Hello Water World!

I am excited to present to you another edition of Water Works. This edition covers PSI’s emerging emergency relief work around the world. Many of PSI’s 32 Child Survival programs improved lives by providing safe water and diarrhea treatment to those struggling in the aftermath of hurricanes, floods, cyclones and cholera epidemics. This newsletter highlights a few examples of the great work being done by PSI in this area and some of the lessons that have been learned.

In other news, your CS team has been working hard to raise awareness of your programs internationally. Sally Cowal, PSI’s Senior Vice President and Chief Liaison Officer, joined former president Bill Clinton, world leaders and prominent CEOs at the Clinton Global Initiative Annual Meeting in New York City in September. I invite you to learn more on page 3. PSI, in collaboration with GW and AED offered a Diarrhea Prevention and Treatment Symposium on October 22 including a presentation from PSI Cambodia’s Marketing Director, Borapich Dan. To better bring attention PSI’s child survival programs, the CS Department announces a video competition. I look forward to seeing your creative submissions!

I am happy that 2008 is shaping up to be a good year for PSI’s Child Survival programs. We have or will soon see the launch of new household water treatment campaigns in Somaliland, Democratic Republic of Congo, Nigeria, and Sudan as well as Diarrhea Treatment Kits in Benin, Madagascar, and scale up in Cambodia. Information on these launches are throughout this edition. I commend you all on your hard work and look forward to 2009 with enthusiasm!

-- Megan Wilson and your Child Survival Team

PSI/Zimbabwe Launches Water Treatment Tablets in Urgent Response to Cholera Outbreak
By: Farai Chieza; Safe Water Systems Project Manager and Tanaka Urayai; Hygiene Promotions Coordinator, PSI/Zimbabwe

On September 4, 2008, Farai Chieza, Safe Water Systems Project Manager, received an urgent call from UNICEF Zimbabwe about a cholera outbreak in Chitungwiza, a low income and high population density town 23 kilometers from Harare. Through its new Safe Water program, PSI/Zimbabwe (PSI/Z) was asked to distribute point-of-use water treatment tablets and to conduct hygiene promotion IPC activities. PSI/Z launched an immediate response through its sales distribution team, the New Start HIV testing and counseling center and New Life post test support center, as well as through our local NGO partner, Chitungwiza UTANO. Within 3 days, over 300,000 tablets were distributed through almost 300 retail outlets, New Start and New Life centers, and free distribution through UTANO. During the same period, a door-to-door IPC hygiene promotion and household water treatment campaign was conducted, reaching over 400 households. PSI/Z also coordinated IPC sessions within local health clinics with support from Oxfam GB. Since the outbreak, PSI has been a proactive member of the Water, Sanitation and Hygiene (WASH) cluster of international NGOs leading hygiene promotion and household water treatment activities in Zimbabwe.

The Safe Water program in Zimbabwe is already off to a great start. PSI/Z is implementing a hygiene promotion and home based water treatment project funded by UNICEF within the Harare-Bulawayo corridor. The goal is to reduce incidence of

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Global Handwashing Day
The practice of handwashing with soap tops the international hygiene agenda this year with the first-ever Global Handwashing Day, October 15, 2008. With 2008 as the UN International Year of Sanitation, Global Handwashing Day echoed and reinforced its call for improved hygiene practices. Launched by the Public-Private Partnership for Handwashing with Soap (PPPHW), the day was a great success around the world. Ten PSI countries participated by hosting events with a variety of partners including UNICEF and Ministries of Health.
Raising Our Profile: External Affairs Update

PSI Participates in the Clinton Global Initiative Annual Meeting

Sally Cowal, Senior Vice President and Chief Liaison Officer, joined former president Bill Clinton, world leaders and prominent CEOs at the Clinton Global Initiative (CGI) Annual Meeting September 22-25, 2008. The meeting brings together a diverse group of the world’s most distinguished leaders from government, business, and civil society to examine today’s most pressing global challenges and transform that awareness into tangible action. More than a dozen NGOs, coalitions of charities, foundations and companies, together pledged more than $400 million in various efforts to improve access to clean water and sanitation in the developing world. The effort, dubbed the “Global Health Mega-Commitment on Water and Sanitation,” aims to reach 8.5 million people and provide a billion liters of clean water to developing areas over the next several years.

During a session with leaders from 13 other prominent NGOs and companies, Sally committed PSI to improving the health of half a million children in Madagascar through the provision of integrated health packages over the next four years. PSI/Madagascar, through a USAID grant, has developed an integrated health care package that equips community health workers and community-based distributors with pre-packaged prevention and treatment products for malaria and diarrheal disease as well as communication tools to offer quality care to children under five.

Procter and Gamble (P&G) held a reception at the event to highlight their $55 million commitment to three programs, including the Children’s Safe Drinking Water partnership with PSI. PSI Board Member Ashley Judd represented our partnership by speaking at the event. P&G has said it will invest $11 million to expand the program and spend another $7 million on an awareness campaign in developing countries. It also hopes to generate another $11 million in donations for the project, and will build a new PUR manufacturing plant.

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diarrhea among children under five and among HIV-infected persons through mass media and IPC. We plan to promote hygienic water storage and handling and hand washing practices and distribute 20 million water treatment tablets. To date, over 3 million water treatment tablets have been distributed through social marketing and free distribution through NGO partners, such as Oxfam GB, Care International Zimbabwe, Chitungwiza UTANO and New Hope Foundation. Regular IPC sessions are conducted through New Life post test support centers, organizations in low income and high density areas, and community level meetings. A baseline TRaC survey was completed in August 2008 and data from this survey will inform the development of behavior change communication (BCC) materials and the prioritization of key behavioral change communication objectives.

