

**Social Marketing Plus for Diarrheal Disease Control:
Point-of-Use Water Disinfection and Zinc Treatment
Project
(POUZN)**

**Annual Report to USAID
October 1, 2006 – September 30, 2007**



Abt Associates Inc

In association with:
Population Services International
and
Banyan Global
Forum One Communications



USAID
FROM THE AMERICAN PEOPLE

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INTRODUCTION

The POUZN project's objective is to mobilize the private sector for the prevention and treatment of diarrhea through the introduction and scale-up of point-of-use (POU) water disinfection and zinc treatment products.

This Annual Report follows the Workplan format and is organized by the four major Tasks associated with the implementation of the POUZN contract. These include: 1) Work/Business Plan Development, 2) Field Implementation, 3) Global/Technical Leadership and 4) Monitoring and Evaluation. The final section presents a summary budget for the activities described in the workplan. The Annual Report covers the period of October 1, 2006 – September 30, 2007.

Table 1 below provides a summary of the key outputs for the Year Two workplan and their status.

Table 1: Output Summary for Year 2

Task One: Work Plan Development and Reporting	Status as of September 28, 2007
Activity A: Workplan Development and Reporting	
<ul style="list-style-type: none"> ▪ Workplan for FY2007 completed and approved 	<ul style="list-style-type: none"> ▪ Completed
<ul style="list-style-type: none"> ▪ Year One Annual and Year Two semi-annual reports completed 	<ul style="list-style-type: none"> ▪ Completed
<ul style="list-style-type: none"> ▪ Workplan for FY2008 submitted 	<ul style="list-style-type: none"> ▪ Completed
Activity B: Work/Business Plans for POU Countries	
<ul style="list-style-type: none"> ▪ Work/business plans for a minimum of 3 POU countries completed 	<ul style="list-style-type: none"> ▪ Workplans completed for Angola, Rwanda, DR Congo, Haiti and Benin
Activity C: Work/Business Plans for Zinc Countries	
<ul style="list-style-type: none"> ▪ Work/business plan for one country completed 	<ul style="list-style-type: none"> ▪ Workplan completed for Benin
Task Two: Program Implementation	
Activity A: Scale-up Safe Water Systems (SWS) Program in Malawi	
<ul style="list-style-type: none"> ▪ SWS expanded to national level 	<ul style="list-style-type: none"> ▪ Expanded distribution of two water treatment products to national scale, covering all 27 districts ▪ Increased the number of outlets selling HH water treatment products
<ul style="list-style-type: none"> ▪ POU segmentation strategy and PuR marketing plan completed 	<ul style="list-style-type: none"> ▪ Annual marketing plan and segmentation strategy completed February 2007
<ul style="list-style-type: none"> ▪ BCC/category and brand campaigns implemented for SWS and PuR 	<ul style="list-style-type: none"> ▪ Developed branded and generic communication campaigns using both

