latter stages of her pregnancy, she received a handwashing kit. Neha's birth attendant explained to her the importance of handwashing with soap both before the birth and before handling her newborn baby, in order to keep him safe and healthy.

This message is so important as every year an estimated 3.6 million newborn babies die in the first month of their lives. Simple, low cost health interventions like handwashing with soap have been shown to reduce this figure by up to 44%¹.

The Lifebuoy brand / MCHIP partnership aims to raise the profile of handwashing for newborn survival, working together to design a Handwashing Behaviour Change Programme to help new mothers like Neha as well as birth attendants adopt the practice of handwashing with soap as an ingrained habit at critical times.

¹ V. Rhee, LC Mullany, SK Khatri, J Katz, SC LeClerq, GL Darmstadt, JM Tielsch. Maternal and birth attendant hand washing and neonatal mortality in southern Nepal. Archives of Pediatrics & Adolescent Medicine 2008;162(7):603-608.

2. Promoting Hygiene Habits in rural Sub-Saharan Africa

Unilever and the Millennium Villages Project (MVP), through Colombia University's Earth Institute, and the Millennium Promise have embarked upon a collaborative project to promote handwashing with soap in rural communities across Africa.

The United Nations Millennium Villages, through its hygiene and sanitation initiatives, and Unilever, through its Lifebuoy brand platform, plan to reach 500,000 people from 80 rural villages in 10 countries across Africa by 2015. The opportunity for collaboration has been built around shared interests in the promotion of handwashing with soap and hygiene education to achieve the 4th Millennium Development Goal (MDG), to reduce child mortality, while building a global public-private partnership in Water, Sanitation and Hygiene (WASH), in rural Africa.

The promotion of handwashing with soap through the Lifebuoy School of 5 programme is an integral part of broader community-led WASH initiatives, made possible by the partnership, in all 14 Millennium Villages. The collaboration will contribute to decreased incidence of diarrhoeal disease, greater gender equality, increased school attendance, and enhanced productivity and well-being for all community members in Ethiopia, Ghana, Kenya, Malawi, Mali, Nigeria, Rwanda, Senegal, Tanzania and Uganda. Additionally, lessons learned will have implications for global policy, public-private partnerships and evidence-based practice for four out of the eight MDGs.

In Year one of the partnership, the MVP-Unilever team have carried out quantitative baseline studies to measure and evaluate soap usage and consumption by household members who will be exposed to the School of 5 Schools Programme (see page 20). In addition, a qualitative-quantitative study of the stickers diary has been set up to measure whether the programme will successfully change the child's handwashing with soap behaviour at key occasions, shift the attitudes of other household members to wash their hands with soap, and provide guidelines on programme correction and optimisation.

Leading up to Global Handwashing Day (GHD) on 15th October 2012, joint plans have been made to raise the profile of handwashing with soap as a key intervention to help achieve MDG4 at the United Nations General Assembly "Every Woman, Every Child" gala dinner, and a reception-style side event held for the First Ladies of Africa at UN Headquarters, New York. To celebrate GHD, a publicised signing of the partnership – in both New York and Kenya – is being held, together with a showcase of GHD activities carried out by school children in the Millennium Villages. The 2012 theme for Global Handwashing Day - Help Children Reach their 5th Birthday - simultaneously marks the fifth year of the annual day and symbolises the shared goal of the partnership.

Vietnam Study Tour

For many years, through our In Safe Hands programme, Unilever has been helping to build expertise in the public sector on effective behaviour change campaigns.

Continuing these efforts, in November 2010 a group of trade organisation and public sector representatives from the Ministries of Health and Education, from countries across Africa and Latin America, joined Lifebuoy employees on a study tour in Vietnam, with the aim to inspire the creation of public-private partnerships.

The tour provided first-hand experience of rural and urban handwashing programmes in action, looking at low-cost handwashing devices and seeing public-private partnerships at work. As well as sharing knowledge and best practice, the study tour also provided advice for the representatives on developing and running effective public-private partnerships. Importantly this has been the starting point in new countries for the Lifebuoy brand to set up their social mission programmes.

Extending the reach of the School of 5 Programme in Africa

Taking one more step towards changing the handwashing behaviour of a billion people by 2015, Unilever is working in partnership with Population Services International (PSI) to extend the reach of the School of 5 Programme in Kenya and Zimbabwe from 2012.

