Ratu Plaza Building 20th Floor Jl.Jendral Sudirman Kavling 9 Jakarta, Indonesia 10270
Phone: (62-21) 720-7776, Fax: (62-21) 720-2075

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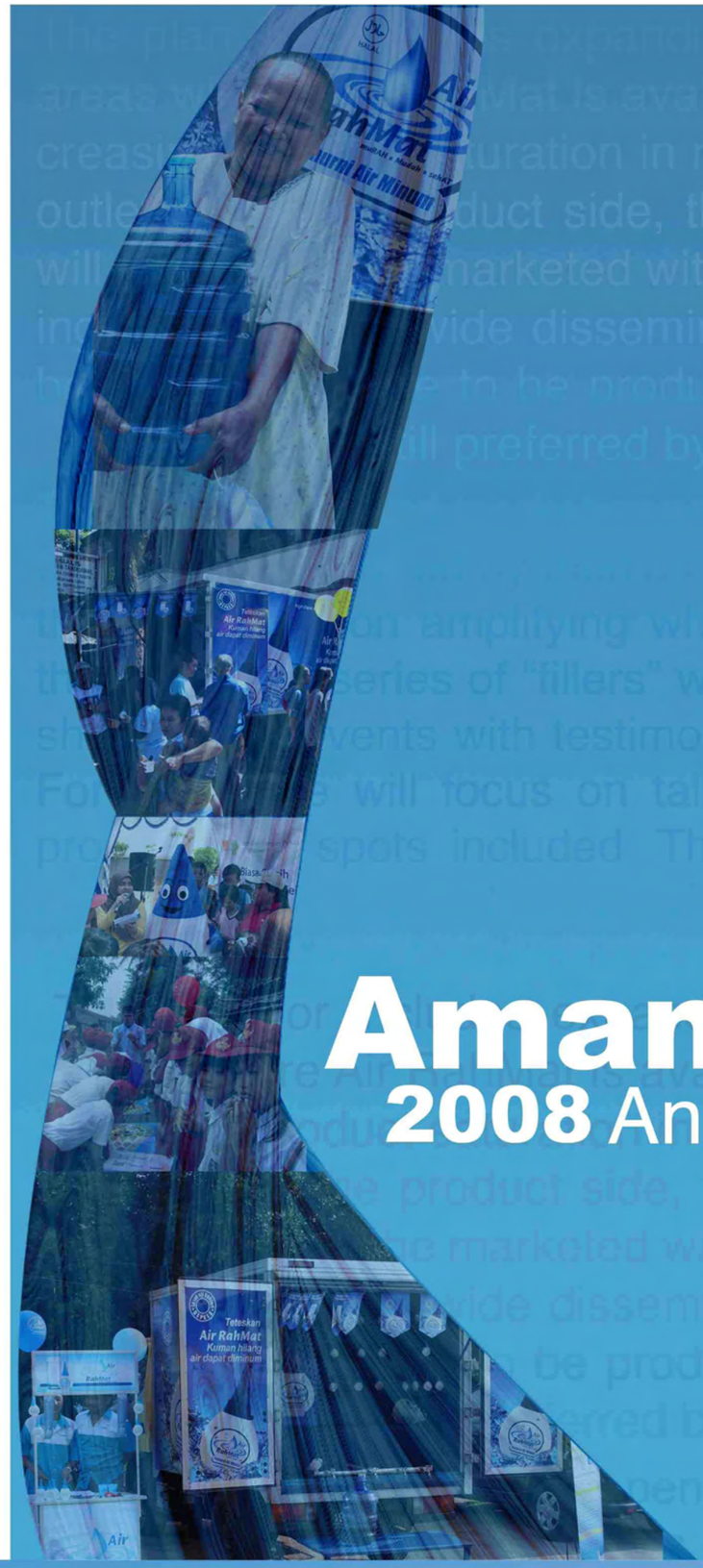
AMAN TIRTA



Aman Tirta
2008 Annual Report

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● *Trenggalek District will implement PAM RT rollout.*

In addition to changing behaviors and attitudes and the marketing and promotion of Air RahMat, Aman Tirta will continue its efforts in creating an enabling environment at the national and local levels. At the national level, AT will continue partnering with MOH to further implement the Household Water Treatment and Safe Storage (HWTS) policy and the STBM strategy. We will follow up the successes of the National HWTS conference and the HWTS Permenkes. We will help develop a training module for HWTS for stakeholders and district level staff. In conjunction with this we will look at how to train/socialize Air RahMat with the programs that are working in the 10,000 villages that are part of the Health Minister's STBM program. We see this as a way to help those groups ensure that HWTS is implemented in their communities along with sanitation, handwashing with soap, and food hygiene.

We will also continue to partner with our USAID partners in the field when advantageous and appropriate. The first one of these activities will be with ESP to celebrate the International Handwashing Day on October 15. We will work with ESP in 7 sites to sponsor handwashing activities in schools. We will also be partnering with local and international NGOs to include Air RahMat in their ongoing water programs. An example of this is with CARE in a UNICEF sponsored project in Makassar.

● *Flood response with Air RahMat.*

Air RahMat will be the HWTS product they will use in the site of a water supply project. We will provide facilitators for the safe water component.

In additional to partnering with the public sector, we will also partner with the commercial sector. We are looking at companies that can provide in-kind services to the project such as distribution networks with a company like Sosro, advertising capability with groups like Coca –Cola, etc. We will work with their CSR teams where both partners can benefit from the relationship.