	mass media and interpersonal communication channels.
Activity B: Scale-up Safe Water Systems (SWS) Program in Kenya	
<ul style="list-style-type: none"> ▪ Existing public, NGO and CBO partnerships scaled up to increase reach of IEC messages in target areas 	<ul style="list-style-type: none"> ▪ Trained 1,060 individuals from community-based organizations on the risks of diarrheal disease and interpersonal communication skills
<ul style="list-style-type: none"> ▪ Brand visibility at point of sale improved, particularly in target rural areas 	<ul style="list-style-type: none"> ▪ Additional outlets carrying POU products with POS materials in Coast region.
Activity C: Scale-up Safe Water Systems (SWS) Programs in at least 3 new countries	
<ul style="list-style-type: none"> ▪ POU is launched/scaled-up in at least three additional countries (e.g. in DR Congo, and Rwanda, and one other) 	<ul style="list-style-type: none"> ▪ Workplans developed and program launched in Angola, DRC, Haiti, and Rwanda. Workplan developed and approved for Benin.
Activity D: Launch pilot zinc program in the Kathmandu Valley, Nepal, and design and launch National Scale-up	
<ul style="list-style-type: none"> ▪ Product registration, importation and brand development 	<ul style="list-style-type: none"> ▪ Assisted 2 Nepalese pharmaceutical manufacturers to register and bring to market pediatric zinc diarrhea treatment products
<ul style="list-style-type: none"> ▪ Training of public sector MCH staff 	<ul style="list-style-type: none"> ▪ 2,243 public sector employees trained
<ul style="list-style-type: none"> ▪ BCC campaign for Zinc as diarrhea case management treatment launched 	<ul style="list-style-type: none"> ▪ Campaign logo developed to promote zinc with ORS as a treatment for diarrhea ▪ Campaign launched targeting both caregivers and providers.
<ul style="list-style-type: none"> ▪ Training of private sector personnel in Kathmandu Valley 	<ul style="list-style-type: none"> ▪ 1,660 private sector providers and pharmacists trained.
<ul style="list-style-type: none"> ▪ Program scale-up in urban and peri-urban centers throughout Nepal 	<ul style="list-style-type: none"> ▪ MOHP permission to extend program beyond Kathmandu received in August 2007, workplan for scale-up finalized and awaiting USAID approval.
Activity E: Initiation of Zinc Treatment Program in one country	
<ul style="list-style-type: none"> ▪ Zinc is launched/scaled up in one additional country 	<ul style="list-style-type: none"> ▪ Workplan developed and approved for the design and launch of a zinc program in Benin.
Activity F: Technical Assistance provided on zinc and POU	

<ul style="list-style-type: none"> ▪ Technical assistance provided in up to four countries 	<ul style="list-style-type: none"> ▪ Evaluation of pilot zinc treatment program in Cambodia completed. ▪ Workplan to improve access to POU through mutuelles in Rwanda completed.
Task Three: Global Leadership and Dissemination	
Activity A: Dissemination of Lessons Learned	
<ul style="list-style-type: none"> ▪ Lessons learned paper on POU social marketing experience 	<ul style="list-style-type: none"> ▪ Lessons Learned Paper completed and disseminated as part of World Water Day, March 2007
Activity B: Increase Visibility of POUZN Interventions	
<ul style="list-style-type: none"> ▪ Presentations made to USAID and Global Health Council meetings 	<ul style="list-style-type: none"> ▪ Participated in and presented paper on rural partnerships at GHC
<ul style="list-style-type: none"> ▪ On-going participation at POU and Zinc Partner meetings 	<ul style="list-style-type: none"> ▪ Regular participation and contribution
Activity C: Increase Visibility of POUZN Through PSP-One Web Site	
<ul style="list-style-type: none"> ▪ Continued dissemination of information on POUZN activities through electronic media 	<ul style="list-style-type: none"> ▪ Two POUZN reports (lessons learned and zinc formative research, Nepal) disseminated through the PSP-One web-site
Task Four: Monitoring and Evaluation	
Activity A: Development of M&E Plans	
<ul style="list-style-type: none"> ▪ Monitoring and evaluation plan and data collection system established in each POUZN field program 	<ul style="list-style-type: none"> ▪ Completed

TASK ONE: WORKPLAN/BUSINESS PLAN DEVELOPMENT

Objectives:

- Finalize and receive approval for the Year Two workplan
- Complete and submit the Year Two Semi-Annual Report
- Complete and submit an Annual Report for Year One activities
- Submit a workplan for Year Three
- Complete work and business plans for up to three POU countries
- Complete work and business plans for one Zinc country

Status Report on Key Activities and Outputs:

Activity A: Workplan Development and Reporting

Year Two Workplan

The Year Two Workplan was submitted to the CTO on October 19, 2006 and approval was received in November 2006. Work under this plan is the subject of this Annual Report.

Semi-Annual and Annual Reports

The Year One Annual Report, covering the period October 2005-September 2006, was completed and submitted to the CTO on November 2, 2006. A Semi-Annual Report, covering the period October 2006-March 2007, was completed and submitted to the CTO on May 11, 2007.

Submit a Year Three Workplan

The POUZN team developed and submitted a draft workplan for Year Three activities on September 20, 2007. Subsequent discussions were held with USAID/W and a final workplan was submitted October 31, 2007.