In Kenya, the partnership will leverage the National Comprehensive School Health Programme to implement the School of 5 Programme in 100 schools, reaching approximately 100,000 children. This will bring the total number of children who will be directly reached by the School of 5 Programme in Kenya in 2012 to 400,000.

In Zimbabwe, with Unilever's support, PSI Zimbabwe will increase its hygiene promotion activities with a particular focus on handwashing behaviour among children in Harare. Through the School of 5 Programme, handwashing with soap will be promoted in 27 primary school institutions, reaching approximately 25,000 children. The schools targeted are located in high population density suburbs of Harare, areas that are currently affected by outbreaks of diarrhoea and typhoid.

In both Kenya and Zimbabwe, the Unilever and PSI partnership not only ensures maximum reach for the School of 5 Programme but also, by making use of existing structures, ensures that the programme is able to keep running beyond 2012.



2 Skills Development and Partnerships

Unilever Sustainability Team

The Lifebuoy brand's target of helping 1 Billion people change their handwashing habits by 2015 is Unilever's single biggest Health & Wellbeing target within the Unilever Sustainable Living Plan.

As a team, we support Lifebuoy activities in a number of different ways, including:

- Looking at ways to cost effectively scale up our handwashing programmes to reach the 1 Billion target, defining different models and finding new ways to extend our reach whilst maintaining the effectiveness of the Lifebuoy programmes;
- Mobilising external partnerships – both existing and new – to share resources and experiences, with particular focus on reaching people in rural settings, where the disease burden is generally highest. For example, we have presented the Lifebuoy programme to potential donors who are willing to co-invest in its expansion;
- Evaluating the effectiveness of programmes, developing standards of measurement that are externally recognised in order to demonstrate to both new and existing partners the effectiveness of handwashing with soap behaviour change programmes;
- Raising the profile of the Lifebuoy brand's activities, keeping handwashing behaviour change programmes top of mind within Unilever and with our corporate partners.

I am looking forward to taking the next steps towards our 1 Billion goal and to helping the Lifebuoy team to build the partnerships needed to get there.

Sarah McDonald, Global Sustainability Director – Health & Wellbeing

Preparedness & Emergency Responses

Every year tens of millions of people are affected by natural disasters and conflicts. The victims are often the most vulnerable and least able to cope, and the most prevalent diseases during an emergency include diarrhoeal diseases, cholera and respiratory infections. The solution is simple – handwashing with soap can help prevent the spread of disease.

The Lifebuoy brand team has developed two types of communications response:

Warn & Alert: Preparedness for seasonal events and outbreaks ensures that messages hit consumers at seasonal peaks so that they are forewarned and ready to increase their occasions of handwashing.

Alert & Act: As a brand with such a strong social mission, the Lifebuoy brand response to humanitarian emergencies has stepped up in recent years, often as part of a full Unilever emergency relief package. The Lifebuoy brand response ensures that, before the spread of disease, soap reaches those who need it and people who are living in challenging situations are educated about the importance of handwashing with soap.

The distribution of soap in emergencies can reduce incidence of diarrhoeal disease by up to 27%. Handwashing with soap also breaks the transmission chain of respiratory infections which, along with safe drinking water, can reduce the spread of cholera.

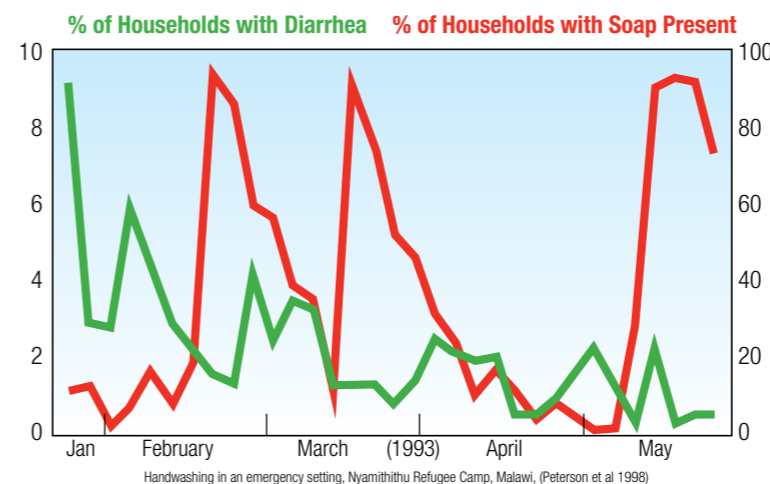
Through the Unilever Foundation, Unilever's five global partners – Oxfam, PSI, Save the Children, UNICEF and the World Food Programme – will serve as our primary beneficiaries in times of disaster and emergency relief. This will enable us to provide critical resources expeditiously when there is the greatest need and on longer term projects to help rebuild communities.

