Safe Water System in Myanmar

A Social Marketing Approach
PSI Point-of-Use Water Programs

- Afghanistan
- Burkina Faso
- India
- Malawi
- Kenya
- Tanzania
- Zambia
- Madagascar
- Mozambique
- Myanmar
- Uzbekistan
- Nigeria
- Rwanda
- Haiti (PuR)
- Uganda (PuR)

[Bar chart showing Safe Water Programs from 1998 to 2004]
PSI's Liters of Treated Water 1999-2005

Year

Liters of Treated Water

1999 2000 2001 2002 2003 2004 Q1 2005
Lessons Learned on POU Water Treatment

• Local production of quality SWS is possible, even in the poorest of countries

• A standardized product/package maximizes efficiencies and enables rapid start-ups

• Necessary to invest in brand building in order to motivate commercial trading partners to stock and promote POU

• POU water treatment is a new behavior that requires a sustained investment in communications targeting both consumers and providers
Why do we need SWS in Myanmar?

- Only 7% of population is getting piped water.
- Diarrhea incidence among children under 5 years old is high.
- No Household Drinking Water Treatment project in Myanmar, but:
  - 4 Cleans Project and CHEB.
  - Watsan Projects by INGOs.
- 5-year strategic plan for watsan in Myanmar includes Chlorination.
Goal
To reduce the burden of waterborne diseases among low income population in Myanmar.

Purpose
To increase the use of household water disinfection and other hygiene practices among low-income communities in Myanmar.

Output
To distribute 100,000 bottle of WaterGuard in 2005.
How Do We Implement?

Product

- *WaterGuard* - 250ml Plastic Bottle
  (0.6% Sodium Hypochlorite Solution)
- *WaterGuard* is manufactured locally.

Price

- Recommended retail price is 250 Kyat
  (Approx 0.27 $) (It would last for a month in a family of six)
- Retailer price is 190 Kyat (Approx 0.21$)
Place

- Distribution channels – Medical drug stores, grocery stores, (retail and wholesales). 8 PSI/M project offices, Sun Clinic network, and INGO partners.

Promotion

Branded Communication – TV ad, POP (Poster, Vinyl banner, PV Board), IEC (Brochure), participating in community events (Pagoda Festival).

Generic Communication – Mass Media (Some generic messages in TV ad), Community meeting, IPC (to health personnel, TOT to INGO partners, mothers, primary school teachers, etc.)
Key Messages to Target

1. You and your children are at risk for contracting a serious waterborne disease every time you take a sip of water.
2. You can’t see or smell the germs that will make you sick.
3. WaterGuard is the most effective and reliable way to make sure your drinking water is safe.
4. WaterGuard is best deal for your family!

Project Structure

Operation team –
- Manager (1)
- Officers (2)
- promoters (4) and
- Admin Assistant. (1)

Our Targets are (1) caretakers of children under 9 year old, (2) PLWA
Humanitarian Support

Tsunami

Three most affected Townships

- Nga Pu Daw
- Latputta
- Kawthaung
Tsunami Relief

PSI/Myanmar staff went to 3 most affected townships and donated over 1,500 WaterGuard to Families, also donated 520 WG with UNICEF package.
Our Achievements So Far

Sales volume
- July 04 to Dec 04: 27,560 bottles
- Jan 05 to May 05: 30,142 bottles

Community meeting and IPC
- 95 sessions to 4,512 participants in 19 townships in Yangon

Total no. of outlets
- 1,538 in 179 townships nationwide.

POP distribution
- 4,500 PC boards and 1,000 vinyl banners.

IEC distribution
- Over 20,000 brochures with branded and generic messages.
Constraints and Problems

- *Smell barrier*
- *Inconsistent use*
- *Short shelf life*
- *Myths*
- *Political weather*
- *Limited funding*
Plans for 2005

• **TV ad** on MRTV will increase risk perception and brand awareness.

• Increased **collaboration with INGO** and education and health sectors.

• Supply **WG** to **PLWA** through INGOs doing HIV/AIDS care & support.

• Develop **flip chart** for community education sessions

• **New advertising materials:** label, PC board, banner, pamphlets.

• For better quality control and to increase the production, we are considering setting up **production** at our own facilities.

• **Sell 100,000 bottles**
Thank You

Kyay Zu Tin Ba Dae