Activity B: Complete POU work/business plans for up to three countries

1. Angola

At the request of USAID/W POUZN staff worked closely with Population Services International's field team in Angola to develop a concept paper and subsequently a workplan for introducing a water disinfection product into the private sector market in Angola, specifically to position the product in cholera-endemic areas of Luanda. This workplan was submitted to USAID/W on December 21, 2006 and approved by the USAID Mission in January 2007.

2. Rwanda

During the period November 28 – December 8, 2006, POUZN’s Technical Advisor for Safe Water, Chuck Szymanski and USAID’s Hygiene and Sanitation Advisor, Rochelle Rainey, traveled to Kigali, Rwanda where he conducted an assessment of the potential for re-introducing the previously PSI-funded household water disinfection product, Sûr’Eau, in that country. As a result of this visit a work/business plan for scaling up POU activities in Rwanda was completed and submitted to USAID/W in January 2007. The workplan was approved by the USAID Mission to Rwanda on February 26, 2007.

3. Haiti

During the period mid-January to the end of February, POUZN and USAID staff held several meetings and telephone conversations with PSI Country Director, Sam Nganga; USAID HPN staff, Olbeg Desinor and Judith Timyan; and PSP-One Program Manager, Caroline Quijada, to develop a joint workplan to continue the social marketing of the current PSP-One-funded water product, Dlo Lavi. This workplan was completed and submitted to USAID/W in April 2007. Approval was received from the Mission on June 21, 2007. POUZN support will not begin until PSP-One funds are expended (on/about October 1, 2007).

4. Democratic Republic of Congo

During the period February 1-15, 2007, POUZN’s Technical Advisor for safe water, Chuck Szymanski, and USAID’s Environmental Health Team Leader, John Borrazzo, traveled to the Democratic Republic of the Congo (DR Congo) where they conducted assessments for both scaling up the current Procter and Gamble (P&G)-funded PUR water treatment program and/or introducing a chlorine-based water disinfection product in that country. As a result of this visit a work/business plan for scaling up PUR marketing activities in the South Kivu region of DR Congo was completed and submitted to USAID/W in June 2007. Approval to proceed with implementation was received from the USAID Mission to DR Congo on September 19, 2007.

5. Benin

During the period June 10-24, 2007, POUZN’s Zinc Technical Advisor, Vicki MacDonald, traveled to Cotonou, Benin to conduct an assessment of the potential for introducing a new chlorine-based water disinfection product in that country. As a result of this visit a work/business plan for introducing a chlorine-based tablet into the Beninese market was completed and approved.

Activity C: Complete Zinc work/business plans for one country

During the period June 10-24, 2007, POUZN’s Zinc Technical Advisor, Vicki MacDonald, traveled to Cotonou, Benin to conduct an assessment of the potential for introducing a new zinc product in that country. As a result of this visit a work/business plan for introducing a diarrhea

treatment kit containing a blister pack of ten 20 mg tablets of zinc and two sachets of a new flavored low-osmolarity Oral Rehydration Solution (ORS) into the Beninese market was completed and approved.

TASK TWO: FIELD IMPLEMENTATION

Objectives:

The field implementation objectives for Year Two were as follows:

- Scale up existing Safe Water Systems (SWS) (*WaterGuard*) in Kenya and Malawi
- Launch a program in Nepal to provide Zinc treatments for diarrheal disease in children under five years of age, targeting public and private sector providers, in the Kathmandu valley.
- Design and launch a national zinc treatment program in urban and peri-urban centers throughout Nepal. Develop a BCC campaign that will target caregivers of children under five utilizing both public and private sectors as treatment venues/sources.
- Scale up or launch POU products in at least three additional countries.
- Scale up or launch zinc treatment programs in at least one additional country.
- Conduct feasibility assessments for new zinc treatment programs in 1-2 countries and/or provide technical assistance for POU or zinc, as requested.

