

*Reaching Scale
with Household Water
Treatment*



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Safe Drinking Water
Program**

P&G

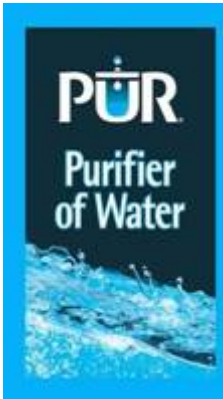


Children's Safe
Drinking Water

P&G Live, Learn and Thrive Initiative.

P&G's Focus is Providing PUR Purifier of Water

- Reverse engineers municipal treatment using same ingredients
- Robust in removal of turbidity, parasites (>99.9%), viruses (>99.99%), and bacteria (> 99.99999%)
- Each sachet treats 10 liters
- Production cost of \$0.035 per sachet





Children's Safe
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Elements of P&G's Children's Safe Drinking Water Program

- Provide PUR at cost, not profit, for emergency relief
- Provide PUR at cost, not profit for social marketing
- P&G's focal program for corporate philanthropy





Children's Safe Drinking Water

P&G Live, Learn and Thrive Initiative.

Social Market Approach

- Leverage existing, commercial infrastructure to supply product and provide profit incentive to local shop owners
- Use brand advertising (social marketing) to create consumer awareness
- **RESULTS:** PSI has already provided more than 2 million sachets in social markets





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P&G Live, Learn and Thrive Initiative.

Social Marketing is Necessary but Not Sufficient

- We need broad partnerships to allow sustained community presence necessary to reach most vulnerable
 - People in emergency relief situations
 - Children ages 6-24 months
 - School children
 - People living with HIV/AIDS





Safe Drinking Water and Schools

- UNICEF has estimated that about half the world's schools lack safe drinking water and sanitation
- Our initial efforts have shown that schools can be a powerful tool because children are change agents for entire community





Safe Drinking Water and Schools

- UNICEF & P&G Alliance to provide safe drinking water and hygiene program in 7 countries
- Programs with Save the Children, Samaritan's Purse, PSI, and CARE to expand school programs
- To be maximally effective, providing safe drinking water needs to result in sustained use in homes





Safe Drinking Water and HIV/AIDS

- People living with AIDS are vulnerable to water-borne infections because of reduced immune response
- CDC research demonstrated that safe drinking water reduces illness in people with HIV/AIDS
- Question of whether ARVs are maximally effective with high pathogen load in drinking water





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Safe Drinking Water and HIV/AIDS

- Safe drinking water is helping people like Jemima Odo live positively with HIV/AIDS
 - Rotary Project in Kenya
 - Village Clinics in Kenya
 - Healthy kits in Haiti





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Conclusions

- Social marketing offers promise to scale-up household water treatment
- Targeted efforts are needed to augment social marketing
- P&G is interested in partnerships to expand reach to targeted groups