Executive summary

This annual report covers Aman Tirta activities for Year 4 (October 2007- September 2008).
During this time we strengthened our partnership with PT Tanshia, as well as started to prepare for the ultimate transfer of the program to PT Tanshia.
We expanded the market for Air RahMat, created awareness and induced trial of the product, as well as created a new product line. To support these goals, we also worked to improve the policy and enabling political environment for Household Water Treatment and Storage (HWTS).

On the supply side, Aman Tirta worked to expand the market for Air RahMat. The number of outlets (traditional and non traditional) went from around 8,500 at the end of Year 3 to around 15,000 by the end of Year 4. Air RahMat sales grew gradually after the first quarter of year 4.
The geographic areas remained the same, but with deeper penetration into the market place. In addition to the expansion, PT Tanshia also developed and produced the 3 ml one-use sachet. More than 205,000 new sachets went into the market in the last 4 months of Year 4. Another 100,000 were given as samples in various events.

Promotion and marketing of Air RahMat took many forms during the past year. A new media campaign, was aired which positioned Air RahMat as a safe product that kills germs and is endorsed by the MOH.This campaign was supported by radio talk shows and print ads. We achieved more than 40% recall of key messages in the 6 main media markets. The mobilization efforts focused on local governments, schools, and health facilities at the Kecamatan level. This was supported by a new activity with Mobile Sampling Teams (MST); small box trucks that carry 1,000 liters of Air RahMat treated water to two communities a day and provide free water, demonstrations, education and sales of Air RahMat.

National Conference for Household Water Treatment & Safe Storage opening ceremony.

Aman Tirta successfully worked with the MOH to develop a new Household Water Treatment and Safe Storage (HWTS) policy that was launched at a national HWTS conference with more than 450 attendees. The impact of the policy and conference was felt immediately when the Bupati from Trenggalek District in East Java invited Aman Tirta to train the district health staff in Air RahMat and safe water, and the Bupati himself helped promote Air RahMat in his district. He has asked that the Dinkes be a sub-distributor and placed an initial order of Rp. 2 million for AR bottles and sachets.
Aman Tirta's ongoing partnership with the MOH and local governments like Trenggalek will continue to create an enabling environment for HWTS technologies like Air RahMat.

The Aman Tirta team completed the Health and Economic Impact study that was conducted in partnership with the CDC in Atlanta with very promising results. The study showed that peoples' attitudes changed regarding water treatment methods such as chlorination.
The study also showed that the Aman Tirta program activities (media, mobilizations, etc.) positively impacted peoples' choice to use Air RahMat. In addition, it showed health impact on : households that used Air RahMat had 50% less diarrhea than those who did not use Air Rahmat. Air RahMat users' stored water was safer than non AR users' stored water. This suggests that Air RahMat achieved what it is promoted as doing. The study also indicated positive impacts on cost savings for treating water as well saving money from diarrhea treatment.

The past project year was very successful in meeting the established goals and objectives. While we did not achieve the sales targets set out at the beginning of the year, there were positive trends in sales in the last three quarters. One lesson that can be drawn from the past year is that behavior changes for safe water technologies (and Air RahMat specifically) is slower than anticipated.

Mobile Sampling Team.

Children at a community event.

Program Background

The Aman Tirta (AT) program was designed to ensure widespread access to an affordable water treatment product (Air RahMat) for the Indonesian population with a focus on lower income families with children under five years old. The primary beneficiaries of the program are households and families whose water supply is contaminated. Children, in particular, benefit from drinking safe water because they are most susceptible to diarrhea and other dangerous diseases related to contaminated water.

● *Woman leaving a sampling event with her trusted Air RahMat water*

To achieve this outcome, Aman Tirta set out to:

1) **Stimulate the commercial sector on a national scale to manufacture, distribute and market Air RahMat, a product that makes water safe to drink through disinfection, while simultaneously;**
2) **Generate public demand through a strategic behavior change program to increase the adoption of Air RahMat to reduce incidence of diarrhea disease.**

In Indonesia, over 100 million individuals lack access to safe water and more than 70% of Indonesia's population relies on water obtained from contaminated sources. Poor access to safe drinking water is a major cause of diarrheal disease, especially among children under five. Diarrheal disease remains the number two killer of children in Indonesia, accounting for nearly one-fifth of child deaths annually or more than 50,000 deaths annually. Through the consistent use of Air RahMat, there can be significant impacts on individual and community health, by reducing the incidence of diarrheal diseases, as well as improving economic well being by increasing savings from the use of kerosene and wood as fuel to boil water.

Aman Tirta operates as a Public Private Partnership that includes:

- **Johns Hopkins University Bloomberg School of Public Health's Center for Communication Programs (CCP)**, responsible for the overall program strategy design,management,and communication /behavior change interventions.
- **CARE**, leading the community participation component and enhancing water treatment socialization and adoption.
- **PT Tanshia Consumer Products**, principle for Air RahMat Brand, responsible for the production, distribution, marketing, product development of the brand.
- **PT Ultra Salur**, appointed by Tanshia to be the exclusive distributor.
- **LOWE Worldwide**, partners for promotion and positioning of Air RahMat.

Vision and Mission

Aman Tirta is guided by its vision that all Indonesians should have easy and affordable access to safe drinking water, thus improving the overall health of families. For this vision to be attained, Aman Tirta's mission is to successfully market Air RahMat, a safe, affordable, and easy to use household water treatment product through a public-private partnership that will produce, distribute, and promote the product and proper safe storage practices.

While part of the mission has been accomplished, namely the development and production of Air RahMat, there is still significant work remaining to ensure wide spread access and acceptability of the product. The primary beneficiaries of the program are households and families whose water supply is contaminated.

