

Assessment of PUR in Disaster Response



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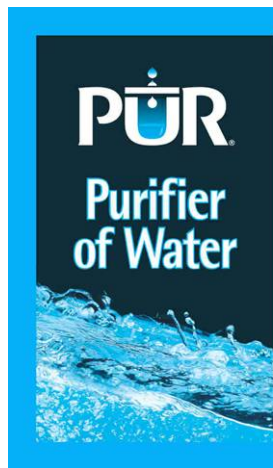
P&G



Children's Safe Drinking Water

P&G Live, Learn and Thrive Initiative.

- Robust in removal of turbidity, parasites (>3.3 log), viruses (>4 log), and bacteria (> 7 log)
- Each sachet treats 10 liters
- Cost of \$0.035 per sachet as part of P&G's corporate commitment program
- Can be air-shipped as non-hazardous, light-weight, > 3 yr stability





CHAD

- AmeriCares provided training and monitored use in Chad in camp for Sudanese refugees and reported it was practical to use
 - People had proper tools (buckets, cloths)
 - Well-accepted for taste
 - Properly used





ETHIOPIA

- CARE monitored use of PUR + BP100 with 1200 children suffering from severe malnutrition.
 - Mothers found PUR simple to prepare, easy to use, and prepared correctly
 - Mothers confident in using since makes water clear
 - Those using pond water preferred taste and others had acclimation period
 - *Preliminary analysis* indicates weight gain faster in PUR group and fewer complaints of diarrhea, vomiting, and weight loss





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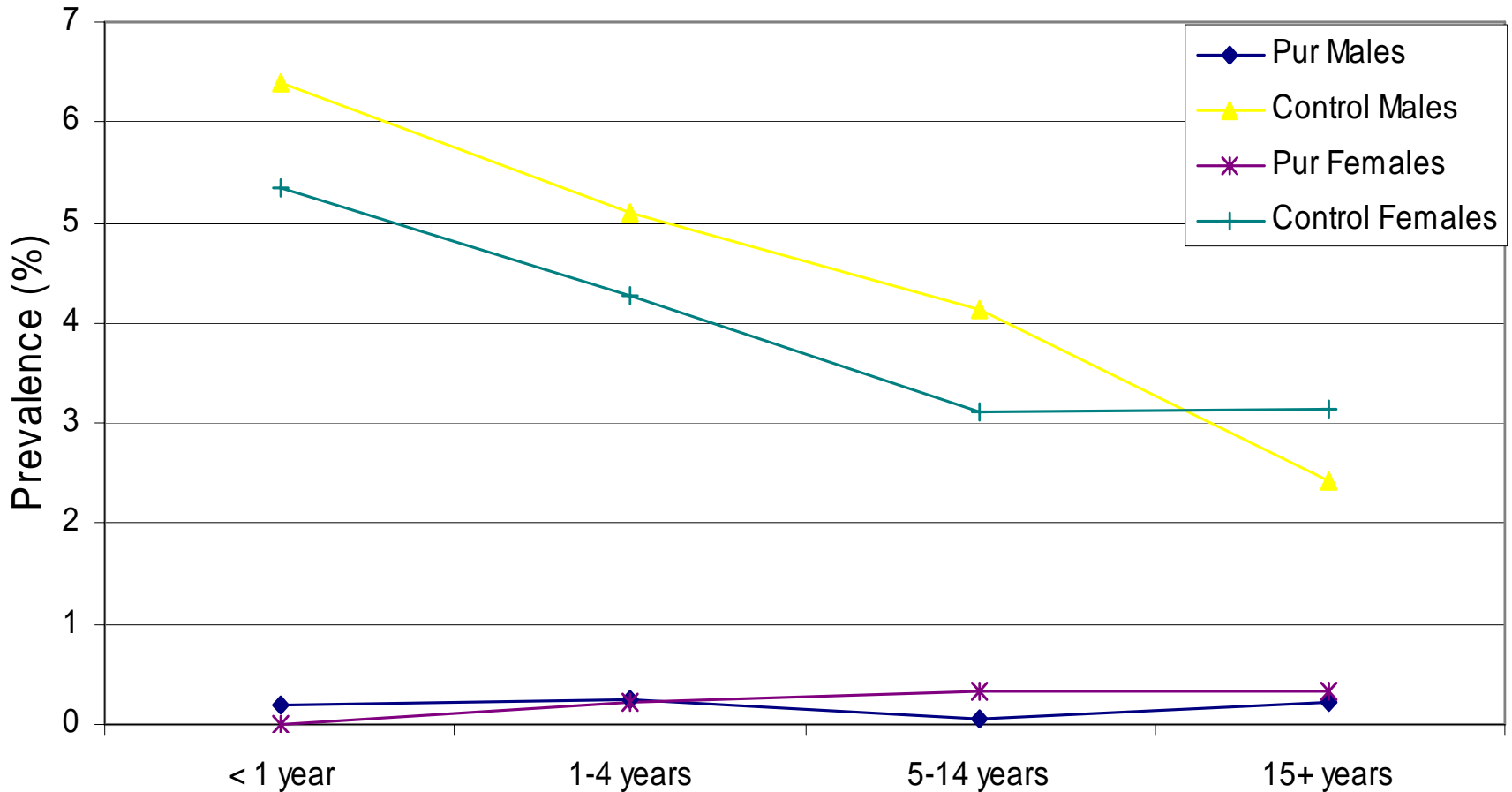
LIBERIA

