

WATER WORKS: CELEBRATING WORLD WATER DAY MARCH 22, 2008



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Dear Water World Colleagues,

I am pleased to introduce the **World Water Day** edition of the Water Works newsletter. The international observance of World Water Day is an initiative that grew out of the 1992 United Nations Conference on Environment and Development (UNCED) in Rio de Janeiro. The United Nations General Assembly designated **22 March** of each year as the World Day for Water. PSI and other NGOs promoting safe drinking have used this World Day as a time to focus public attention on the safe drinking water crisis.

In addition to information on World Water Day and what your platform can do to celebrate this important occasion, the quarterly newsletter is filled with interesting articles ranging from **UNICEF's** support for point-of-use (POU) water treatment products, to a compelling story of the impact that our programs are having in **rural Congo**, and to a look at **PSI/Angola's launch** of their Safe Water Solution, Certeza. I hope that you will find this information interesting as well as useful for understanding broader water issues that PSI strives to address.

In other news, the MCH team has completed a **strategic planning process** and will present the finalized four year plan in conjunction with PSI's World Water Day activities. Thanks to your substantial input during the Strengths, Opportunity, Weaknesses and Threats exercise, the plan lays out an excellent road map for how our department can better support your diarrheal disease programs and how we can work together to make PSI even more effective at reducing childhood mortality. Keep on the look out for more information on this over coming weeks.

I must commend you on your hard work and dedication. In 2007, PSI programs treated **almost 13 billion liters of water** ensuring that millions of people can drink a glass of clean water at the end of the day. Not only does this surpass our total for 2006 by 4 billion liters, it also means that PSI has treated **over 40 billion liters of water** since the program's inception. This is a clear indication of the strong demand for PSI's POU water treatment products and the growing strength of your programs. I am sure that our diarrheal disease program will continue to improve as we leverage our joint knowledge and work with our partners to expand our programs.

Wishing you a great World Water Day,
Megan Wilson and your MCH Team



DID YOU KNOW...?

PSI treated **12.7 billion liters** of water in 2007.

That's about **24,163 liters** treated every minute!

See our World Water Day website for our safe water distribution ticker:
www.psi.org/wwd



PSI's MCH Team: Sally Cowal, Senior Vice President; Megan Wilson, Program Manager; Cecilia Kwak, Assistant Program Manager; Ashima Khanna, Consultant

About PSI's Safe Water Program

Household water treatment products are complementary to water delivery infrastructure, which may deliver clean water to communal water points but do not keep water from becoming contaminated during transport and home storage. Use of home water disinfection can be adopted quickly and inexpensively, leading to immediate health impact. Household water treatment can be used for treating contaminated and/or turbid water taken from rivers, streams, swamps or open wells in areas where no infrastructure exists.

PSI markets and distributes three **household water treatment products**: *safe water solution (SWS)*, *PUR Purifier of Water (PUR)*, and *chlorine tablets* in twenty-five countries. To treat dehydration, PSI markets **oral rehydration salts (ORS)** in nine countries. These products also are available in schools and clinics and are distributed by community health workers in slums and rural areas.

By the end of 2007, PSI had treated over **40 billion liters of water**, providing safe drinking water for millions. Every day, an estimated **three million people** around the world use PSI's safe water products to treat their water.



UNICEF Promotes Point-of-Use Water Treatment

"Treating water at the household level has been shown to be one of the most effective and cost-effective means of preventing waterborne disease in development and emergency settings. Promoting household water treatment and safe storage (HWTS) helps vulnerable populations to take charge of their own water security by providing them with the knowledge and tools to treat their own drinking water.... Based on the evidence, UNICEF has made HWTS an important programme priority."

---UNICEF January 2008



In January, UNICEF distributed to its field offices a document entitled **"Promotion of Household Water Treatment and Safe Storage in UNICEF WASH Programmes."** This reference document outlines the scientific basis for **point-of-use water treatment**, explains the different treatment options and their cost effectiveness, and highlights opportunities for further **partnership between PSI and UNICEF**. If you haven't already read this seven-page document, I suggest that you do so and share it with your colleagues in the broader water and sanitation community in your country. You can find a copy of this document in the PSI Behavior Change Communication Blog at http://psicommunications.typepad.com/my_weblog/.

Ashley Judd, Madeleine Albright and Sally Cowal Showcase PSI's Water Programs

PSI's water programs were highlighted by YouthAIDS Global Ambassador **Ashley Judd** in November. Judd was featured with former **US Secretary of State Madeleine Albright**, founder of the National Democratic Institute (NDI), in a documentary produced by the **Sundance Channel** called "*Iconoclasts*." The Iconoclast series pairs celebrities for the show and explores their passions and causes, finding common ground. In this episode, Ashley Judd and VP Sally Cowal discuss PSI's water programs, explaining to Albright our ability to provide safe water to millions of children around the world. One segment of the video can be found on *PSI's World Water Day website*.



Human Impact of PSI programs in Congo

The residents of the town of **Goma**, the capital of North Kivu province in eastern **Democratic Republic of Congo**, have to contend with a myriad of problems in their daily lives. Living in the shadow of an active volcano, residents are faced with insecurity stemming from continued conflict between warring factions in the region. A multitude of health problems, including a high prevalence of diarrheal disease such as endemic cholera, add to the challenges they face.