Typically, Lifebuoy teams ensure soap and hygiene promotion communications and materials are made available for health workers and centres working with displaced families.

The Unilever Foundation partners with leading global organisations to tackle some of society's most pressing challenges and assist with disaster relief efforts. For more information about the Foundation, visit www.unilever.com



This graph demonstrates why adequate soap provisions are necessary in emergencies



Recent emergency relief activities:

Pakistan floods

During the floods in 2010, over 1,781 people died, 2,966 people were injured and more than 1.89 million homes destroyed (source: Red Cross). The Lifebuoy brand partnered with Oxfam, Save the Children and PSI and distributed:

- Relief kits to 68,000 households
- 2,000 banners for relief camps and 80,000 stickers for bags with relief items, carrying handwashing messages

In addition, Lifebuoy brand teams commissioned a short advert aired in the initial stages of the response. It was broadcast over six channels and reinforced the importance of handwashing.

Haiti earthquake and cholera outbreak

The Haiti earthquake in January 2010 claimed the lives of more than 200,000 Haitians, including 300 health workers, and injured 1,000s more. In the subsequent cholera epidemic, all health departments were affected. As of 1 January 2011, 171,304 cumulative cholera cases were recorded and an additional 3,651 deaths (source: MSPP).

The Lifebuoy brand joined forces with Partners in Health, donating \$500,000 worth of life-saving soap (approximately 700,000 bars of soap) and hygiene products – sufficient for 10% of the total population – and these were distributed across the country.

Brazil landslides

The mudslides that affected Brazil in early 2011 led to a death-toll of 500 in South-Eastern Brazil, with thousands more displaced, making it the country's worst natural disaster for several decades.

The Lifebuoy brand formed a national partnership with the Red Cross to reach 20,000 affected people. As the first brand to send aid, 13,000 units of Lifebuoy soap were donated, part of an overall donation from Unilever Brazil of more than 90 tonnes of products and donations.



3 Advocacy

Advocacy

Advocacy is a central element of our efforts to promote global handwashing with soap because it helps to set the right enabling environment for the handwashing programmes we support, extending our reach among influential audiences and spreading the message that handwashing with soap can bring much-needed health benefits to communities.

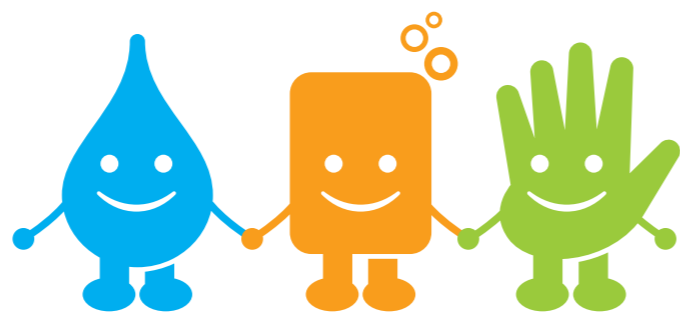
We believe that – through the Lifebuoy brand - we have a valuable part to play in raising the profile and promoting the importance of handwashing with soap, setting the agenda at the right public health forums, and also highlighting the role that private sector partners can play in this area.

The last decade has seen great progress in lifting handwashing up the agenda for governments and private sector organisations. In 2010, world leaders reaffirmed their commitments to the Millennium Development Goals (MDG), and referred to the importance of handwashing with soap in helping to achieve the 4th MDG – to reduce child mortality across the world. However, the full benefits of handwashing with soap are still not appreciated, understood or integrated into policies and programmes in many parts of the world. Policies and programmes on handwashing promotion are still not widely practised. This is an issue we seek to address.

