

WaterBytes – P&G Children’s Safe Drinking Water

*Recorded by Sarah DeMartino
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Announcer: Thank you for tuning into WaterBytes at Penn State University. Our next segment is a special report on Children’s Safe Drinking Water. In 2004, Procter and Gamble, along with a broad range of other organizations, such as U.S. Centers for Disease Control and Prevention, created Children’s Safe Drinking Water (CSDW for short). Here is more on that story...

Speaker 1: Contaminated water is the number one killer of children in third world countries. People lack necessities like proper running water, and end up drinking from polluted rivers and streams. 4,000 children die every day from diseases like cholera and dysentery. That is 1.8 million children dying each year.

PUR Fan #1: Children’s Safe Drinking Water and Dr. Allgood have done so much to help people who need clean, usable water. They’ve provided 2 billion liters of water to more than 30 different countries. That’s incredible!

Speaker 1: That is Harrison Fire, an enthusiast for the PUR packets and Children’s Safe Drinking Water. Children’s Safe Drinking water was created by Procter and Gamble and 11 other organizations, such as U.S. Centers for Disease Control and Prevention, Save the Children, World Vision, and USAID. Together, and led by Director Dr. Allgood who has been part of P&G since 1986 and an advocate for global relief, these groups distribute PUR packets to people who do not have access to clean drinking water.

Pur Fan #1: The packets can clean up to ten liters of dirty water!

Pur fan #1: All you have to do is open up the packet, pour the contents into the water, stir for a few minutes, let it sit, and there you go. You have perfectly drinkable water.

Speaker 1: These small, portable, blue packets were developed by P&G and the U.S. Centers for Disease Control and Prevention.

Scientist: Sediment settles to the bottom of the water,

Speaker: Comments our scientist and PUR expert, Dr. Adam Norbert Balme.

Scientist: ...and disease organisms, like those that cause hepatitis A and dysentery, die off. After five minutes of stirring and five minutes of letting it sit, you filter the water through a thin cloth, to catch any remaining contaminants, and let it sit once more. In about...half an hour, the water is perfectly safe to drink.

Speaker 1: P&G has also teamed up with Scholastic, giving away free water kits to teachers to show students how to clean and purify water. On top of these kits, CSDW has teamed up with Cover Girl, which has agreed to donate a week's worth of water for every product bought. P&G Italy has also agreed to donate one liter of water for each P&G product bought in Italian Pharmacies. There is also a plan for Dr. Allgood and several celebrities to team up with Summit on the Summit. The team will be climbing Mount Kilimanjaro in order to raise awareness of the global water crisis and raise money for CSDW and PUR packets.

PUR fan #1: With 2 billion liters of water already under its belt, Children's Safe Drinking Water has now set a goal to distribute 4 billion liters of water by 2012.

Speaker 1: One of the projects to meet this goal involves introducing PUR packets to Chiapas, Mexico. This past March, Children's Safe Drinking Water flew to Chiapas to join "Un Kilo de Ayuda" or "A kilo of help", an organization which distributes food. The water sources in the area are piped from unclean springs, making the water unsanitary and murky. Workers from both organizations took the water and showed local villagers how PUR works. The villagers were animated and enthusiastic at the opportunity to finally have safe drinking water.

CSDW has also recently gone to Namibia, a country with both terrible poverty and a booming economy, with PUR packets to help provide victims of recent flooding with clean water. The rising flood waters make distributing packets very difficult, but CSDW has given the Namibian Red Cross 100,000 PUR packets, and has been able to give 10 million liters of clean drinking water.

PUR Fan #1: : I can't believe all the work they've done in places like Namibia. They did something similar in Ethiopia, which suffers from droughts and flooding, which leads to cholera. So many kids die each year because the environment is so harsh. But an organization in Ethiopia called CARE started giving out PUR packets and has helped 60,000 people. It really is remarkable how much these little packets can do in the way of

saving lives! I hope they make their goal of 4 billion liters by 2012.

Announcer: That is all the time we have today. If you are interested in finding out more about Children's Safe Drinking Water, PUR packets, or want to contribute in some way, please visit their website at www.csdw.org/ . All characters in this podcast do not represent real people.

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