



Greg Allgood, PhD

Director, Children's Safe Drinking Water

Why Household Drinking Water?

- One billion people do not have safe drinking water
- 4,000 children die every day from water-borne disease – more than HIV/AIDS and malaria combined
- WHO and UNICEF have stated household water treatment could save a huge number of lives
 - www.who.int/household_water



**Children's Safe
Drinking Water**

P&G Live, Learn and Thrive™ Initiative.

P&G and CDC Collaboration

Studies in Guatemala identified unmet need

- Consumers desired visual signal that water is being cleaned
- Technical need for improved effectiveness in highly turbid waters

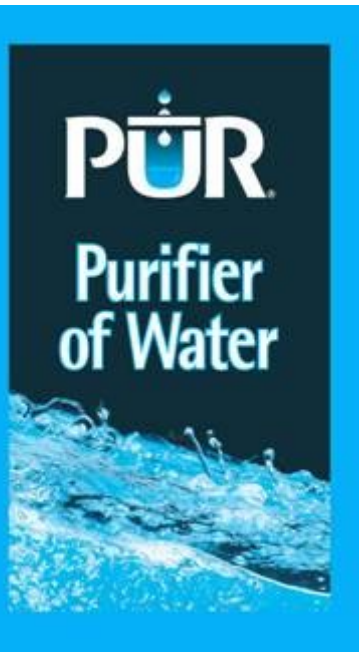


**Children's Safe
Drinking Water**

P&G Live, Learn and Thrive™ Initiative.

PUR Purifier of Water

- Reverse engineered current municipal treatment process
- Small sachet to treat 10 liters of water using coagulation, flocculation and disinfection
- Uses same ingredients used in municipal treatment
 - Calcium Hypochlorite as Disinfectant
 - Ferric Sulfate as Coagulant

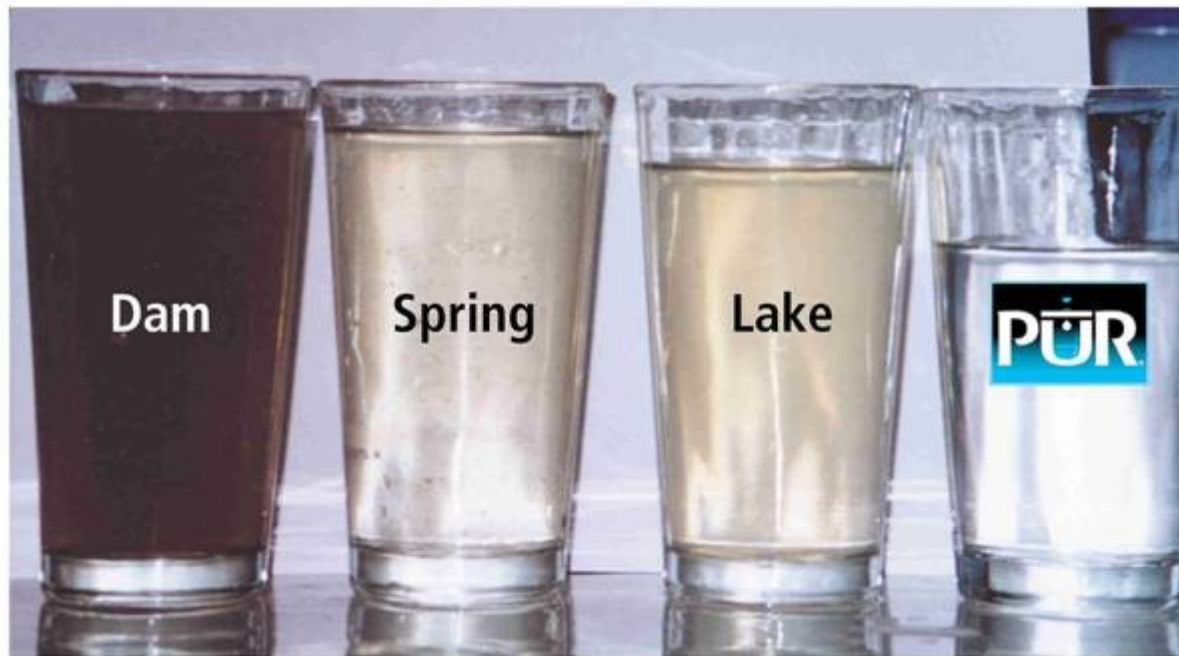


**Children's Safe
Drinking Water**

P&G Live, Learn and Thrive™ Initiative.

Kenyan Drinking Water Samples

Dam Spring Lake Treated



Turbidity (NTU)

1850

55

37

1

Laboratory and Field Testing

PUR is:

- Effective in killing bacteria (>99.99999%) and viruses (>99.99%) that cause typhoid, cholera, and Hepatitis
- Effective in removing chlorine resistant parasites like Giardia and Cryptosporidium (>99.9%)
- Effective reduction in heavy metals (e.g. arsenic and lead), organics, and pesticides



**Children's Safe
Drinking Water**

P&G Live, Learn and Thrive™ Initiative.

Health Intervention Studies

Six Studies, More than 25,000 People showed Average Diarrhea Reduction of 50%

- Diarrhea Reduction
 - Guatemala (2 Studies, Rural)
 - Kenya (Turbid water)
 - Pakistan (Urban)
 - Liberia (Refugee camp)
- Arsenic Removal



Children's Safe
Drinking Water

P&G Live, Learn and Thrive™ Initiative.

Emergency Relief

- CDC monitored use of PUR in Haiti after Hurricane Jeanne and showed people used it correctly
- Johns Hopkins conducted a clinical study in Liberia and showed well-accepted and 90% reduction in diarrhea
- Used for most major disasters including tsunami, Pakistan quake, Mumbai floods, Myanmar cyclone, cholera outbreaks in Africa



**Children's Safe
Drinking Water**

P&G Live, Learn and Thrive™ Initiative.

Social Market Approach

- Work with international social marketing experts including PSI with USAID support in several countries
- Work with community based groups, schools, clinics to create habit change
- Existing programs in 12 countries



**Children's Safe
Drinking Water**

P&G Live, Learn and Thrive™ Initiative.

School Programs

World Vision and PSI Malawi

- PUR provided in schools and sold by local women in community
- 53% decrease in diarrhea disease among community
- Absenteeism dropped by 57%
- Pit latrine coverage in schools increased by 75%



**Children's Safe
Drinking Water**

P&G Live, Learn and Thrive™ Initiative.

PUR Helps People with HIV/AIDS

- PUR removes chlorine resistant parasites that are fatal to people living with AIDS
- PUR is helping thousands of people daily to live positively with HIV/AIDS like Jemima Odo
- More than a dozen groups using PUR including PEPFAR support in Nigeria, Ethiopia and Cote d'Ivoire



**Children's Safe
Drinking Water**

P&G Live, Learn and Thrive™ Initiative.

Impact

- 130 million sachets distributed
- 1.3 billion liters of water provided
- 55 million days of diarrhea averted
- More than 7,300 lives saved
- More than 70 partnerships



**Children's Safe
Drinking Water**

P&G Live, Learn and Thrive™ Initiative.

THANK YOU!



**Children's Safe
Drinking Water**

P&G Live, Learn and Thrive™ Initiative.