Status Report on Key Activities and Outputs:

Activity A: Scale up existing Safe Water Systems (SWS) (WaterGuard) in Malawi

Background: In 2006, PSI/Malawi received funding through USAID's Child Survival and Health Grants Program (CSHGP), POUZN and P&G to support its safe water program. Through the integration of these various sources of support, PSI/Malawi is scaling-up the safe water program to increase reach in rural areas and enhance communications and IPC activities related to diarrheal disease prevention.

Accomplishments during Year Two: Through POUZN, PSI established new sales points nationwide and enhanced its distribution strategy to incorporate community based channels of distribution. *WaterGuard* is now distributed on a national scale, focusing on rural settings where incidence of diarrhea is higher than in urban areas, socio-economic and educational indicators are lower, and where 85% of the population resides. PSI/Malawi successfully made progress towards the objectives set forth in the Year Two POUZN work plan including the following:

- Introduced the standardized SWS bottle and higher solution concentration;
- Completed and obtained approval for the CSHGP Detailed Implementation Plan, of which the POUZN program is an integral part;
- Established partnerships with NGOs to enhance rural communications and distribution, which included signing Memoranda of Understanding (MOUs) with World Vision, Fresh Water Project and Blantyre Synod to work with the NGOs' existing community networks to distribute *WaterGuard* and other diarrhea management products (ORS);
- Provided training in communications, product distribution, diarrhea prevention and management, and IEC resources to partners to enhance their ability to conduct targeted behavior change communications activities;
- Developed and pre-tested with focus groups new IEC materials to support safe water treatment and hygiene behaviors; and

- Conducted workshops to plan activities and develop IEC messages with partners.

Results: Supported the continuation and expansion of PSI’s Malawi point-of-use safe water program including:

- Expanded distribution of two water treatment products, WaterGuard and PUR, to a national scale, covering all 27 districts
- Increased the number of outlets selling HH water treatment products, as follows:

Outlets	USAID FY06 Oct. 1, 05 – Sept. 31, 06	USAID FY07 * Oct. 1, 06 – Sept. 31, 07	Change + / - %
WaterGuard outlets	280	627	123.9%
PUR outlets	87	144	65.5%

- Increased sales of WaterGuard by 20%, from 579,800 bottles in FY 06 to 695,800 in FY07 and PuR by 23.3%, from 436,200 sachets in FY06 to 538,000 sachets in FY07, representing over 400 million liters of drinking water treated.
- Trained 74 community-based health agents, private healthcare providers, faith leaders
- Developed branded and generic communication campaigns using both mass media and interpersonal communication channels to increase the knowledge and improve treatment practices of primary caregivers, community-based health agents, and healthcare providers.

Activity B: Scale up existing Safe Water Systems (SWS) (WaterGuard) in Kenya

Background: POUZN began supporting the scale up of the SWS program in Kenya in March 2007, focusing its program on increasing accessibility to and demand for POU products in poor, rural regions of Coast, Nyanza and Western provinces where incidence of diarrhea is highest.

Accomplishments During Year Two: POUZN assessed the gaps in programming in the Coast Region to determine an effective strategy to increase reach of WaterGuard and PUR products and messages in this vulnerable region. POUZN also supported an assessment of the Coast Province to better understand the cultural and business patterns within the area, identify barriers to distribution, and explore non-traditional channels for increasing access to POU water treatment products. An inventory was developed of local NGOs in the Coast Province with capacity to undertake product distribution and IPC.

In Year Two, partially supported by P&G funding, PSI also launched the “Bring a Miracle Home” campaign to encourage more affluent urban residents to bring a packet of 12 sachets of PUR back to their villages when they go home to visit. The key message being communicated is “give the gift of safe water.” Although the campaign was only launched recently the preliminary results so far are promising.