Lifebuoy brand teams are dedicated to advocating handwashing with soap, and to delivering presentations about their work, research and goals at high profile meetings and conferences around the world. As a founding partner of Global Handwashing Day, the Lifebuoy brand is helping to raise the profile of the issue to the whole world.

“The Lifebuoy brand team’s task is to bring about a step change in the urgency that policymakers place on putting handwashing with soap at the heart of public health. Increasing global attention is being focused on the unnecessary loss of life brought about by disease. Lifebuoy teams will work with others to help policymakers see how the simple promotion of soap can tackle some of their greatest development challenges.”

Jonathan Tench,
Global Advocacy Manager,
Public Health & Hygiene, Unilever



Global Handwashing Day
15 October

Advocacy activities: Global Handwashing Day 2010 & 2011

Launched in 2008, Global Handwashing Day is an annual event backed by the Public-Private Partnership for Handwashing with Soap, of which Unilever is a founding partner.

In 2010 and 2011, GHD was celebrated by more than 100 countries around the world, with Lifebuoy teams co-ordinating efforts with more than 50 organisations in 19 countries. Lifebuoy and partner activities drove mass awareness of handwashing with soap as a simple but lifesaving habit to millions of people

around the world. Millions of school children took part in awareness-raising activities and were encouraged to make handwashing pledges. More than 25 million people raised their hand to pledge globally.

Lifebuoy campaigns in 2010 and 2011 – encouraging people to remember to wash their hands before eating – were run through numerous channels including television, press, Facebook and Twitter, as well as on-ground activations in schools, spreading the GHD message as widely as possible.





3 Advocacy

Global Handwashing Day 2011



Global Highlights

- Over 25 million pledges were made on Global Handwashing Day
- Over 6 million people shared their pledges on the Lifebuoy Global Facebook page
- Over €11.5 million worth of media coverage was received globally
- 3 Guinness World Record attempts were made
- PSI Global Ambassador, Mandy Moore, drove pledges to the Lifebuoy Facebook page
- Over 51.5 million people were reached through Global Handwashing Day coverage on blogs, including dedicated coverage on the world's most influential blog, the Huffington Post

Africa

The Lifebuoy brand was a key partner in a single pan-Africa campaign, Africa's biggest pledge: "Pledge to defeat diarrhoea in children". Over €150,000 worth of press coverage promoted Lifebuoy's GHD activities, helping to drive over 20 million pledges across Nigeria, Kenya and Ghana

Ghana

Ministry of Health endorsed the Lifebuoy campaign to collect 1 million pledges to defeat diarrhoea.



Kenya

12.2 million people in Kenya pledged to wash their hands with soap before eating.



Nigeria

37,809 school children from 600 Lagos schools broke a new handwashing world record for the most people washing their hands at a single event.



Bangladesh

The Lifebuoy brand joined with the Government of Bangladesh and coalition partners to reach 18 million school children with handwashing messages.



Brazil

More than 70,000 children entered the Global Handwashing Day drawing competition, in partnership with Pastoral da Crianca.



India

Over 700 staff from Hindustan Unilever head office, led by Nitin Paranjpe CEO, participated in Community Connect, reaching over 32,000 children in under-privileged schools in Mumbai.



Indonesia

GHD 2011 saw Indonesia dancing its way towards a Guinness World Record for the most number of people doing a handwashing dance.



Pakistan

GHD was celebrated in schools across Pakistan, with activities spearheaded by world-class cricketer, Wasim Akram.



South Africa

Yvonne Chakka Chakka, Lifebuoy Handwashing Ambassador, led a high profile GHD event, resulting in widespread media coverage.



Sudan

Government representatives joined with UNICEF and Lifebuoy at GHD celebrations.



Sri Lanka

1.5 million children from 6,000 schools and pre-schools across the country celebrated Global Handwashing Day.



Vietnam

The Lifebuoy brand partnered with the Ministry of Health to hold handwashing events in schools across the country.



