



Our ref: WQ89958

Rhys ab Owen MS
Senedd Regional Member for South Wales Central

Rhys.abOwen@senedd.wales

11 December 2023

Dear Rhys,

Thank you for your recent written question asking me what steps I am taking to spread awareness of, and encourage personal hygiene in men, following the survey by Public Health Wales which showed 1 in 5 men do not wash their hands after going to the toilet.

The Welsh Government has commissioned Public Health Wales to deliver a public-facing campaign to encourage preventative behaviours this Winter – *Beat Winter Viruses*. The YouGov survey was conducted during the planning stages of this campaign. The primary objective of the Beat Winter Viruses campaign is to increase the number of people in Wales practicing preventative behaviours:

- Washing hands regularly for at least 30 seconds with soap and water
- Practicing good hygiene: covering coughs and sneezes, regularly cleaning surfaces, avoiding touching the face
- Letting fresh air in when possible
- Staying home when unwell

Handwashing is a simple action that almost everyone can take. There are fewer barriers to handwashing than there are, for example, to staying home when ill and letting fresh air in within the context of precarious employment and the cost-of-living crisis.

From Monday 4th December, there will be digital advertising encouraging people to *think dirty, wash for 30*, which will include display ads and social media ads. Out of Home advertising, again focussed on handwashing, will include roadside ads, ads in shopping centres, male toilets and on beer mats. The ads will run until the end of January.

Yours sincerely,

A handwritten signature in blue ink, appearing to read 'M. E. Morgan'.

Eluned Morgan AS/MS

Y Gweinidog Iechyd a Gwasanaethau Cymdeithasol
Minister for Health and Social Services