Results: Supported the expansion of point-of-use safe water products into rural, high risk regions of the Coast province of Kenya

- Increased sales of WaterGuard in Coast province by 24% from 185,337 bottles in FY06 to 230,540 bottles in FY07 and PuR by 61%--from 18,240 sachets in FY06 to 29,374 sachets in FY07, representing over 230.8 million liters of drinking water treated in the Coast province.
- Intensified WaterGuard and PUR coverage in urban residential areas by opening more small retail shops/outlets (kiosks/dukas) and expanding coverage in rural areas with specific emphasis on the Coast Region. WaterGuard is now available in 2,018 outlets in the Coast province, and PUR is available in 523 Coast province outlets.
- Conducted an assessment to develop a regional media campaign tailored to the Coast province to educate rural Kenyans on the risk of water-borne diseases and the effectiveness of water treatment using WaterGuard and PUR. Initiated interactive radio programming on water treatment in Coast province.
- Trained 1,060 individuals from community-based organizations (drama and women's health group members community health workers attached to rural antenatal clinics on the risks of diarrheal disease and interpersonal communication skills

Activity C: Scale up or launch POU products in at least three additional countries.

Angola

Background: In order to address a growing need for safe water in Angola, PSI, through the POUZN project, launched a pilot safe water program in Luanda supported by Exxon-Mobil and USAID. The objectives of the program are to both increase regular access to safe drinking water at a price affordable for low-income families as well as to aid in the prevention of cholera by targeting those municipalities that experienced the most cases of cholera during the recent outbreaks in Luanda.

Activities During Year Two: PSI/Angola made significant progress towards the launch of what will be Angola's first SWS product. PSI developed a brand name, packaging and tagline for the SWS product, *Certeza*, and registered the product with the Ministry of Health (MOH). Based on formative research, PSI/Angola developed a comprehensive marketing and communications strategy. Promotional and information, education and communication (IEC) materials were developed based on this strategy and are currently being printed. These materials will accompany the community-level *Certeza* launches that are planned for October. PSI/Angola also worked with CDC to ensure that the solution and bottle manufacturing of *Certeza* in Luanda met appropriate standards. PSI has received the first order of 30,000 bottles of *Certeza* and has placed an additional order for 62,500 bottles that will provide initial stock for distribution following the community launches.

Results: Co-funded the launch of a pilot safe water program in Luanda, in partnership with Exxon-Mobil, to increase regular access to safe drinking water at a price affordable for low-income families and to aid in the prevention of cholera.

- Developed a brand name, packaging and tagline for the SWS product, *Certeza*, and registered the product with MOH.
- Developed a comprehensive marketing and communications strategy.

Rwanda

Background: In December 2006, POUZN developed a workplan to re-launch PSI's safe water program, which had been stalled since late 2005, with renewed targeting of vulnerable populations, particularly families with young children. PSI/Rwanda began implementing this program in March 2007.

Activities During Year Two: POUZN has been supporting PSI to distribute the remaining stocks of the old *Sûr'Eau* solution through sales to private sector outlets, including pharmacies and private sector providers, and through public sector health centers. The program has been establishing and strengthening partnerships with local leaders, businesses, community-based and faith-based organizations, helping to build social support for *Sûr'Eau*. During the past six months, PSI Rwanda has:

- Redesigned the bottle, imported the necessary equipment for production, worked with the supplier, *Sulpho*, to produce a smaller, more concentrated product and developed a new label. This product is now on the market.
- Prepared survey instruments and is in the process of conducting a baseline household survey on diarrheal disease prevention and water treatment practices.
- Established and strengthened partnerships with local leaders, businesses, community-based and faith-based organizations, helping to build social support for *Sûr'Eau*.
- Pre-tested branded and generic communication campaigns for both mass media and IPC channels.

Results: Supported Population Services International to re-introduce a household safe water program *Sûr'Eau* in Rwanda

- Facilitated the legal registration of the re-designed *Sûr'Eau* product with Rwandan Government drug authorities and ensured that the re-designed *Sûr'Eau* product is on the Rwandan Government drug list.
- Developed a joint marketing campaign with local water and electricity companies to be published on water and electricity bills.
- Developed branded and generic communication campaigns for both mass media and IPC channels.
- Distributed the product through over 500 private and public sector outlets
- Sold 28,105 bottles of *Sur'Eau*,

Haiti:

Background: Building upon the success and acceptance of safe water products distributed during the 2005 flood emergencies, PSI/Haiti, with PSP-One funding, launched *Dlo Lavi* in December 2006, initially in Port-au-Prince and peripheral zones. A joint workplan was completed during this fiscal year and the majority of activities during this year have been implemented with PSP-One funding.

