

#2022SMM



**SECTOR
MINISTERS'
MEETING**
18-19 MAY 2022

SOCIAL MEDIA TOOLKIT

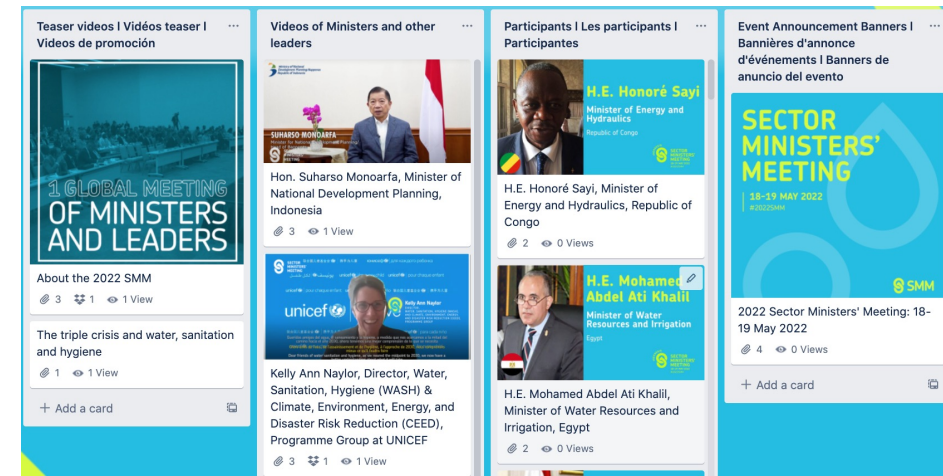
ABOUT THE TOOLKIT

For the first time in an SWA High-level Meeting, the 2022 SMM will bring together ministers of water, sanitation, and hygiene, and their counterparts responsible for climate, environment, health, and the economy. It will provide a space for leaders around the world to meet and find innovative ways to work together to increase the political prioritization of water, sanitation, and hygiene and ensure the integration of these services in national climate, health, and economic policies and strategies.

The SMM is hosted by the Government of Indonesia and co-convened by SWA and UNICEF. It is taking place on **18-19 May 2022**, in Jakarta.

This toolkit includes: key messages, videos and visual assets in English, French and Spanish.

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JOIN THE 2022 SMM ON SOCIAL MEDIA

Follow us:



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Interact with us through the
official Hashtag:

#2022SMM

SOCIAL MEDIA MATERIALS

Help us spread the word !

The communication materials and key messages are ready to be shared. Use them in your communication outreach around the common thread between access to water, sanitation, and hygiene, climate, health and the economy, and around the SWA 2022 Sector Ministers' Meeting.

You may find them on [Trello](#) and the [SMM webpage](#). All materials are available in English, French and Spanish.

[SMM-SWA.ORG](https://smm-swa.org)

[TRELLO BOARD](#)

SECTOR MINISTERS' MEETING

18-19 MAY 2022
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WATER,
SANITATION
AND HYGIENE
FUNDAMENTAL
TO BUILDING
FORWARD
BETTER



WITH ACCESS TO WATER,
SANITATION AND HYGIENE



ALL GLASSES ARE FULL



1 GLOBAL MEETING OF MINISTERS AND LEADERS

TEASER VIDEO

Watch this short “About the SMM” video. Share broadly with your networks to encourage ministers to attend this important meeting.

PROMOTE YOUR MINISTERS' PARTICIPATION

We have created individual cards for each minister that confirmed participation. Use them to promote the participation of your minister(s).

[VIEW ALL CONFIRMED MINISTERS](#)

#2022SMM



BE PART OF THE SMM, VIRTUALLY!

We'll make sure that your voice is heard at the SMM, by the 100 ministers responsible for water, sanitation and hygiene, climate and the environment, health, economic development, and other heads of delegations.

Join us on social media. Use the hashtag **#2022SMM** and tell us your water-related concerns, demands, and messages.

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KEY MESSAGES: THE TRIPLE CRISIS AND WATER, SANITATION, AND HYGIENE

Climate: The global climate crisis is inextricably linked to water and sanitation. Securing water and sanitation build climate resilience and contributes to mitigating efforts. It does this by reducing poverty and inequalities, allowing green energy transformation, protecting the environment, and creating a buffer from natural disasters. If we are to create a sustainable future, water and sanitation need to be seen through a climate resilience lens.

Health: Healthcare is far more than medical care. Water and sanitation are a critical first line of defense and prevention in dealing with health threats, such as the current pandemic and waterborne diseases. Building resilience and the management of multiple risks are essential for securing investments to build sustainable water, sanitation, and hygiene services. Without access to safe services, everyone becomes vulnerable; no one is immune.

Economy: Investment in water, sanitation, and hygiene contributes significantly to economic growth and the eradication of poverty. The benefits are immediate and long-term, including averted health costs, time savings associated with water and sanitation facilities close to home, less illness, higher productivity at work, and higher school attendance.

CONTACT US

If you need any other materials, please contact the SWA Secretariat:

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