To pledge on Facebook log on to www.facebook.com/lifebuoysoap

Global Handwashing Day 15th October, 2011 brought to you by Lifebuoy



3 Advocacy

Africa Sanitation Conference 2011

The third AfricaSan Conference, held in Kigali, Rwanda, from 19-21 July 2011 was attended by over 900 leaders and experts in sanitation and hygiene in Africa, from 65 countries. The overall objective of the conference was to get Africa on track to meet the Millennium Development Goal for Sanitation and Hygiene (MDG7).

Unilever partnered with the African Ministers' Council on Water (AMCOW) to help achieve the conference aim of raising the profile of sanitation and hygiene in all political and developmental processes in Africa.

The Lifebuoy team used a series of events held over the three days of the conference, including a press conference, plenary session, private dinner hosted by the Rwanda Minister of Health, and conference gala dinner, to lead discussions on design, implementation, measurements and partnerships for handwashing programmes at scale in Africa. Leading the press conference, Lifebuoy Handwashing Ambassador for Africa, Yvonne Chaka Chaka, helped to communicate the message of handwashing with soap to Africa and the call to action to stakeholders.

The highlight of the conference was the AfricaSan Gala Dinner attended by 900 people. This was hosted by Unilever, through

the Lifebuoy brand, partnered with the Government of Rwanda, led by President Paul Kagame and First Lady Jeannette Kagame. President Kagame recognised Unilever as one of the key partners spearheading the handwashing message in Africa. He stated:

"Collective efforts will make a difference. I would like to thank Unilever, UNICEF, World Bank and the Bill and Melinda Gates Foundation for their invaluable support towards better sanitation. We also commend Ms Yvonne Chaka Chaka for taking the handwashing message to the grassroots level".

Yvonne Chaka Chaka commented: "As the Lifebuoy Ambassador for Hygiene and Handwashing in Africa, I do not take for granted the immense support that I have received from many partners to make inroads in impacting the lives of our continent's families. I recognise that no single person can change the world on their own. I can touch it but never change it. But if we all touched it, we could change it".



President of Rwanda, Paul Kagame, and ministers from across Africa taking the pledge to be Handwashing Ambassadors

Handwashing Champions Awards 2011



Yvonne Chaka Chaka presents the award to overall winners, PPPHW

In July 2011 Unilever partnered with the African Ministers Council on Water (AMCOW) to create and present the Handwashing Champions Awards honouring individuals, organisations and partnerships that have made a significant contribution to implementing handwashing programmes at scale, demonstrating tangible results and cost-effective programmes. The Awards were presented at the Africa Sanitation Conference Gala Dinner.

The 2011 Handwashing Champion Award was presented to the Public Private Partnership for Handwashing with Soap for their programmes in Ghana, Uganda and Tanzania promoting handwashing in schools.

Handwashing Champion Runner-up Awards were presented to:

- The Government of Mali for their national handwashing campaign that reached 70% of the population and secured senior political commitment for promoting handwashing with soap
- The Government of Kenya for bringing together several partners to break the Guinness World Record for the most number of people washing their hands at a single location on Global Handwashing Day 2010

National Health Symposiums – Nigeria & Brazil



Through its Lifebuoy brand, Unilever hosted two major National Health Symposiums in 2011. The primary aim of both events was to unite key opinion formers attending the events – experts from different organisations and institutions, including government, NGOs, health and media – behind a common mission: to share information about the existing state of hygiene habits in the country and promote the importance of handwashing with soap.

In May 2011, through its Lifebuoy brand, Unilever Nigeria partnered with the Nigerian National Infections Control Association and the National Task Group on Sanitation to convene a Health Symposium on handwashing in Abuja, Nigeria. The Symposium was themed "Making Big Differences through Small Actions". The output of the event was a communiqué on handwashing, including renewed commitments of key stakeholders to promote this simple life-saving action.

In July 2011, Unilever Brazil hosted a Health Symposium in Sao Paulo to discuss the scientific and social aspects of Brazilian hygiene habits. More than 130 Key Opinion Leaders attended the 'Clean Hands, Healthy Families' event. They heard from high profile speakers about the challenges that Brazil faces to change hygiene habits, and the importance of partnerships in health promotion. Brazilian television presenters - and Lifebuoy Ambassadors - Ana Maria Braga and Cynthia Howlet, both reinforced the importance of bringing the handwashing with soap message to Brazil. The Symposium generated nearly 70 articles in Brazilian media, reaching 6.4 million people.

