

CLEANLINESS IS NEXT TO AWARENESS

Japanese health company Angfa creates a low-tech children's book to inspire handwashing.



According to UNICEF, in developing countries, 6,000 children die every day from infectious diseases that can often be prevented by the simple act of handwashing. This issue inspired Japanese health and hygiene company Angfa to take the Japanese sales of their germicidal soap and gift an equal amount to children in Cambodia, where handwashing is not widespread.

But soap was only part of the solution. Angfa also needed to change the children's behaviour by educating them that soap can protect their futures.

The Washable Book is a low-tech innovation leveraging a new print technology that transformed reading into a physical activity that could inspire behavioural change. How did it work? The book's characters reached their colourful futures only by having their hands physically washed on the page. Through the repeated action of washing the characters' hands, the connection between handwashing and reaching future goals could be made. Adding to its value, the book was reusable after it dried and didn't need batteries or expensive hardware.

The company mailed 500 books to rural schools across Cambodia along with bars of Angfa germicidal soap. The social responsibility campaign generated over 1.5 billion media impressions in three weeks and resulted in 18 times more bars of soap being gifted than projected. It was an idea that proved to be particularly infectious.

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