1. *Education for street food vendor.*
2. *MST demonstration.*
3. *Survey team conducting interview Bantaeng.*

Aman Tirta
Commercial Side

This past year PT Tanshia solidified its role as the owner of the Air RahMat brand. Their commitment to the continuation of Air RahMat was demonstrated with two new developments: the completion of the new mold for the bottle and the production of the new 3 ml one-use sachet. The partnership was continued with Ultra Salur as the main distributor of Air RahMat. While the sales for the year did not reach pre-set projections, there has been a steady increase in sales through out the year. The single-use sachet was a winning concept: in its first three months of distribution, sales were around 200,000 sachets. On the distribution side, retail outlets increased from about 8,000 outlets last year to approximately 20,000 outlets in Year 4. Tanshia continues to take over a larger share of the supply component as well as implementing some of the marketing components. PT Tanshia contributed a promotional margin on each bottle and hanger of sachets sold to cover the salesmen incentive programs. PT Tanshia also created an AR laboratory within the factory to ensure Quality Control and for product R&D.

● *Non-Traditional retailers meeting.*

Achievements

- Roll out in Jabotabek, Karawang, Serang and Bandung areas with the new Regional Distributor ran smoothly. With the turnover in the regional distributor in the beginning of Year 4, the full retraining of the salesmen was completed. By the end of year 4, Air RahMat was being distributed throughout the island of Java, South Sulawesi, North Sumatra, Aceh, and in areas of Bali and Kalimantan.
- Implementation of an Air RahMat Task Force that ensured AR distribution in the focus areas. The task force is supervised by Ultra Salur and operates in Jakarta, Tangerang, Bandung, Surabaya, Makasar, and Aceh.
- Developed, produced and distributed the 3 ml single-use Air RahMat sachet. Tanshia invested more than $50,000 in the machinery for the production of the sachets. The first run was completed with 500,000 sachets with more than half of getting into the market.
- A series of different promotional and incentive programs were applied with the sales teams. These were co-funded by Aman Tirta and PT Tanshia.
- Tanshia restarted trials to mask the smell and taste of Air RahMat. With PT Mane AT's, our former flavoring partner, they experimented with different flavor techniques to improve the flavor of Air RahMat. One of the biggest hurdles to Air RahMat adoption has been smell and taste issues.PT Mane sent AR samples to their ffheadquarters in Franceand after analysis, found that AR is too reactive and the shelf life of flavored Air RahMat is limited. The overall suggestion was that the flavoring happen post treatment.

The commercial side by the numbers:

• Total investments and cost leveraging for 2008	$597,511
• Total Number of Bottles sold year 4	71,000
• Total Number of Sachet sold	548,000
• Number of Outlets and sellers	15,000
• Number of salesmen trained	600
• Number of Task Force	9
• Estimated number of liters of water treated by Air RahMat	93,790,000

My name is Poppy Anggia Utami Putri; I am 11 years old and the eldest of 3 children. I am in class 6A at Pakuhaji Elementary School 1 in Tangerang.

I learned about Air RahMat for the first time from Kak Sari when she came to my school and introduced AR to the students. I have known about AR for some time now since we started with Safe Water Day where we conducted studies on water and hand washing and here were also exciting games and I won prizes and received an AR brochure. I thought it would be good to introduce AR to the patients of my mother who is a midwife and has many patients.

I thought it would be good to introduce AR to the patients of my mother who is a midwife and has many patients.One day at around 4 o'clock in the afternoon I went to my mother's practice room at home and brought some AR brochures with me.

Although I was somewhat embarrassed,I knew in my heart that I had a strong desire to help make the people of my healthy.

"Air Rahmat is sold here", I said to the patients of my mother who were waiting for their turn to be examined. "You can drink water without boiling it, just use a few drops, shake, then leave it for 30 minutes and 'glek' (sound of drinking) you become instantly refreshed!" I said, and then I started my demonstration. "You usually boil your water when you want to make drinking water, right? But now you don't have to do so! Using AR is very beneficial, and besides it being economic al and practical, it is also healthy! As long as the water is clear you can directly drink it. AR contains 1.25% chlorine and kills the germs in the water" I said enthusiastically. "Oh…so you don't have to boil it?" The women asked me. "Hmm…so you no longer need to stand in line for hours to buy kerosene, because nowadays kerosene is scarce. Here you are! Take this brochure with you" I said. "Thank you!" they answered.

Poppy said if she can sell Air RahMat that means her customer will go to heaven! The most important thing is you should be patient and just be confident. Alright, good luck to you!

● *Poppy & her mother.*

Future

The focus for the supply side component in the last year of the program is to increase the sales and accessibility of the Air RahMat as well as the final transition of the AT program to Tanshia. We will work to better penetrate the market and increase numbers of retail outlets (both traditional and non-traditional). We will work to ensure a smoother distribution channel as well as to increase the presence of the 3 ml. sachet which has had pretty good success in the first three months of distribution. We are looking to more than double sales of bottles to 118,000 and sell an additional 860,000 sachets. As for retailers we hope to have about 35,000 active retailers by the end of the program.

NTR Program

Develop sustainable product use and penetration by utilizing NTR (Air RahMat kader) with the idea of selecting, building, and upgrading NTR relationship with AR:

- Qualifying & optimizing NTR's with relationship agreement to higher level of exposure & result.
- PT.Tanshia will create a special team to manage and operate Air RahMat NTR.
- Air RahMat representative will be posted in the key area; Aceh, Jakarta, Tangerang, Bandung, Surabaya, Makasar, and Medan to manage all AR product supply to NTR.

1.

2.

