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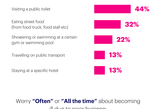
Health & Hygiene Insights 2018/19

Good hygiene is key for social participation

66% Globally, have refrained from one or several activities due to **concerns** about hygiene levels.

Top 5

Most common activities people refrain from due to concern about hygiene and cleanliness.



Worry **"Often"** or **"All the time"** about becoming ill due to poor hygiene:

A bigger issue for the young and urban population

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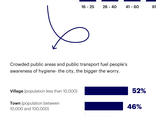
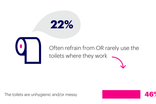


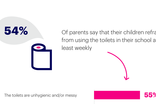
Hygiene is an integral part of your identity when coming into adulthood and becoming a parent naturally makes you more aware of the risk of infection.

Crowded public areas and public transport fuel people's awareness of hygiene: the city, the bigger the worry.



Unhygienic toilets at work and school

22% Often refrain from OR rarely use the toilets where they work.



54% Of parents say that their children refrain from using the toilets in their school at least weekly.

Don't wash their hands...

Good **hygiene habits** are one of the most effective preventive methods we have to **battle** diseases and spread of bacteria.[1]

Menstruation – a topic for all of us

A **dialog** on menstruation could increase girls **confidence** and is the starting point for reducing social discomfort.

Social discomfort during menstruation

1 in 2 women feel **uncomfortable** in social situations during their period.

Battling this inequality, based on your sex and the country you live in, is key for **empowering women** around the globe.

A conversation on incontinence

Incontinence is a medical condition and set of diseases that affects up to **8%** of the population or **400 million** people, yet people seldom talk about these issues.[2]

Have **never heard** from someone they know that they have had, or are currently having, **urine** leakage.

Curious for more hygiene and health insights?

Visit **essentialkinetics.com** to learn more on how we empower people to overcome hygiene and health barriers in their everyday lives.

About the survey

Background

The survey behind this infographic is part of the Essity Essentials Initiative.

The initiative aims to raise awareness, improve care and break the silence that surround areas such as menstruation and incontinence.

Through collaborations, insight reports, training programs and innovative solutions, Essity contributes to more knowledge based society that drives change and contributes to improving lives for people everywhere.

Respondents

For 2018, answers from a total of **15,530** respondents from **15 countries** and **15 markets**. Participating markets in this year's survey: USA, Mexico, Brazil, United Kingdom, Sweden, France, Russia, Germany, The Netherlands, Spain, Italy, South Africa, India, China, Australia.

References

1 Townsend, J., Greenland, K. and Curtis V. Costs of diarrhoea and acute respiratory illness associated with hygiene improvements: the cases of India and China. Trop Med Int Health. 2017

2 Global Incontinence Forum (www.giforum.com/incontinence)

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