

The Safe Drinking Water Alliance

Uniting Forces to Ensure Safe Water

Alliance Members

Johns Hopkins Bloomberg School of Public Health/Center for Communication Programs is a leader in the field of strategic health communication programs. www.jhuccp.org

CARE is an independent humanitarian organization working to end world poverty and has extensive experience with developmental and emergency water, sanitation, and hygiene promotion. www.care.org

PSI is a non-profit organization specializing in social marketing programs for health. www.psi.org

Procter & Gamble is one of the world's largest consumer products companies and is dedicated to improving lives by identifying and developing healthcare technologies for both the developed and developing worlds. www.pghsi.com

USAID is the lead implementer of U.S. foreign assistance programs, and expands the impact of that assistance through public-private alliances. www.usaid.gov/our_work/global_partnerships/gda/

The Safe Drinking Water Alliance is a strategic public-private collaboration to develop innovative program approaches for ensuring the safety of household water intended for human consumption. In late 2003, the U.S. Agency for International Development (USAID), Johns Hopkins Bloomberg School of Public Health/Center for Communication Programs, CARE, Population Services International, and Procter & Gamble joined forces to leverage their respective expertise and resources to better understand the behaviors and motivations for choosing particular technologies for treating household water, share the knowledge gained, and identify opportunities for scaling up successful efforts to ensure safe drinking water.

Unsafe Drinking Water Causes Disease and Death

An estimated 1.1 billion people around the globe lack access to an improved water source. Even for those who do have access to water, unsanitary handling and storage means that household water for drinking and food preparation is often unsafe. Unsafe water, sanitation, and hygiene practices are responsible for the vast majority of the burden of diarrheal diseases, which are a leading killer of children under five and account for approximately 2 million deaths of children every year. Water-borne infections such as cholera, typhoid fever, and dysentery also burden the public health system and can impose significant economic losses. Increasing access to improved sources of safe water is clearly needed in the longer term, but enormous public health benefits are possible now with solutions that improve water quality at the household level.

Simple Methods Lead to Dramatic Results

Low-cost solutions are available to dramatically improve the quality of existing household water used for drinking and cooking. Procter & Gamble has developed a new product, PuR, that purifies, clarifies, and disinfects water using technology and packaging that has been tested and found to be effective in improving water quality and preventing disease at the household level in developing countries. Reductions of diarrheal disease using such point-of-use treatment approaches have typically been found to be approximately 30-50%, with even higher reductions during epidemic water-borne disease outbreaks. The Alliance will test the acceptance of P&G's water treatment product using various approaches tailored to country need. Using these technologies in combination with behavior change strategies will help to ensure that safe water practices are sustained at the household level over the long term.

Three Models - Three Countries

USAID is supporting the Safe Drinking Water Alliance with 1.4 million dollars to implement programs in Pakistan, Haiti and one other country yet to be determined. USAID's financial contribution is leveraging substantial in-kind and financial contributions from Procter & Gamble (estimated at approximately 3.5 million dollars), as well as technical and program support resources from the other partners. In Pakistan, a commercial market model will be implemented to make use of the commercial sector's technologies, marketing expertise, and distribution methods. In Haiti, the Alliance will rely on a social model to overcome the economic and infrastructure restraints that limit commercial participation. An emergency relief model will be tested in one additional country to develop a point-of-use water treatment package that can be rapidly deployed in the event of an emergency that interrupts access to safe drinking water.



The USAID Water Team

www.usaid.gov/our_work/environment/water/index.html

www.sdp.gov

