

"William! Won't You Wash Your Hands?" Launch

On May 13, 2009, the "William! Won't You Wash Your Hands?" Awareness Campaign was launched at the Mary Honeywell Elementary School in Ottawa by Health Minister Leona Aglukkaq, the Canadian Institute of Child Health (CICH) and the Canadian Consumer Specialty Products Association (CCSPA).

The campaign, entitled "William! Won't You Wash Your Hands?" chronicles the adventures of a rascally preschooler named William who is resistant to washing his hands. The campaign resource kit that has been developed by CICH in consultation with experts in infectious diseases, early childhood education and care, public health, and pediatric medicine provides a comprehensive set of resources on handwashing and infection control for early learning and care settings. CICH has worked in partnership with the Canadian Consumer Specialty Products Association, Lysol, and the Public Health Agency of Canada to print and distribute the kit, free of charge, to approximately 12,000 early learning and care programs, family resource centres and public health units in Canada, making this resource available to approximately 265,000 children and their families across Canada.

In addition to the Minister of Health, local MP Pierre Poilievre, Chief Public Health Officer Dr. David Butler-Jones and Acting Assistant Deputy Minister for the Public Health Agency Dr. Danielle Grondin attended the event.

Minister Aglukkaq and Mr. Poilievre read from the "William! Won't You Wash Your Hands?" kit before Dr. Butler-Jones provided a lesson on handwashing. After the lesson, the students each took a turn washing their hands with the Minister.



(L to R) Dr. Danielle Grondin, Dr. David Butler-Jones, Shannon Coombs, Janice Sonnen, Minister Leona Aglukkaq, Member of Parliament Pierre Poilievre.

Photo credit Michael Tansey

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Above: Local MP Pierre Poilievre and Minister Aglukkaq review the “William! Won’t You Wash Your Hands?” poster with the students while Dr. Butler-Jones looks on.



Above: Dr. Butler-Jones reads with students.
 Left: Minister Aglukkaq and Shannon Coombs wait to meet the students.
 Photo credit Michael Tansey



Right: Minister Aglukkaq takes the time to wash hands with each child in the classroom.



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