Activities During Year Two: POUZN has supported PSI's efforts to locate a manufacturer of bottles and solution in the United States and to develop an appropriate label. Beginning in

October 2007, POUZN will assume responsibility for directing and managing this effort which has a two-pronged marketing strategy: 1) Commercial sector distribution through shops, pharmacies, kiosks, etc. in the communes serviced by the bilateral project's (HS-2007) clinics and 2) community-based distribution through local and international NGOs. HS 2007 sites are in rural and urban areas and cover approximately 34 of Haiti's 136 communes. These sites consist of clinics and programs for young children and their mothers, hence serving the target population. The commercial distribution of *Dlo Lavi* is intended to be nationwide, but will be focused during this initial year in areas where HS-2007 sites operate.

In addition, workplans have been prepared and POUZN is poised to launch POU programs in DR Congo and Benin as well as a special program in Rwanda to increase access to water treatment products through *mutuelles de sante*.

DR Congo: POUZN will distribute PUR in South Kivu through commercial sector distribution and expand its community-based distribution in rural areas through targeting mothers and primary caregivers of children under five. The distribution of PUR will be complemented by IPC activities in health centers and markets, conducted with partner NGOs, as well as both branded and generic communications campaigns. POUZN expects willingness-to-pay to rise with the project's increased demand creation and IEC activities.

Benin: See Activity E.

Activity D: Launch a program in Nepal to provide Zinc treatments for diarrheal disease in children under five years of age, targeting initially both public and private sector providers, in the Kathmandu valley

Background: The USAID Mission to Nepal in 2005 obligated \$900,000 to POUZN to initiate a zinc treatment program through private sector channels in Nepal. The MOH's Director of the Child Health Division approved a workplan, developed in December 2005 and revised in July 2006, in December 2006. The program encompasses a pilot program for training both public and private sector providers in three major districts in the Kathmandu Valley, followed by an expansion into urban and peri-urban areas throughout Nepal.

Results to date:

Product importation: POUZN purchased and imported 129,600 10-tablet blister packs from Nutriset for the pilot MOH program in the Kathmandu Valley. In addition, POUZN imported 57,600 units for use during provider training sessions.

Support for local manufacturing: The POUZN team has played a vital role encouraging local pharmaceutical firms to manufacture quality zinc products and register those products with the Nepalese Department of Drug Administration. These include Deurali Junta Pharmaceuticals (DJPL), Nepal Pharmaceutical Laboratories and SR Pharma. Samples of disburseable zinc tablets from each of these firms have been tested by USP. DJPL introduced its product in the market in

May 2007 and passed USP testing. Sales of approximately 50,000 treatments have already been realized. Nepal Pharmaceutical introduced its products to the market in September 2007.

Training: The POUZN project has trained 2,243 public sector staff from 137 health facilities (district public health office, primary health care centers, health posts, sub-health posts, female community health volunteers, and pediatricians from government hospitals) in the three designated Kathmandu districts (Kathmandu, Bhaktapur, Lalitpur). POUZN also trained 1,658 pharmacists and pharmacy staff, from approximately 700 private pharmacies in the three districts.

Behavior Change Communication: Based on the findings of the formative research conducted in July 2006, the POUZN team developed a logo and prepared its communication strategy for developing information campaigns targeting caregivers to introduce the zinc product and present the proper use of both ORS and zinc treatments in managing diarrhea in children. Radio spots have been developed and are currently being aired by four radio stations in the Kathmandu valley. IEC materials, including wall chart bunting, posters and mounted boards have been produced and are ready for dissemination. Direct marketing is being used to reach provider groups (e.g. pharmacists, pediatricians) as well as mothers in specific venues (i.e. child health days). Point-of-sale materials ready for production include danglers, stickers, pens and mugs.

Implementation of Marketing Plan: A national umbrella campaign logo was developed to promote all pediatric zinc products that are part of the Nepal Government program.