PSI began its safe water program in Goma in November 2006 with the launch of PUR. **Kavé** lives in Goma and has been a faithful user of PUR since she was pregnant with **Rebecca**, her one-year-old daughter. During a visit to her local health center for a pre-natal consultation visit, Kavé found out that she was suffering from both typhoid and intestinal worms. The health center staff treated her and recommended that she observe a PUR demonstration being conducted that day. PSI staff demonstrated the effectiveness of the product, taught Kavé how to use PUR, and where she could buy it. Kavé was convinced of the value of using PUR, and has found it both affordable and easy to use. She now reports that her family no longer suffers from diarrhea and her baby is healthy and growing steadily.

Update on Paul Simon Water for the Poor Act

In late 2007, The U.S. Congress passed a new funding bill that included \$300 million for safe drinking water and sanitation supply projects to implement the Senator Paul Simon Water for the Poor Act of 2005. The Senator Paul Simon Water for the Poor Act (Public Law 109-121) makes it a major goal of US foreign policy to help halve the proportion of people without access to safe, sustainable, and affordable drinking water and sanitation by 2015, and creates a framework for achieving that goal. The new funding bill says the following:

"Provided further, That of the funds appropriated in this Act, not less than \$300,000,000 shall be made available for safe drinking water and sanitation supply projects, including water management related to safe drinking water and sanitation, only to implement the Senator Paul Simon Water for the Poor Act of 2005 (Public Law 109-121), of which not less than \$125,000,000 should be made available for such projects in Africa."

So what does this mean for PSI programs?

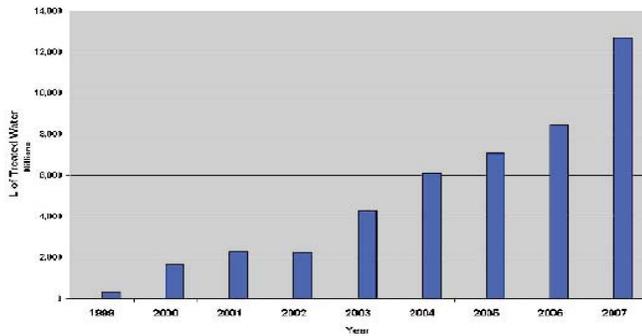
- The US Government has additional money during the 2008 fiscal year to support global drinking water programs with a focus on Africa.
- PSI's programs seek to increase access to safe drinking water for poor populations through point-of-use water treatment. There is clear synergy between the US government's goals and our programs.
- Please try to open up a dialog with your US government colleagues to see how we can work together to reach our mutual goal of increasing access to safe drinking water for the poor.



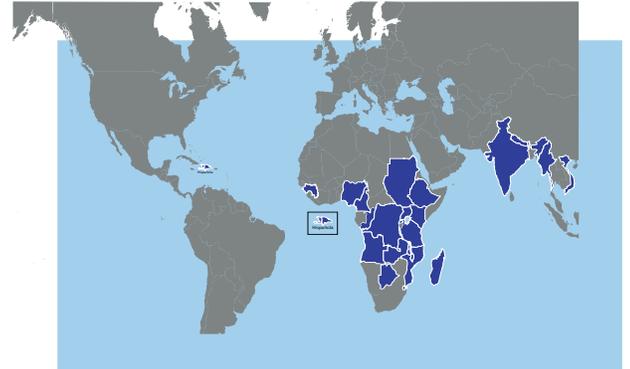
What Can PSlers Do to Celebrate World Water Day?

- Offer a promotion on your point-of-use water treatment products to highlight the importance of drinking safe water and celebrate World Water Day.
- Set up mobile video unit shows that focus on safe drinking water and point-of-use water treatment in key areas around your country.
- Work with local partners such as UNICEF and your national government to celebrate World Water Day and highlight cost-effectiveness and complementary nature of point of use water treatment. (See article on UNICEF document on page 2.)
- Give out "Good Water Works" awards for staff, partners, store owners or government officials that have worked hard to promote safe drinking water and/or have facilitated our POU water treatment programs.
- Please send us a written and photographic account of your World Water Day events. We will share these stories with supporters and PSlers alike to highlight the good work that you do to reduce child deaths from diarrhea.

Liters of Water Treated 1999-2007



PSI Current Safe Water Platforms



SWS Programs

Launch Date	Country	Brand Name
02/08	Angola	Certeza
12/06	Cameroon	Sûr'Eau/WaterGuard
02/06	Ethiopia	WuhaAgar
07/06	Guinea	Sûr'Eau
12/06	Haiti	Dlo Lavi
06/02	India	Safe Wat
05/03	Kenya	WaterGuard
03/00	Madagascar	Sûr'Eau Vaovao
12/02	Malawi	WaterGuard
11/04	Mozambique	Certeza
06/06	Myanmar	WaterGuard
10/05	Nepal	WaterGuard
11/04	Nigeria	WaterGuard
08/02	Rwanda	Sûr'Eau
07/02	Tanzania	WaterGuard
08/05	Uganda	Waterguard
11/05	Vietnam	SafeWat
11/98	Zambia	Clorin

PUR Programs

Launch Date	Country
06/06	Botswana
10/06	Congos
02/06	Dominican Republic
06/06	Ethiopia
11/04	Haiti
02/06	Kenya
03/06	Malawi
10/05	Pakistan
10/04	Uganda

Chlorine Tablet Programs

Launch Date	Country
11/06	Sudan
08/07	Swaziland
11/05	Tanzania
12/06	Uganda



Angola Launches Certeza!

PSI/Angola launched their first-ever safe water solution product, Certeza, in February of 2008. Dynamic community educational and promotional events began as PSI/Angola, working with the Ministry of Health and through the support of UNICEF and Esso, was able to meet the growing demand for safe drinking water.