Video Competition- Call for Creative Briefs

In order to better bring attention to your Child Survival Programs, the CS team announces a video competition. We invite you to submit a creative brief for a 3 minute video highlighting your program, product, or a mother/child who benefits from PSI’s work. These videos will be used widely in our presentations to grow more support for your programs. The top three submissions will win a team prize, and PSI/W will pay for the filming of the best video idea. Visit www.psi.org/safewater for ideas and to view PSI/Kenya’s example.
WaterGuard tablets and PSI BCC Campaign to Combat Diarrhea in Southern Sudan
By: Miranda Bryant; Maternal Child Health Department Manager, PSI/Sudan

With the support of USAID and the Ministry of Health, Government of Southern Sudan, PSI/Sudan officially launched, WaterGuard chlorine tablets on Sept. 2 in Juba, the capital of Southern Sudan. In-home treatment of water from all sources is critical in a country lacking infrastructure as a result of a 21-year civil war. Dr. Pius Subek, Central Equatoria State Ministry of Health was the Guest of Honor at the launch, which was attended by 200-plus people including US, UNICEF, and Government of Southern Sudan (GoSS) representatives and local media. He called on people to change behaviors and be ambassadors in their communities. “If we use the knowledge and methods learned here, diarrheal disease will be history. The time has come for our people to live a healthy life,” he said.

WaterGuard tablets were introduced to Southern Sudan by PSI in November 2006 as an emergency intervention. In April 2007, the GoSS Ministry of Health (MoH) began funding procurement and subsidized social marketing in order to ensure availability to the population. One year later, PSI/Sudan received additional support from the Louis Berger Group through USAID to scale-up outreach and education activities in Juba, with a focus on reaching mothers of children under the age of 5, primary school students, health care workers and their patients.

PSI/Somaliland uses Unique Distribution Outlet to Launch BiyoSifeeye
By: Henrietta Allen; Malaria Department Associate, Nairobi

In Hargeisa, Somaliland, water supply, like any commodity, has a hierarchy. For the majority of people, water comes from a network of government-owned water points. A water point owner sits next to each tap and sells the water to the community and mobile water sellers, who fill 200-litre barrels, strap them to their donkeys and walk the streets to deliver water house-to-house.

In July 2008, PSI/Somaliland launched water purification tablets under the brand name BiyoSifeeye, meaning “Water Cleaner.” PSI identified 20 of the keenest mobile sellers and three water point owners and trained them on the benefits of using BiyoSifeeye and household water treatment. As natural retailers, they were quick to propose ways to boost their sales and grow the program. In the short time that PSI has opened its new office doors in this country, we already see the effect in tangibly helping families and children to live healthier lives.

PSI/Benin Launches First Diarrhea Treatment Kit (DTK) in Africa
By: Katharine McHugh; Technical Advisor, Child Survival and Henri Lokossi; Program Coordinator, PSI/Benin

USAID recently recognized PSI and Abt Associates for their work in the POUZN project to prevent and treat diarrheal disease in Benin, calling our new product “Africa’s first diarrhea treatment kit.” PSI/Benin began distribution of the OraselZinc kit in March 2008, which contains two sachets of orange-flavored, low-osmolarity ORS and ten tablets of pediatric zinc. PSI’s pilot program exists in seven target areas, with community outreach work, mass media campaigns, and IEC materials tailored to local knowledge and literacy levels. PSI is collaborating with Benin’s MoH to train health center and community outreach workers and to distribute the kit at public health facilities, as well as through networks of wholesalers and retailers. The program was pilots with UNICEF funding in Zou and Collines, two regions with the highest diarrheal disease incidence rates in Benin.

On a recent visit to Houndo village in the region of Zou, Henri Lokossi, PSI/Benin’s Program Coordinator for the regions of Zou and Collines, visited the home of Sidione, a mother of three young children aged 1 to 8. Sidione expressed her appreciation that OraselZinc is available at her local health center because the DTK helps keep her family healthy and is easily available. She is eager to show other mothers in her community how to correctly use the product, and emphasizes the dangers of dehydration and the cost benefit of using OraselZinc. Sidione believes that children in her village often fall ill with diarrhea due to lack of access to a safe water source, and OraselZinc will help alleviate the burden of disease in young children in her community.

President of Madagascar Distributes Sur’Eau
By: Nicole ANDRIAMAMPIANINA; Coordinator, Diarrhea Prevention Programs, PSI/Madagascar

Twice a year the Ministry of Health and Family Planning (MOHFP) organizes a week dedicated to the health of mothers and children, called Semaine de la Sante de la Mere et de l’Enfant (SSME), during which mothers with children under 5 are encouraged to visit health facilities for vaccinations, vitamin A supplements, deworming treatment and free mosquito nets. Mothers also receive educational information on family planning products, clean water, and hygiene.

PSI/Madagascar contributes to each SSME by producing IEC and promotional materials, providing free mosquito nets purchased with program income, and, more recently, distributing bottles of Sur’Eau safe water solution. At the April 2008 SSME, PSI distributed more than 60,000 bottles of Sur’Eau throughout the Atsinana region, giving them to primary health centers and in turn to mothers. We also donated a 20 liter water container with a spigot and 5 bottles of Sur’Eau to each health center for use in the future.

On 21 April, the President of Madagascar, Marc RAVALOMANANA, attended an SSME and distributed PSI mosquito nets and Sur’Eau. Mr. Ravalomanana was assisted by the Vice Minister of Health and Regional Director of Health for Atsina. PSI set up 12 “Clean Water Points” throughout the ceremony grounds, distributing water treated with Sur’Eau which were well visited by the thirsty participants.