



Overview

[World Toilet Day](#) is an international day of education and awareness that aims to inspire action to tackle the global sanitation crisis.

Today, 4.5 billion people live without a household toilet that safely disposes of their waste. The Sustainable Development Goals, launched in 2015, include a target to ensure everyone has access to a safely-managed household toilet by 2030. This makes sanitation central to eradicating extreme poverty.

In 2013, the United Nations General Assembly officially designated November 19 as World Toilet Day, which is coordinated by UN-Water in collaboration with governments and partners worldwide.

#WhereDoesOurPooGo

Consistent with World Water Day this past March, the 2017 theme for World Toilet Day is wastewater. UN-Water is promoting this theme by asking “Where Does Our Poo Go?” to help educate people about the essential 4-step journey of our waste: containment, transport, treatment and disposal/reuse. The goal is to reinforce the outcomes of safely processed waste: public health and environmental protection; the production of valuable and sustainable resources such as nutrients, energy and clean water; and the correlation of sanitation systems with job creation, economic growth and investment opportunities.

#WorldToiletDay

As a complement to the UN’s messaging, WEF will focus its efforts on highlighting the importance of protecting our water infrastructure and systems by encouraging the proper disposal of waste and approved flushables (3 Ps – poo, pee & paper); appreciating the work of water professionals and the rewards of water-related careers; and reinforcing the positive impacts of water infrastructure and resource recovery to public health, the environment and the economic well-being of our communities.

WEF is encouraging its members and Member Associations to participate in World Toilet Day and has pulled together the following resources to assist with your efforts.

Key Messages

- Think before you flush: protect our wastewater infrastructure and systems by only flushing the 3 Ps -- poo, pee & paper.

- Early investments in water and wastewater infrastructure has protected public health and the environment, while supporting and growing our communities and economy. We can build on the ingenuity of the past and protect our future by investing today.
- Water professionals don't just take the waste out of water, we recover, recycle and reuse valuable resources like clean water, energy, fuel and fertilizer.
- We will always need clean water and a skilled, stable workforce to ensure it's always available.

Social Media, Outreach & Education

- Tag posts with [#WorldToiletDay](#) and follow [@UN_Water](#), [@WEForg](#), [@TheValueofWater](#)
- Download/share resources:
 - [United Nations' 2017 World Toilet Day Toolkit](#)
 - [WEF MA Resource Center](#): 2017 World Toilet Day Social Media Graphics
 - [WEF's Investing in the Future of Water \(Work in Water\) Video](#) *(note: the native file is available for end credit customization. Contact Lori Harrison at lharrison@wef.org).*

Sample Tweets

- Think before you flush. It's as easy as 1...2...3...only pee, poo & paper. #WorldToiletDay
- Wipe out clogs & back-ups. Only flush the 3Ps...pee, poo & paper. #ThinkB4UFlush, #WorldToiletDay
- Appreciate your toilet by thinking about the 4.5 billion people who don't have one. #WorldToiletDay
- Early investments in water infrastructure = huge public health returns. Build on yesterday. Invest today. Protect tomorrow. #WorldToiletDay
- Toilets & public health. You can't have one without the other. #WorldToiletDay
- The greatest public health invention of all time? Toilets. Celebrate #WorldToiletDay
- During the 20th century, sanitation advances added nearly 35 years to the average life span. Celebrate #WorldToiletDay
- The sanitary revolution began in the 1840s. More than 4 billion people need us to keep it going. #WorldToiletDay
- People will always need clean water and clean water will always need people. Work in water. #WorldToiletDay