Tracking social and business impacts

As laid out in the Unilever Sustainable Living Plan Lifebuoy has a clear target: to change the hygiene behaviour of 1 Billion consumers across Asia, Africa and Latin America by 2015 by promoting the benefits of handwashing with soap at key occasions.

Measurement is critical to the Lifebuoy brand as it is used to understand whether its programmes are creating the impact needed to meet the objectives of both the brand and the Unilever Sustainable Living Plan. The brand is undertaking rigorous evaluation, to help design the programmes as well as to measure the impact of programmes when delivered at scale.

The current Hygiene Behaviour Change programmes have been designed and taken to scale across seven countries based on the results of a real life clinical trial conducted in Mumbai, India, in 2007-08.

Lifebuoy Progress 2010-12

Total Reach end 2011 (millions people)

Bangladesh	1.93
Kenya	0.40
India	30.10
Indonesia	6.06
Malaysia	0.15
Pakistan	3.45
Vietnam	5.97
TOTAL	48.06

By the end of 2012, over 150 million people will have been reached by Lifebuoy programmes, in 15 countries.

In the current phase of the Handwashing Behaviour Change Programme, the brand will measure three key impacts:

1. Business measures

In-home panels capture the level of soap consumption, determining whether an increase in soap consumption at scale is actually occurring.

Unilever's own in-home panels, across thousands of consumers in key markets, track general soap category consumption and Lifebuoy consumption specifically. In addition, sales data, market share and brand equity, including brand authority and expertise scores, are tracked.

2010 Results

- In conjunction with the Handwashing Behaviour Change Programme, consumption of Lifebuoy soap has increased by +11% in Vietnam and +8% in Pakistan
- The Lifebuoy television campaign has built relevance and authority for the brand, along with awareness of key handwashing occasions (Vietnam)

2011 Results

- In India, the multi-brand Khushiyon Ki Doli (KKD) consumer contact programme was responsible for delivering strong +8% growth in consumption (relative to +1% growth in comparative geographies without KKD) and improvements in awareness and endorsement of key brand attributes
- In Indonesia a positive trend was recorded in handwashing behaviour at some of the key handwashing occasions: handwashing post-defecation has become more regular and there is a spike in soap usage during existing handwashing occasions, where previously only water was used

Lifebuoy Clinical Trial

A Handwashing Behaviour Change Programme was developed and deployed by Lifebuoy to encourage low income families to use soap on five specific occasions (before eating, during bath and post-defecation). Over 2,000 families participated in a randomised cluster-controlled clinical trial, consisting of an intervention group who received the branded programme of hygiene intervention, and a control group, who did not participate in the programme. The programme of hygiene promotion emphasised the importance of key washing events and the role of mothers and children and results showed that it was successful in increasing hygiene behaviour as measured through incidences of handwashing with soap.

- Children in the intervention group had 25% fewer episodes of diarrhoea, 15% fewer episodes of Acute Respiratory Infections (ARIs) and 46% fewer eye infections than their respective control group
- Children in the intervention group also had a significant reduction in the number of days of school absence due to illness compared to their respective control group
- Regression analysis carried out five weeks after the intervention was completed also indicated that there had been no significant increase in incidences of diarrhoea, ARI and eye infection during this five week period. In other words, the effect of the Lifebuoy Way education programme was seen to persist during the five weeks post intervention period. The percentage of households with children affected by diarrhoea during the five week regression phase was 5% in the intervention group compared with 17% of control households. 49% of the intervention communities were free from diarrhoea during this phase, compared with 14% of control communities.

Both in terms of illness data and continued handwashing practice, results were extremely positive in showing sustained behaviour change.



2. Measuring handwashing behaviour compliance through diaries

On-going diary studies measure handwashing behaviour change before and after the intervention.

The studies involve innovative use of a daily activity sticker diary, developed and refined through pilot evaluations. This method masks bias and provides an indication of the shift in frequency of handwashing with soap, a directional view on which elements of the intervention are driving the new behaviour (for example, schools programmes versus television) and what impact the intervention is having on Lifebuoy brand perceptions.