1. *Air RahMat sachet & hanger.*
2. *Air RahMat & brochure.*

Communication and Marketing

The aim of the communication and marketing component is to increase awareness as well as encourage trial and use of Air RahMat.
This happened through a series of different channels including TV, radio, print and with activation events. AT was able to create very good awareness of the product and its purpose; however, this did not necessarily translate into high rates of trial or adoption. Based on consumer research, AT revised its media messaging and developed a new TV spot.
To get closer to the consumer, AT enlarged the Mobile Sampling activities to include a total of 8 sampling trucks and teams working in the different areas. Through the Mobile Sampling Teams AT is creating an experience for people to try the AR water, learn about it and provide them an opportunity to buy the product.

Achievements

Awareness: In February 2008, AT launched its new media campaign with a TV commercial and TV program sponsorship. Based on the AC Nielsen data, this achieved 80% 3+ reach for the target audience (meaning that 80% of the TV audience saw the TV spot 3 or more times). The Omnibus survey showed that 41% of those surveyed in the 6 largest cities of Indonesia had heard of Air RahMat. Of these exposed, 75% knew AR was a solution to kill germs and 25% knew it was for making drinking water safe to drink without boiling.

Warga terkejut melihat kehebatannya

Wanita "sakti" hilangkan kuman di air mentah.

Ibu Masinah, 39 tahun, Cikarang

Wanita ini menggunakan Air Rahmat untuk menghilangkan kuman, sehingga air sumur, air keran dan air jernih lainnya bisa aman diminum tanpa harus dimasak.
"Cara membuatnya gampang kok,"ia menjelaskan. "Siapkan air dalam wadah, sebaiknya berleher kecil atau menggunakan kran. Jangan gunakan wadah besi, aluminium dan seng, buka tutup kemasan Air Rahmat, potong ujungnya lalu tuang Air Rahmat sesuai takaran di tutup botol ke dalam wadah berisi air. Terakhir, kocok atau aduk lalu diamkan 30 menit. Praktis kan? Murah lagi, cuma Rp 5.000 bisa untuk 33 galon!"
Wanita berusia 39 tahun ini lalu menambahkan, "Pakai Air Rahmat, kuman hilang air dapat diminum."

- *Air RahMat testimonial print-ad.*

Print Advertising

Research showed that "believability" was still a major issue so AT used an emotional and testimonial approach for print ads to build credibility. Both versions were placed in selected women's tabloid Nova and Nyata, the highest read tabloids among the main target audience of mothers. The ads were believable and the audience was able to relate to the person represented in the testimonial.

Radio Talk shows

Another media used this past year was the radio talk shows, which provides a longer format where listeners can get more in-depth information on AR and where people can call in and text questions that can be answered on air for all to hear. It also directs listeners to where to find Air RahMat in their area.

Aman Tirta the Grebek Pasar Program

AT used a variety show program as an entry point into the target audience's households, housewives in the C and D levels. Air RahMat aired in the first five episodes and the one hour program received a high index scoring (a way to measure number of viewers). The program is based in markets and shows interviews, cooking demonstrations, etc. Through the sponsorship, AT was given air time, logo visibility, and advertisement spots and filler during the show as well as in the beginning and ending of the show.

● *Grebek pasar program.*

In addition to the on-air presence, there was also an off-air presence. AT was given a stage presence at the five performances that included product demo on stage by a significant TV Host with a live Dangdut music performance, a booth and wet sampling. This allowed AT to provide information and interact with the crowds that came for the filming, and obtain endorsements from the TV stars that were appearing in the show that day. During the five shows, audiences ranged from 200-600 people, selling a total of 983 bottles of AR.

Mobile Sampling Team

Tanshia started the Mobile Sampling Team in September 2007 as a way of sampling AR treated water in mosques as part of the break fasting. The team consists of 4 people and a box truck that carries 1,000 liters of AR treated water that they give away at events. This then became a marketing component with the Sampling Teams going out 5 days a week and doing one event per day, and also sold products. This model was scaled to 8 sampling teams by the end of year 4. In August and September they started phasing in. Results:

- 7,100 bottles and 3,000 sachets sold;
- 310 events;
- 15,000 people attended the events.

Materials development

AT developed a **Brand Book** to be used as the single source for all brand identity information for the Air RahMat product and the different materials associated with the product. The Brand Book contains the standards for color, fonts and logo size for position as a reference to use of the print materials.

● *A page from the Air RahMat brand book.*

An Air RahMat safe water flip chart was developed to better relay the message of AR and provide information on safe water, fecal oral cycle, etc. The flip chart is used with the community mobilization component as well as with capacity building for partners such as Dinkes, NGOs, etc. It will also be used in the HWTS/PAM RT Roll Out with the MOH at the district level.

● *Flip chart.*

Results

Awareness Of Air RahMat:

- 41% of households at national level are aware of Air RahMat;
- 86% of households in the communities where we work are aware of Air RahMat;
- Those that report knowing Air RahMat know the main benefits of Air RahMat.

Use:

- 2% of households have tried Air RahMat at the national level;
- Where we work use Air RahMat as their main water treatment method.4-20% of households in the communities.

● *How to make Air RahMat.*

Future:

The future communication and marketing component will focus on increasing the awareness of AR and inducing trial and purchase of the product. AT will revise the media messages to ensure believability and credibility of the product. In addition AT will use a short radio campaign in the main implementation areas to keep Air RahMat in the media and on top of mind. With this being the last year of the project, AT is ultimately working to transition the communication and promotion activities to private sector partners.Continue to have MST program in order to gain more users and repeat purchase.

