Household Water Management: What motivates external support?

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Assumptions...

- Objective is large-scale uptake, use, impact amongst those at greatest health risk from unsafe drinking water

- External support is required, i.e. beyond resources of the public sector, private commercial sector, and households/users themselves
Questions...

• What context for HWM will most effectively motivate external, especially donor, support?

• How should limited external support be best focused to support large-scale impact?

• What are key challenges to increasing external support for HWM?
What matters to programmers/donors?

• Proven technology (efficacy)

• Proven benefit (water quality; health) in field settings under conditions of actual use (effective)

• Proven program strategy (sustainable, scaleable, affordable, cost-effective)
Context

• HWM is fundamentally about local actions, in a supportive national and international enabling environment (e.g. policy)

• HWM is best viewed as a public health intervention, rather than a water supply intervention
Public Health Context for HWM

• Child health and survival – esp. diarrhea in children aged 6-24 months

• HIV/AIDS – care/support, PMTCT

• Nutrition

• Emergency / humanitarian response – e.g. cholera outbreaks, disaster response
Distribution of global deaths from diarrhea for children < 5 years (based on WHO, 2000)
Hygiene Improvement for Diarrheal Disease Prevention

Hygiene Promotion
- Communication methods
- Social mobilization
- Community participation
- Social marketing

Access to Hardware
- Improved water supply
- Improved sanitation
- Household Technologies
  - Soap
  - Water containers
  - Chlorine solution

Enabling Environment
- Policy improvement
- Institutional strengthening
- Community organization
- Financing and cost-recovery
- Cross-sector & PP partnerships
Possibilities for use of external support

- General product subsidies – may be appropriate for emergency and humanitarian relief; market priming
- Targeted subsidies – e.g. vouchers
- Promotion – social marketing; CBD; schools; clinics
- Credit guarantees – for lending to manufacturers, distributors, consumers
- Technology verification
- Technical assistance
- Monitoring and evaluation
USAID’s HWM Activities

- Social marketing of two products – CDC’s Safe Water System (SWS) and P&G’s PuR (w/ PSI) – e.g. Zambia, Madagascar, Nigeria, Pakistan, Haiti
I use Clorin to treat our water because it is cheaper than boiling water.

Even tap water can have germs.

Treat your water with Clorin.

Distributed by the Society for Family Health.

USAID from the American People.
USAID’s HWM Activities

• Social marketing of two products – CDC’s Safe Water System (SWS) and P&G’s PuR (w/ PSI) – e.g. Zambia, Madagascar, Nigeria, Pakistan, Haiti

• Commercial partnerships (w/ JHU/CCP) – e.g. Indonesia (SWS)
Aman Tirta

“Air Rahmat”

“economical”,

“easy-to-use”,

“healthy”
USAID’s HWM Activities

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• Design, monitoring, and evaluation (w/ USAID/HIP, CDC, others) – e.g. Nepal
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• Exploitation of diverse program entry points (e.g. schools, antenatal care) for HWM within broader hygiene improvement efforts (w/ USAID/HIP, CDC, UNICEF) – e.g. Ethiopia, Madagascar, Peru, Malawi
Case study: Sur’Eau in Madagascar:
(Phase 1: March 2000 – August 2004)

- **Product elements:** bottle, disinfection solution, label, brochure
- **Concentration:** 0.4% sodium hypochlorite
- **Capacity:** 500 ml → 2000 L treated water.
Phase 1 Challenges

• Highly subsidized
  - production price: US$0.44
  - consumer price: US$0.31

• High weight of product (box of 12 bottles=7kg)
  - high transportation cost
  - limited rural penetration

• Price too high for poor, rural communities
Product Improvement

March 2000 → January 2004 → August 2004
Sur’Eau case study: What was achieved?

- Substantial reduction in consumer price
  - production cost US$0.27, retail price $0.15
- Greater ease and lower cost of transport

But … still waiting to see if this has been translated into large increases in sustained use, especially among rural populations.
Key HWM Challenges

• Achieving/demonstrating scale with multiple products and strategies

• Program targeting for maximum public health impact on children 6-24 months

• Developing reasonably (but not overly!) precise measures of programmatic effectiveness, cost-effectiveness, and cost-benefit for priority strategies

• Reaching agreement on a common indicator that can be rolled up for reporting at the policy level on what is being achieved – not sales or distribution, but something related to effective use
To sum up...

• Need to always talk about programs, not just technologies or products
• Need to talk to health and use the language of health
• Need to use limited external resources in a targeted way – geography, population, strategies
• Need a mix of interventions and products to achieve large scale use – but we need to be able to report what is being achieved in some cohesive way