2012 Results

The daily activity sticker diary study has been carried out in Indonesia to evaluate the effect of Lifebuoy handwashing interventions in schools in 2011. Results from the study indicate:

- Handwashing behaviour has continued to increase across all five key occasions that are communicated through Lifebuoy programmes more than six months after the programme completion (+11% increase in handwashing occasions from pre-intervention in September 2011 to May 2012), indicating a sustained behaviour change
- Soap usage has increased overall by +8% (May 2012 versus Sep 2011), with soap usage sustained for all key occasions except for post-urination

There have been no shifts in handwashing behaviour for any other activities (for example after playing, before/after snacks), indicating the effect of Lifebuoy handwashing interventions.

Indonesian Child's Typical day:



3. Handwashing behaviour change using loggers/structured observation

Logger/structured observation studies measure the impact on handwashing occasions at a micro-level, using smart sensor technology, and are now widely regarded as the best way of measuring handwashing behaviour.

These studies provide a means of evaluating the effectiveness of the intervention (Schools Programme and television) at improving handwashing with soap during the five key occasions.

Lifebuoy is running studies in Indonesia, Kenya and Ghana in 2012, and results will be shared in 2013.

Smart Sensor Technology

Studies have shown that if you ask people about soap-use they often hugely over-claim usage, yet if you watch them to see what they do, many will change their behaviour. This is because people often know they should use soap more and want to be seen to be doing what is 'right'.

This led Unilever to develop smart sensor technology. By placing smart sensors inside soap bars ('loggers'), researchers can gather accurate data unobtrusively during handwashing trials to monitor the extent to which different types of initiatives actually lead to changes in behaviour. The sensors measure movement over time and in three dimensions, allowing researchers to identify when behaviours took place and what types of behaviours they were. Smart sensor science is improving with each study undertaken and the data gathered increasingly sophisticated.

Logger Data provides:

- Quantification of handwashing with soap at key occasions, before and after the intervention, to help understand the shift in handwashing behaviour
- A view on soap consumption before and after the intervention, in conjunction with collecting soap wrappers and weighing soap bars
- Evidence on the relative effectiveness of different elements of the intervention to drive behaviour change (for example TV versus Schools Programme)
- A measure to ascertain whether behaviour change, following a Handwashing Behaviour Change Programme, is sustained over time



The Way Forward in 2012-13

Myriam Sidibe highlights Lifebuoy brand priorities over the next two years to reach the 1 Billion target.



Myriam Sidibe
Global Social Mission
Director – Lifebuoy

1. Scaling up rural footprint of Handwashing Behaviour Change Programmes

Rural areas account for over 50% of our 1 Billion target for hygiene behaviour change, and a higher proportion in terms of need for and potential impact of a Programme. Using partnerships and multi-brand programmes, we need to develop and deploy a rural outreach model that can be effectively scaled up in order to address this need.

Key partnerships are already helping to increase our rural footprint, including a partnership in India between the Lifebuoy brand, the Government of India and UNICEF, and a new partnership with the Earth Institute at Columbia University on Millennium Villages in 10 countries in Africa.

2. Developing larger, cost-effective partnerships

Through our pioneering co-investment model, in which our resources are matched by our partners, we are looking to scale up hygiene behaviour change activities more effectively. Organisations such as WSUP and PSI, and more recently CIFF and ARK, are all exploring this approach to working with us.

One initiative already established using this pioneering approach is our partnership with USAID/MCHIP, focused on reducing the number of neonatal deaths. Whilst the number of deaths from diarrhoea has significantly decreased in recent years, this has not been the case with the number of neonatal deaths. Through our partnership, our interventions will be scaled up in order to reach more new mothers and birth attendants with hygiene education.

3. Defining model for new Lifebuoy geographies

New Lifebuoy geographies not only present important opportunities for the brand, but also a large potential improvement in public health.

For example, by the end of 2012, the Lifebuoy brand will be present in nine of the ten countries most affected by child mortality, including Democratic Republic of Congo and Ethiopia. When first launched in a new geography, Lifebuoy presence is relatively small and therefore a Multi-Brand Programme is the most appropriate means to drive hygiene behaviour change. In 2012, a Multi-Brand Schools Programme is being piloted in Nigeria, with the aim to roll this out to new Lifebuoy geographies in the future.