- Johns Hopkins Bloomberg University SPH monitored use in IDP camp in Liberia (2,100 people, 9 weeks)
 - Well-accepted
 - Easy to use
 - 87-95% reduction in diarrhea



Johns Hopkins Intervention Study: Liberian Refugee Camp

Diarrhea Prevalence by Age, Sex, and Intervention Group





HAITI

- CDC monitored use in Gonaives, Haiti after OFDA/PSI/CARE deployment of 410,000 sachets
- Standardized questionnaire in 100 homes
- CDC concluded PUR was well accepted by these consumers
 - 97-99% reported PUR-treated water was well-accepted for appearance, taste and smell
 - 81% reported easy to prepare
 - 78% correctly answered all 5 questions about effective use





TSUNAMI RELIEF

- 13 million sachets provided for use in Sri Lanka, Indonesia, Maldives, and India
 - \$2.5 million in cash and product to partners
 - \$600,000 from P&G employees to our partners
- Partners include AmeriCares, Aquaya, CARE, IRC, IFRC, Johns Hopkins, PSI, Samaritan's Purse, Save, UNICEF, World Vision
- Assessments still underway





Overall Lessons Learned

- Our safe drinking water efforts resonate with employees and helped establish our new focal corporate philanthropy program
- Independent assessment demonstrates PUR is useful in emergency relief
 - Well-accepted for taste, appearance, and smell
 - Easy-to-use
 - Reduces diarrheal illness





Overall Lessons Learned

- Requires education/product demonstration
 - Haiti: initial deployment was not successful in contrast to subsequent PSI deployment
 - Not appropriate in areas of high security concern, IRC in Iraq vs Sudan
 - Ethiopia and Liberia success had reinforcement through health workers
- Need better on-the-ground assessments of actual use for tsunami





Overall Lessons Learned

- Pre-existing partnerships allow for rapid response
- Need to provide tools beyond sachets?
 - Not needed in some places while needed in others (tsunami)
 - Perhaps faster to deploy if part of kit with buckets





Overall Lessons Learned

- Develop SOP for rapid and effective deployment
 - Laminated instructions in local language
 - Standard number of sachets per family, 24 seems reasonable/practical
- Advance training will enable more rapid deployment
 - Pre-train the trainers as part of ER readiness
 - Stockpile product in disaster prone regions
 - Find ways to include P&G volunteers