● *Air RahMat sampling event.*

Mobilizing for Air Rahmat

While the overall promotion of Air Rahmat is happening at the national level with mass media, advocacy, and sales, the community mobilization component provides a way to go deeper in the communities with information and education about Air RahMat. Through this component we work to ensure community members are able to see AR in a variety of venues such as the schools, Posyandu and the Puskesmas, as well as the local government leaders endorsing the program and the product. The program was able to achieve high awareness and trial of the product. On average more than 85% of the community reported having heard of Air RahMat and 25% reported having tried Air RahMat. This has resulted in higher numbers of people reporting using AR for their daily drinking water needs. There are four main channels that the mobilization team works through at the community level and through these channels more than 100,000 people were directly reached with AR messages.

● *Cooking contest with community leaders.*

Main Activities

- The first channel is **advocacy geared towards local government and leaders**.
  Through meetings and socializations, the leaders better understand what AT is doing and why the focus on safe water is important. Through these efforts AT received support from the leaders in all of the implementation communities. For example, the Medan District Health Office supports the program and has requested that their logo be place on all AT materials.
- Once the leaders are on board, **communities are engaged** through various kinds of activities such as home visits, Walk-a-Thon, Posyandu events, a cooking competition, and group discussions. These activities are geared to be sustainable through AR teams that are formed by cadres that wanted to lead safe water activities in their communities.
  The activities are supported by the Mobile Sampling Teams.
- To maximize the promotion and education of Air RahMat at the community level, AT partners with **Puskesmas**. The Puskesmas program pro vides credibility for Air RahMat by endorsing the program and product.
  The Puskesmas becomes one more place where people can come in contact with Air RahMat. An integral part of the program is the AR corners where AR-treated water is provided for the patients and staff. An example is the Puskesmas in Sepatan (Tangerang) where they provided free AR treated water as well as en sured that AT is part of the ongoing health activities at the Puskesmas and in the area.
- **Schools** are another channel that AT utilizes to connect with communities. Students in grades 4 to 6 participate in a series of activities that focus on safe water and good hygiene practices.
  An example is SDN Dinoyo 5 in Malang where teachers and students participated in a safe water training and have formed an AR team that ensures that there is AR treated water for all the children daily, and they lead Air RahMat activities in the school. This includes discussions where the students learn about safe water and hygiene through drama, puppets, and the AR board game. Children bring homework home to find out how water is treated at home, bring samples of AR home,and culminate their activities with a safe water day at the school which can be a community event.

Community Mobilization Achievement

Number of Communities Mobilized:	81 RWs 9 Kecamatans (15 Kelurahans)
Number of schools participating:	52
Number of AR teams:	71
Number of Puskesmas: implementing AR program	29
Number of Posyandus participating:	153

● *Air RahMat event.*

● *School kids playing Air RahMat board game.*

Type of Event	Number of events/activities	Number of Participants
Advocacy with government (Provincial, District, Sub district, Village, Community leaders/informal leaders)	578	15,860
Socialization with community members/Groups discussion	1,035	19,557
Large community event	61	23,107
Training/Workshop	112	3,126
Home visit	4,000	12,000
Other (Exhibition, MST, Radio)	84	31,586
Total	5,870	105,236

Community Entrepreneurs

Ibu Atun is a member of the AR Team in Petojo Utara – Jakarta Pusat, one of the areas where we have integrated programming with our other USAID partners. She has been promoting and educating her community about Air RahMat and safe water for the past year. She is also working with the PKK cadre in the overall program to improve heath and hygiene of the community. One of those activities is a recycling program started by ESP where the cadres make all varieties of bags with used packaging and sell them to earn income. Ibu Atun and her fellow colleagues saw the Air RahMat sachet packaging as a good material to use for the bags. Not only were they recycling the sachets, but they saw the idea as another way topromote AR. Since there were not many used sachets yet available, they asked AT to talk with Tanshia. When AT approached PT Tanshia about the idea, they were more than happy to donate the empty sachets that didn't make it through quality control or that were unusable for some reason. The cadres sold out of the bags within a couple of days and reported sales around Rp. 4 million. The AR cadres are continually coming up with innovative ideas promote and educate about Air RahMat and use these ideas to keep their programs sustained.

Future

This final year of the project will see the community mobilization component focused on the Kecamatan strategy that was developed toward the end of year four for the program.
The strategy has all of the Aman Tirta components working together in 8 Kecamatans in the provinces where AT is working. The objective is to get critical masses of people using Air RahMat in focused areas. The mobilization teams are working to get endorsements from local government, and their endorsements will continue throughout the Kecamatan to all the Kelurahans, RWs and RTs. While some of the specific activities are implemented at the Kelurahan level, the work is amplified through the different structures such as Puskesmas, posyandu, schools, etc.

● *Ibu atun showing her bags.*

● *Community getting AR treaded water.*

The Mobile Sampling Teams will conduct a majority of their work in the Kecamatans, and a strong distribution system through outlets in the area will be strengthened. AT wants people in the Kecamatans to come in contact with AR in as many places as possible. The goal is to get 10% use in the Kecamatans in the implementation areas.

Advocacy and Partnering

Aman Tirta works on many different levels to advocate for Household Water Treatment and Safe Storage (HWTS), Air RahMat and safe water. For Air RahMat to succeed in Indonesia, a political framework and political will for HWTS is critical. Without this "enabling environment" scale up of Air RahMat and related water treatment technologies will be difficult. Aman Tirta successfully worked with the Ministry of Health to get a new HWTS policy adopted and also successfully co-sponsored a national HWTS conference that attracted more than 450 people from local, provincial and national governments.

Achievements

Household Water Treatment and Safe Storage Policy: The key component of Aman Tirta's advocacy efforts this past year was the development of the HWTS (PAM RT in Bahasa Indonesia) policy.