4. Building evidence of successful deployment

The Lifebuoy School of 5 and Train the Trainers models, currently active in Indonesia, are performing extremely well in delivering a cost-effective Handwashing Behaviour Change Programme. These models represent the current best practice means of scaling up deployment of School Hygiene Education Programmes, and are now being rolled out to other geographies.

It is essential that rigorous evaluation of all Programmes continues, using the agreed tracking methodologies to measure handwashing behaviour change at key moments: diaries, loggers and soap consumption. This enables progress of the Programme effectiveness in every country to be continuously monitored, which includes detailing the effectiveness of different elements of the Programme.

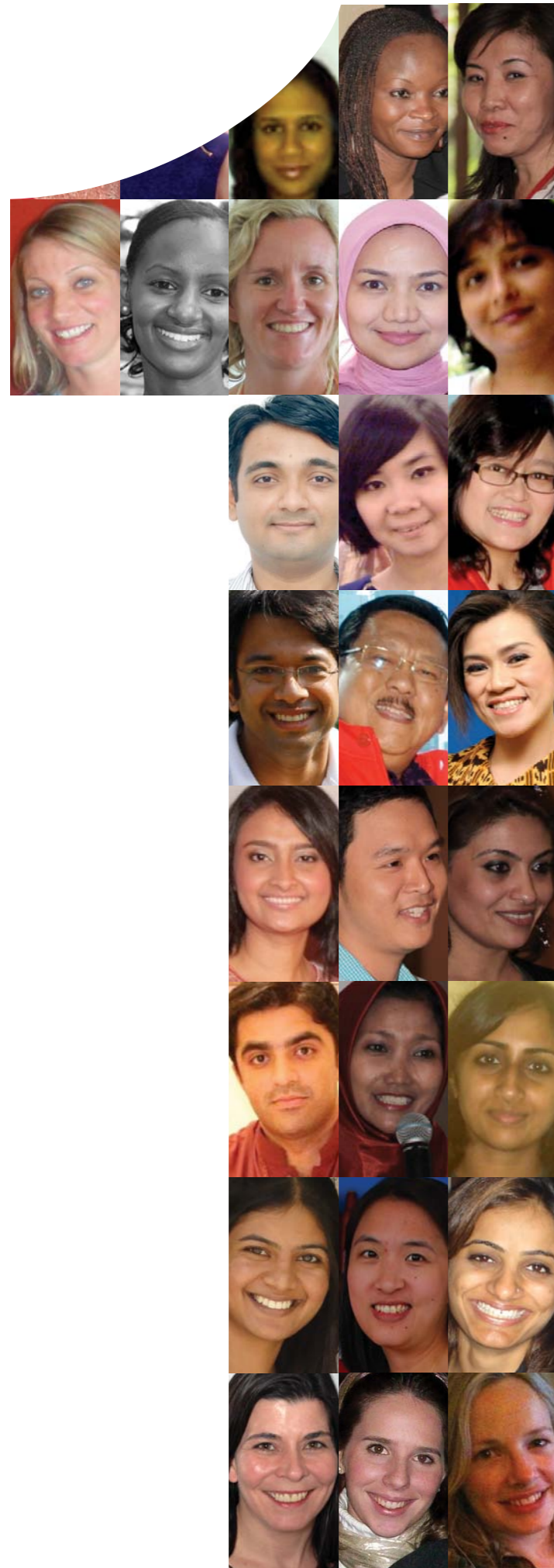
5. Elevating advocacy of handwashing with soap

Continuing to raise the profile of handwashing with soap within Unilever and externally will make a significant contribution towards reaching our hygiene behaviour change target.

For example, plans for Global Handwashing Day in 2012, include an internal campaign that will reach the majority of our employees to communicate the progress already made towards our 1 Billion Lifebuoy target. Engaging on wider child mortality reduction platforms, such as Ban Ki Moon's 'Every Woman Every Child' campaign, also ensures that handwashing with soap continues to be regarded as an important disease prevention tool.

We remain confident that deployment of these plans will ensure we keep our commitment to reach 1 Billion people by 2015. To join us on our drive to 1 Billion, email us at lifebuoy@unilever.com





Celebrating Our **Lifebuoy** Handwashing Champions

The Lifebuoy people
who made it happen
in 2010-2011

BILLION



