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# Measurable Results: PSI SAFE WATER

## THE GLOBAL WATER CRISIS

Almost one billion people, 13% of the world's population, lack access to a safe source for drinking water. Each year, almost two million children around the world die from diarrheal disease due to unsafe water and hygiene practices, constituting about 17% of child deaths worldwide.

## THE PSI RESPONSE

In over 32 countries across Asia, Africa and the Caribbean, PSI promotes healthy behaviors by educating individuals about purifying drinking water in the home, practicing improved hygiene and offering treatment for diarrheal disease if a child falls ill. PSI combines education to motivate healthy behavior with the provision of needed health products and services, which are attractively packaged and marketed in the local context. Local knowledge, attitudes and practices are integrated into the communications messages through ongoing behavioral research. Over the last 10 years, PSI has empowered people worldwide to treat over 56 billion liters of drinking water.

### :: Healthy Lives through Partnership

PSI's diverse partnerships with governments, international and national implementing organizations, multilateral institutions and the private sector assure program success. PSI also has international collaborations with the US Centers for Disease Control and Prevention (CDC), the WHO Network for Household Water Treatment, the US Agency for International Development (USAID), the United Nations Children's Fund (UNICEF) as well as a partnership with Procter & Gamble.

## KEY PROGRAM AREAS

### :: Diarrheal Disease Prevention

PSI promotes safe drinking water through household water treatment (HWT), a water quality intervention that employs proven, easy-to-use and inexpensive solutions appropriate for the developing world. As a global leader in HWT, PSI improves the daily lives of millions of people around the world by ensuring that each drop is clean and safe, regardless of its source. PSI's water treatment products include a sodium hypochlorite-based safe water solution, chlorine-based tablets, and a flocculent/disinfectant powder that enable families to purify water at the household level.

The availability of these products, along with effective communications, empowers individuals to understand the burden that contaminated drinking water has on their health and allows them to take solutions into their own hands. Using both commercial marketing channels and community mobilization, PSI generates awareness about the value of disinfecting drinking water, hand washing and other key hygiene behaviors.

### :: Diarrheal Disease Treatment

PSI complements its work in safe water with the promotion of oral rehydration salts (ORS) and zinc supplements to save the lives of children who may die from diarrhea-related dehydration. These child deaths are easily preventable, yet the lack of widespread knowledge and improved practices continue to present many challenges. PSI's diarrheal disease treatment programs educate caregivers on the use of ORS and zinc and expand the availability of these life-saving products through commercial and other non-traditional channels. As identified by the WHO, the integration of dissolvable zinc tablets enhances the ability of mothers and caregivers to understand and easily treat future episodes of diarrhea, which can save the lives of their children.