National Scale-up: Approval for moving the program into additional districts outside the Valley has recently been received by the MOHP. POUZN is currently moving forward with preparations for the national launch, including training an additional 1,700 private sector pharmacy personnel in urban and peri-urban areas throughout the country and initiating a nation-wide communications campaign to support this effort. In September, the POUZN Project Director traveled to Nepal to finalize the development of a workplan for the scale-up. The workplan has been submitted to USAID and is awaiting approval.

E. Launch a zinc treatment program in at least one additional country.

Benin: In June 2007, USAID invited POUZN to develop an integrated workplan to introduce and socially market both water disinfection and zinc treatment products in that country. This workplan is now before the USAID/Mission for final approval. POUZN plans to work closely with other key USAID health programs, the Integrated Support for HIV/AIDS Prevention and Family Health (IMPACT) project, which socially markets maternal and child health products (including the introduction of zinc with ORS) and operates in seven urban centers and surrounding rural areas, the Projet Intégré de Santé Familiale (PISAF), which focuses on strengthening public sector health systems, and UNICEF's pilot zinc program, to introduce and market new diarrhea prevention and treatment products.

F. Conduct feasibility assessments for new zinc treatment programs in 1-2 countries and/or provide technical assistance for POU or zinc, as requested.

Cambodia: In February, 2007, at the request of USAID/W and USAID/Cambodia, a joint POUZN/USAID/WHO team evaluated PSI's pilot diarrhea treatment kit social marketing program in Cambodia, looking at program impact, reach, and potential for national and public sector expansion. This demonstration project socially marketed the world's first diarrhea treatment kit (DTK) branded as OraselKIT® in selected districts of two provinces of Cambodia, Pursat and Siem Reap. The DTK includes two sachets of the new WHO/UNICEF-recommended reduced-osmolarity ORS, one blister pack of ten 20 mg tablets of dispersible zinc, and an instructional leaflet, for the treatment of simple diarrhea among children. The DTK is being distributed through commercial retail outlets and two local partner NGOs, the Reproductive and Child Health Alliance (RACHA) and the American Red Cross/Cambodian Red Cross (ARC/CRC).

The team completed its assessment and the final report which identifies important lessons learned in this initial effort and provides recommendations for future action. A Lessons Learned paper has recently been finalized and will soon be available for dissemination.

SWS in Rwanda through Mutuelles de Santé: This planned joint Health Systems 20/20 and POUZN effort aims to increase access to and use of Sûr'Eau, primarily among poor rural communities, through the marketing of this product at a discounted price to mutuelle members. Secondly, the project aims to determine whether inclusion of POU products motivates the population to join their local mutuelle; discounting and promotion of POU products changes household and/or mutuelle spending on diarrhea treatment; and whether the intervention changes diarrhea prevalence among children under 5 in mutuelle member families. Through HS20/20, this effort aims also to determine the cost-benefit of the intervention for the mutuelle. POUZN provided a social marketing specialist for the assessment team and prepared the workplan, which has recently been finalized. Work on this program will begin in November 2007.

TASK THREE: TECHNICAL/GLOBAL LEADERSHIP

Objectives:

- Complete and disseminate a Lessons Learned paper on POU social marketing
- Present findings at the Global Health Council and other appropriate partnership meetings
- Document and disseminate other POUZN lessons learned

Status Report on Key Activities and Outputs:

Activity A: Complete and Disseminate a Lessons Learned Paper on POU Social Marketing

On March 22, 2007 POUZN published a paper titled *Best Practices in Social Marketing Safe Water Solution for Household Water Treatment: Lessons Learned from PSI Field Programs*. This publication describes the best practices/lessons learned in project design, production of product components, the regulatory environment, marketing, communication, sales and distribution, partnerships, cost recovery and pricing, and HIV/AIDS programming. The publication was made available at World Water Day events hosted by Water Advocates and the Global Health Council and on PSP-One and Environmental Health Project websites. As of September 27, 2007, 3,740 copies had been downloaded from the EHP site and 1,555 copies had been downloaded from the PSP-One site. An additional 250 print or CD copies have been disseminated at World Water Day, Global Health Council, CORE and other events.