The program supported the MOH in the development of this policy and its subsequent adoption. Three main documents were developed, the HWTS Guidelines, the Strategy, and a Catalogue of Options. All of these documents were vetted before three interdepartmental workshops. The comments and suggestions from these workshops were used to finalize the document. The HWTS policy is part of the overall Indonesia Community Based Total Sanitation strategy. Indonesia is one of the first countries in the world to establish a HWTS policy and develop an overall integrated hygiene strategy that includes HWTS, stopping open defecation, hand washing with soap, household waste water management, and household solid waste management

● *Minister of Health launches National HWTS Conference & 10.000 Village program.*

National HWTS Conference: After more than a year of planning, AT and the MOH cosponsored the National HWTS conference in Jakarta with both national and international participation. Over 450 people attended the one and a half day conference. This conference put HWTS on the MOH's national as well as the local agenda, due to district participation of from a variety of departments and areas. Through the Ministry of Health's institutionalizing HWTS at the national level the dissemination and uptake of HWTS technologies including Air RahMat will be greatly accelerated. Just two years ago, boiling water was the only accepted technology endorsed by the Ministry of Health for safe drinking water. Today, four categories of technologies are now endorsed: chlorination, filtration, SODIS and boiling. An official set of recommendations from the conference reinforced the commitment shown by the Ministry of Health that hygiene and sanitation as well as HWTS will be supported at all levels.

● *Puskesmas staff training.*

● *Hand Washing Day program.*

● *Raimuna event.*

The conference highlighted a range of HWTS technologies including Air RahMat, Aquatabs, PUR, ceramic filters, bio-sand filter, SODIS and the Life Straw Family. This conference was able to raise the visibility of HWTS in Indonesia and endorse these technologies as safe and economical as well as highly effective. Presentations were made on the impact of HWTS on health and water quality, the Ministry's accelerated program on HWTS, use of Air RahMat in emergencies, etc. Also the National HWTS Network was launched by Dr. I Nyoman Kandun, MPH , Director General of Environmental and Infectious Disease. This network will serve to bring the public and private sectors, academics, NGOs and FBOs together in support of HWTS which will be a vehicle to disseminate information, provide assistance, and promote nationally the benefits of HWTS.
The MOH contributed 80% of the budget for this conference.

Partnering at the District Level:
In conjunction with the national level advocacy, AT has been very successful in partnering with district level health departments. In DKI Jakarta, Dinkes partnered with Aman Tirta to support their programs in improving health quality and reducing diarrheal cases in Jakarta. Dinkes and AT worked together to facilitate a training of safe water and Air RahMat to all of the Kecamatan level Puskesmas (44) in Jakarta.

They also involved AT as their partner in the Raimuna (national boys/girls scout meeting) as part of health organizing committee. Aman Tirta was tasked with providing safe drinking water for 13,000 boy/girl scouts for the week long event as well as training the members of committee about Air RahMat and safe drinking water.

In Tangerang, AT partnered with the Dinkes to support their water and sanitation activities and worked together to respond to a series of diarrhea outbreaks in the area. In Medan, our partnership has evolved to be a part of the Dinkes activities so much that they requested their logo on our materials to create endorsement of the program and product.

As a result of the HWTS conference, the Bupati in Trenggalek East Java requested Aman Tirta to come and provide training to the health staff in Dinkes, and also asked the Dinkes to serve as a sub-distributor for Air RahMat. The Bupati integrated AR and HWTS into the Safari Ramadan activities.

International Exposure

Aman Tirta was presented at two international meetings. The first was the Global Health Council conference in Washington DC in May 2008. The focus of this presentation was communities and commerce and how AT worked at the community level through a mobilization component that focused on schools, health facilities, and local leaders. The second conference was the 2008 International Symposium on Household Water Management and the Fourth Annual Meeting of the International Network to Promote Household Water Treatment and Safe Storage, held in Accra, Ghana. AT sponsored 2 MOH staff (2 others were covered by MOH) to attend the meeting. The MOH had a poster presentation, and AT shared the space with the MOH. The MOH has become very engaged in HWTS through their participation in the global conferences.

USAID, Local and International NGOs: AT continued to work with USAID partners as well as other NGOs. With ESP and HSP, AT continued to integrate programs and collaborate where possible and where appropriate. In North Sumatra HSP, ESP and AT have been working and implementing activities in Aur. AT continued the integrated sites in Petojo Utara in Jakarta and in Wonokromo, Surabaya. AT also initiated a program in coordination with HSP with the Bidan Delima program, where AT would work with a group of Bidans as promoters and distributors of AR. With CARE, in addition to the overall partnership, AT recently agreed to collaborate together in a program funded by UNICEF.

UNICEF WASH Cluster: AT is a core member of the UNICEF WASH cluster for Indonesia.
The cluster brings together different groups to map out capabilities for emergency response, and where the organizations are located and what their roles will be during emergencies.
AT has provided support for water purification and Air Rahmat is now one of the main products to be used by the groups in the Cluster.

● *Indonesia HTWS team in Ghana.*

Future:

This last year of programming, Aman Tirta will continue to support the Ministry of Health roll out of the HWTS program. This will include providing assistance for AR and HWTS in four districts that are participating in the 10,000 villages STBM programs. AT will also support the formation of the National HWTS Network and will continue to form new partnerships with NGOs like Mercy Corps with their program in Ambon funded by Unicef, or with media groups such as TPI. Aman Tirta will also work with Tanshia to strengthen their ties with the national and local government institutions.

