



Paint your social media yellow - messaging toolkit

National Hygiene Week is taking place from Monday 6 to Sunday 12 October 2025.

Research shows that over 1 in 5 people in the UK do not know what hygiene poverty is. We are highlighting this crisis by creating yellow moments that cannot be ignored.

From Ulster to Plymouth to Cardiff to Edinburgh, we will be lighting buildings, landmarks, workplaces and green spaces up yellow – raising awareness and gathering social media attention to illuminate the silent crisis that is hygiene poverty.

5.3 million people in the UK are having to choose between buying food and toiletries. That means 3 parents on your street choosing to buy nappies but not able to buy period products, 2 children in each classroom whose family can't keep their uniform clean and 4 people in your workplace who feel uncomfortable about attending the office or turning on their camera in calls.

It isn't about cleanliness, hygiene poverty is blocking opportunities and impacting mental health for people every day. With your support, we can provide shampoo, laundry detergent or toothpaste to someone who is struggling, improving their mental and physical wellbeing and giving them an opportunity for the future.

[Be part of the solution today and help us end hygiene poverty for good.](#)

Will you help us?

Your support is vital and we need you to spread the word about hygiene poverty and all the amazing work you are doing! Here are some ways you can get involved:

1. Visit yellow locations near you and share on social media. We will have all [locations and dates on our website](#). Share your photos online, tag @thehygienebank and use the hashtags so we can reshare from the THB channels too. #NationalHygieneWeek #NationalHygieneWeek2025 #NHW2025 #EveryoneDeservesToFeelClean #PaintTheTownYellow
2. Share messages about hygiene poverty, raise awareness, request donations and encourage people to volunteer by posting the suggested copy on your social media channels.
3. Help us paint the UK yellow - Turn your personal or professional social media accounts yellow! Information for that is provided in this toolkit.

Hashtags

#NationalHygieneWeek #NationalHygieneWeek2025 #NHW2025 #EveryoneDeservesToFeelClean
#PaintTheTownYellow

Paint your social media yellow!

We would love you all to paint your social media yellow for National Hygiene Week.

We have created cover photos for your LinkedIn profile and Facebook page, along with individual posts for LinkedIn, Facebook and Instagram. Images can be found here:

<https://photos.app.goo.gl/n6EPtnY9W7GVvg517>

Caption: 🧡 We're/I'm supporting National Hygiene Week 🧡

Research by @thehygienebank shows that over 1 in 5 people do not know what hygiene poverty is.

Imagine not being able to start your day with the range of hygiene products that are essentials – shampoo, soap, your toothbrush or period products. This is a reality for 4.2 million people in the UK – leaving an impact on mental health and restricting people's lives.

Will you help me support The Hygiene Bank? <https://thehygienebank.com/national-hygiene-week-2025/>

Social media posts for National Hygiene Week

National Hygiene Week 2025 will take place from 6-12 October.

Research shows that over 1 in 5 people in the UK do not know what hygiene poverty is so we are highlighting this crisis by creating yellow moments that cannot be ignored.

From Ulster to Plymouth to Cardiff to Edinburgh, The Hygiene Bank will be lighting buildings, and landmarks up yellow – raising awareness and illuminating the silent crisis that is hygiene poverty.

Hygiene poverty is not being able to afford basic hygiene essentials like shampoo, laundry detergent or deodorant. Products that most of us take for granted. The reality of low income is that it has an impact on mental health and restricts people's lives, leaving them caught between being able to heat their homes, pay rent, eat or be clean.

Be part of the solution to end hygiene poverty once and for all: Donate. Share. Volunteer.

<https://thehygienebank.com/national-hygiene-week-2025/>

One car repair. One lost job. One unexpected bill.

That's all it takes for millions of UK adults to be pulled into hygiene poverty and many of us are struggling with these stresses alone.

Shame, anxiety and depression are keeping people silent with 34% of 25 to 34 year olds saying they can't afford basic hygiene products and have told no one. Many report a decline in their mental health including hours worrying every week about how to afford products.

I refuse to stay silent or keep this issue hidden any longer because I support The Hygiene Bank and believe that everyone deserves to feel clean.

Be part of the solution to end hygiene poverty once and for all: Donate. Share. Volunteer.

<https://thehygienebank.com/national-hygiene-week-2025/>

This isn't about luxury, it's about basics.

If you were pulled into hygiene poverty what would you choose to give up first - teabags or toothpaste? Bread or shampoo? Milk or razors? Electricity or period products? Gas or washing powder?

For 5.3 million people in the UK, these aren't hypothetical questions – they are daily decisions between eating and staying clean.

It's not just strangers, it's people you know. Your neighbours, your friends, your colleagues - worried and hiding this reality. Having to make impossible choices every day.

With your support, The Hygiene Bank can provide shampoo, laundry detergent or toothpaste to someone who is struggling, improving their mental and physical wellbeing and giving them an opportunity for the future.

Help shine a light on this silent crisis and together we can end hygiene poverty for good.

<https://thehygienebank.com/national-hygiene-week-2025/>