

UK DFID support PSI and P&G Partnership to Supply Clean Drinking Water in Haiti

The Department for International Development (DFID) is the UK Government department responsible for promoting sustainable development and reducing poverty. DFID works in partnership with governments committed to the Millennium Development Goals, with civil society, the private sector and the research community.

Population Services International (PSI) is a non-profit organization specializing in social marketing programs for health. Through its health social marketing programs in 69 countries on five continents, PSI distributes affordable, accessible, and attractive health products. www.psi.org

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



A Partnership between Population Services International (PSI) and Procter & Gamble (P&G) has been awarded a grant of £224,943 by the UK Government Department of International Development (DFID) to develop a sustainable business model that will deliver clean drinking water in Haiti. P&G's PUR Purifier of Water is a low cost and simple-to-use in-home water purification technology that visually clarifies the water and reduces pathogenic bacteria, viruses, and parasites to result in drinking water that meets World Health Organization guidelines.

Unsafe Drinking Water Causes Disease and Death

Haiti has the worst health indicators of any country in the Western Hemisphere. Political unrest and flooding from hurricanes have made the situation even worse. The toll on the health of Haiti's children is devastating and one out of every 13 Haitian children dies before their first birthday. A large contributor to these poor health indicators is the lack of safe drinking water. Only 1 out of every 10 Haitians has access to piped water in their homes. Diarrhoea caused largely by unsafe drinking water results in 42% of all infant deaths in rural areas and nearly 1 in 3 Haitian infants suffers from diarrhoea every two weeks.

Simple Methods Lead to Dramatic Results

The three year project titled: Haiti: Clean Water, Good Business, aims to validate a marketing strategy for P&G's PUR Purifier of Water that can be scaled-up into broader markets using the same partners. PSI/Haiti will socially market PUR using two key elements: 1) PSI's established network of more than 700 local women who will act as product educators as well as selling product to generate family income, and 2) PSI's established commercial distribution and marketing structure to build brand awareness, product trial, and repeat purchase. P&G will provide product at cost and technical support to the Partnership as part of their non-profit Safe Drinking Water Program. The project is designed to be self sufficient after five years and PSI will continue to expand the approach to other women's groups throughout Haiti in following years.

Education and Training Leading to a Better Quality of Life

PSI/Haiti and P&G will work with a range of non-government organizations (NGOs) and women's groups to distribute the product as well as disseminate information about diarrhoeal disease prevention, hygiene, and appropriate water treatment practices. The Partnership will provide formal training in marketing, sales, and behaviour change communication techniques to more than 700 local women. Once trained, these women will market PUR at the community level and gain income from sales of the product. In addition, the Partnership will work with an existing microfinance group to provide women with access to credit and thereby allow them to diversify their product range and expand their business activities.