Monitoring and Evaluation

The Monitoring and Evaluation team continued to monitor the progress of the program and conducted research and evaluation activities that provided critical information to the program. These included the completion of the Health and Economic Impact Survey that was co-funded with the Institute for Public Health and Water Research. This was implemented in partnership with the US CDC and culminates 2 years of research activities. The results were very promising showing decreases in diarrhea among AR users as well as AR users having safer water. In addition, to better understand awareness and what people knew about AR at the national level, AT participated in the Nielsen Omnibus survey. Throughout the year, the M&E team also worked with the community mobilization team to undertake monthly monitoring of the community mobilization sites.

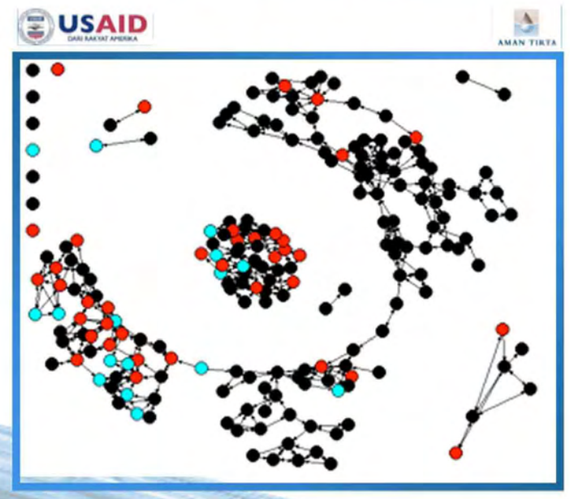
Health and Economic Impact Survey: The final part of the survey was completed in June 2007 with a 12 week diarrhea surveillance survey conducted in 4 communities in Tangerang, Banten district. Findings included evidence of a positive health impact on AR users compared to boilers. While AT's power to find a statistically significant reduction in risk of diarrhea among users was limited due to lower than expected AR use, a strong trend toward a decreased risk of diarrhea was revealed, that is consistent with findings in studies from other parts of the world. The low AR use also limited AT's ability to do a more comprehensive economic evaluation. Nevertheless, an economic benefit was found among households using AR. Although the average cost of care spread across the population was low, the average expenses for health care due to illness, in non-AR users was over 6-fold greater than in AR users. More specifically, research findings show that use of Air RahMat is higher among those who:

- Perceive social support of the product (others encourage them to use AR);
- Have people in their personal network that use AR;
- Talk to husband and others about AR;
- Perceive their husband approves the use of AR;
- Have positive attitudes toward the chlorine-based product and drinking un-boiled treated water; and
- Perceived AR approval from community leaders.

Findings also show that AR communication:

- Had a positive effect on use of AR ($p<.10$);
- Had a positive effect on the three measured psychosocial factors (attitudes toward treatment methods, talking to husband, and perceived husband approval) ($p<.05$).

Social network of women in Bojong Renged by Use of Air Rahmat



Black = Never Users
Red = Ever Used
Blue = Current Users

The Health and economic assessments suggest that:

- Children in households with confirmed AR treatment of stored water tended to have a lower risk of diarrhea than children in households not using Air RahMat;
- Neither reported boiling nor use of bottled water/refill were protective against diarrhea;
- AR users had safer water than those who used boiling or bottled/refill water.

Assesing awareness and Use at National Level

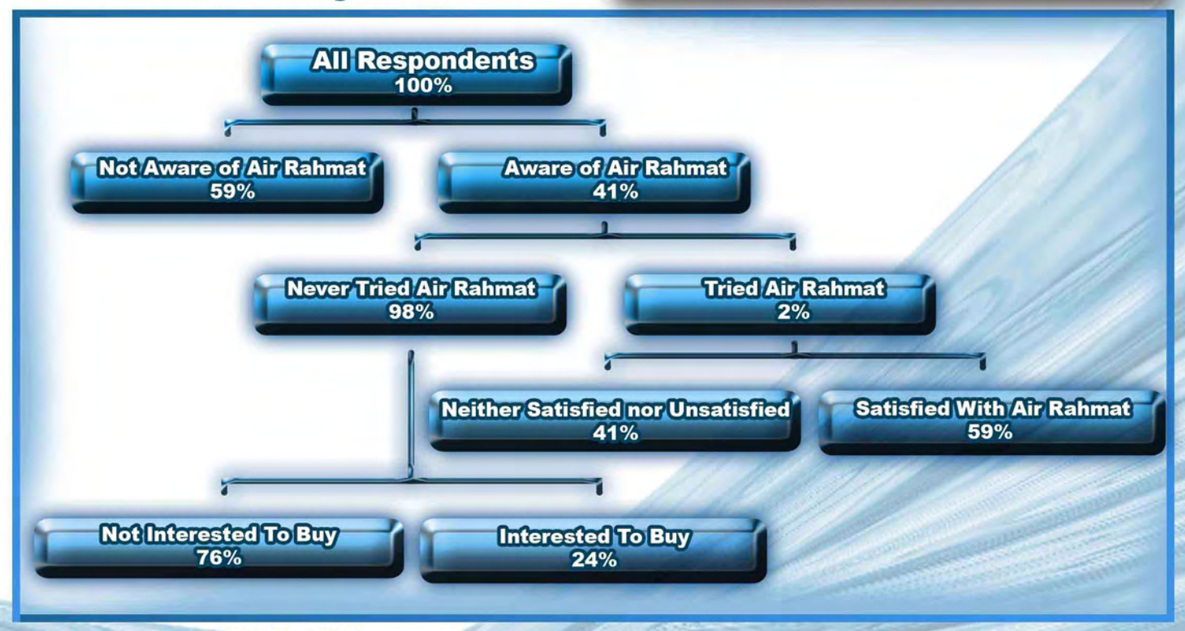
To better gauge how Air RahMat was known at the national level, AT participated in AC Nielson's Omnibus survey where a set of questions were paid for that were included in a larger marketing survey. The survey is implemented in the six main cities of Indonesia: Medan, Jakarta, Bandung, Semarang, Surabaya and Makasar, with 2029 total respondents across 5 socio economic categories. The population was sampled using multistage random sampling and the result is projected to represent 13,726,000 residents of those cities. Results included:

41% of respondents were aware of Air RahMat;
Among those that are aware:

- 94% of those respondents knew AR from the TV commercial;
- 75% of respondents correctly answered that Air RahMat is a solution to kill germs in the water and 25% said it was a solution to make drinking water safe.

