

Scaling-up Household Water Treatment P&G's Focal Philanthropy Program

Greg Allgood, MSPH, PhD
Procter & Gamble



Children's Safe
Drinking Water

P&G Live, Learn and Thrive Initiative.

Household Water Treatment: Effective in Addressing MDGs

- Improving drinking water quality through household water treatment and safe storage can reduce illness and save lives
 - 38 trials with 53,000 subjects
- More than 100 organizations have joined WHO's **International Network to Promote Household Water Treatment and Safe Storage**
www.who.int/household_water





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P&G and CDC Collaboration

- P&G and CDC scientific collaboration in Guatemala identified unmet need
 - Consumers desired visual signal that water is being cleaned
 - Technical need for improved effectiveness in highly turbid waters



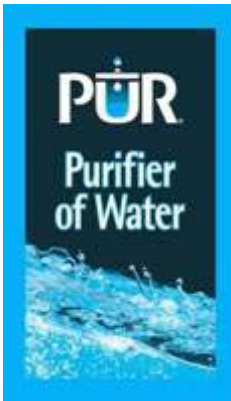


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P&G's Focus is Providing PUR Purifier of Water

- 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





Results of Health Intervention Trials

| Location/Setting | Study Design | % Diarrhea Reduction |
|------------------------------|--------------------------|----------------------|
| Guatemala Rural | 2982 people 52 weeks | 24-29% |
| Guatemala Rural | 3401 people 13 weeks | 40-72% |
| Kenya Rural, Turbid water | 6615 people 20 weeks | 17-42%** |
| Pakistan Urban slum | 12090 people 39 weeks | 59-64% |
| Liberia Refugee camp | 2191 people 12 weeks | 87-95% |



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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





Emergency Relief

- Monitoring by CARE, CDC, Johns Hopkins, AmeriCares, UNICEF and others show PUR is well-accepted and provides a useful tool for providing water during emergency situations
- **RESULTS:** More than 44 million sachets have been used for emergency relief in tsunami, earthquakes, and floods





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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 provided more than 30 million sachets in social markets





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Scaling-up

- We've committed to provide 2 billion liters of safe drinking water in the next 5 years through a network of partnerships
- Reaching the most vulnerable will be a focus
 - People in emergency relief situations
 - Children ages 6-24 months
 - School children
 - People living with HIV/AIDS





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Conclusions

- Household water treatment provides a complementary, cost-effective way to address diarrheal illness
- P&G is interested in partnerships to expand reach to vulnerable populations