Credibility: A main finding from the assessments was that people had lingering doubts about the efficacy of AR after seeing the ads.
While an overwhelming majority correctly recalled the messages of "killing germs in the water without boiling" and "the process of treating water using Air RahMat", only 16% of respondents were convinced by the AR message while 35% were not, and 48% were neutral.

Omnibus Survey 2008



- *Awareness of Air RahMat.*

This believability factor hinders people from trying Air RahMat. From respondents who are aware of Air RahMat but never tried it, 64% explained that they don't believe it can kill germs in the water.

Trial: The results showed that overall about 2% of the respondents had ever tried Air RahMat (1%-4% in the different cities). The reasons for not trying included issues around believability (64%), product availability (31%), and habit of boiling (12%).

There is an opportunity, however, to increase the adoption of Air RahMat. Among those who have never tried Air RahMat, 24% are interested to buy Air RahMat. The percentage varies across cities with Makasar as the highest (45%) and Medan the lowest (17%). The most popular reasons for wanting to try are people are attracted to the benefit (44%) and they want to prove the benefit of using Air RahMat to treat their drinking water (40%).

Throughout the year AT has been monitoring the community mobilization efforts.
This includes looking at the community outreach and school programs to see specific indicators of achievement in the program.
From 1120 households that were interviewed in the implementation sites in 7 districts (Jakarta, Medan, Bandung, Malang, Surabaya, Maros and Bantaeng). The results showed:

- 87% of those interviewed had heard about Air RahMat with 34.5% hearing about it from the posyandu activities – one of the main vehicles to reach mothers in community.
- About 25% of those who had heard about Air RahMat reported trying it and 64.3% of those triers continue to use Air RahMat.

In the school monitoring, 85 parents of students in 4 elementary schools in Jakarta and Tangerang were interviewed.

The results revealed:

- 84.7% of parents heard about Air RahMat;

From those that had heard of AR:

- 88% had heard about it from their children, as opposed to 50.7% from TV and 9.6% from posyandu kaders;
- 25% of the parents interviewed tried Air RahMat to treat drinking water at home;
- 40% of the parents received Air RahMat from their children;
- 85% said they are satisfied with Air RahMat;
- 100% of those who tried said Air RahMat is easy to use;
- 95% said AR is healthy, safe and practical.

Future:

The M&E component will use qualitative research of the last series of TV ads to better understand how people receive the ad and its affect on credibility and believability.
This information will feed into the revision of the TV media pieces to be developed. A second Omnibus survey will go into the field to that AT can better monitor awareness and attitudes toward AR. A final evaluation of the program will be conducted to provide information on the impact our program has had and what AT has achieved during the past 4.5 years.

The Future

The next year will be the last program year for Aman Tirta. The mission for the last year of activities will be to successfully transfer the program activities to our private sector partner, PT Tanshia, thus fulfilling the goal of the program, ensuring sustainability for Air RahMat. Tanshia will continue producing, distributing and marketing Air RahMat.

This includes expanding the geographic areas where Air RahMat is available as well as increasing product saturation in retail and non-retail outlets. On the product side, the one-use sachet will continue to be marketed with production ramping up to ensure wide dissemination. The 100 ml bottle will continue to be produced and marketed as it is still preferred by continuing users.

The production and market penetration for the product will be supported by media (TV and radio) spots that will focus on amplifying what is happening on the ground. A series of "fillers" will be produced that show actual events with testimonials by individuals. For radio, we will focus on talk shows about the product with spots included. The radio talk shows are locally based and we provide resource people such as our Area Coordinators and cadres who use and promote the product. When possible we also bring local leaders as advocates for the product.

● *AT goes to school.*

Below the line activities will help to bring the product closer to the end consumer.
The community mobilization component is currently implementing the Kecamatan strategy focusing mobilization efforts on 8 Kecamatans in the 7 provinces where we work. Included in this component is working to get local government support and endorsement for the program activities. This then spreads to the leaders of the Kelurahans, RWs and RTs. They will also work with the schools and puskesmas in the Kecamatans so that there are many different places where people come into contact with Air RahMat. In the schools, Air RahMat treated water is provided free for the students, and through a series of activities the students learn about Air RahMat and also bring home messages about the product to their parents. At the Puskesmas, there are AR information centers where people can get AR treated water and information on AR. This also happens at the Posyandus. The idea is that there are many places where people will see AR, and with local leaders' support, people will realize that AR is a safe and practical product.
Supporting the mobilization and the overall marketing efforts are the Mobile Sampling Teams (MST). This is an experiential marketing activity that provides an opportunity for consumers to try AR treated water, to touch it and experience Air RahMat. The team provides information on Air RahMat, conducts demonstrations of how to use the product, provides print materials, and also offers people one-on-one opportunities to answer questions or provide additional information. They also sell the product at these events.

● *Hand washing with soap event.*