Activity B: Increase Visibility of POUZN Interventions through Participation at Meetings and Conferences

A key activity in Global/Technical Leadership is to increase familiarity of USAID and other collaborating partners with point-of-use household water disinfection and zinc treatment activities. Four abstracts were submitted to the Global Health Council for the June 2007 conference on partnerships in health. One of these titled “Moving POU products/services to rural areas through the private sector” was accepted and presented at the June 2007 meeting. In addition, POUZN participated in numerous POU and zinc meetings, including the quarterly USAID POU meeting and the CORE group meeting.

Activity C: Increase Visibility of POUZN through PSP-One Website

POUZN staff members have worked with PSP-One to ensure that the PSP-One on-line resource library is searchable by topics of interest to the POUZN community and continue to add documents of interest on POU and zinc to the resource library. In addition to making available POUZN’s own formative research on knowledge, attitudes and practice related to zinc in Nepal, the POUZN team also made available recent randomized controlled research in three countries on the use of zinc for the treatment of infants aged 28 days to five months and CDC’s recent review of current household water treatment and safe storage options in developing countries.

The most popular of the current documents/weblinks in the PSP-One resource library tend to be the practical tools for implementation of household water treatment options:

- Best Practices in Social Marketing Safe Water Solution for Household Water Treatment – 1,555 downloads
- PSI Safer Water Treatment Products and Services – 919 downloads,
- International Network to Promote Household Water Treatment and Safe Storage –867 downloads,
- CDC website on Safe Water – 864 downloads,
- Household Water Treatment and Safe Storage Following Emergencies and Disasters – 797 downloads,
- Household-based Water Treatment and Safe Storage Network Bulletin – 789 downloads,
- Safe Water Systems for the Developing World: A Handbook for the Implementation of Household-based Water Treatment and Safe Storage Project – 775 downloads,
- Bibliography on POU water disinfection – 728 downloads,
- Proctor and Gamble Water Purification System – 564 downloads, and
- Managing water in the home: accelerated health gains from improved water safety (new) – 474 downloads.

The most popular resources that focus on zinc were:

- Enhanced Diarrheal Disease Control website – 805 downloads,
- The SUZY project (Scaling up zinc treatment for young children with diarrhea in Bangladesh) – 680 downloads, and
- Presentations from the 3rd Annual Zinc Conference, hosted by the ICDDRDB – 598 downloads.
- Introducing Zinc in a Diarrhea Control Program: A Manual for Conducting Formative Research – 287 downloads,
- Qualitative Research for a Zinc Treatment Program in Nepal: Findings and Recommendations (2006) – 241 downloads, and
- Diarrhea Treatment Guidelines for Community Health Workers (231 downloads) and Clinic-based Healthcare Workers (200 downloads).

TASK FOUR: MONITORING AND EVALUATION

Objectives:

- Baseline indicators for each intervention country identified
- A monitoring and evaluation plan and data collection system in each country

Status Report on Key Activities and Outputs:

Activity A: Development and Implementation of M&E Plans

Monitoring and Evaluation plans for each field program have been included as part of the country workplans. Data collection and analysis to monitor these programs is being implemented through regularly scheduled PSI household (TraC) surveys. Baseline data has been gathered from recent surveys in Malawi and Kenya. A household survey is underway in Rwanda and a baseline household survey is planned for Benin for POUZN Year Three. Table II below provides a summary of baseline indicators gathered to date for Kenya and Malawi:

TABLE II: POU Program Baseline Indicators and Definitions Kenya

Goal	POUZN Indicator	Kenya	Kenya TRaC Definition
Reduced morbidity due to diarrheal disease in children under five	% of families reporting children under five having diarrhea in the past 2 weeks	16% National 21.9% Coast	Same as indicator: Data taken from 2003 DHS
Increased use of POU water treatment products	% of HH with children under 5 treating their drinking water with project-promoted product	15.5% (national)	% of HHs with children under five that are currently using WaterGuard.
	% of HH with children under 5 consistently treating water with project-promoted product	11% (national)	% of HHs with children under 5 who indicated using WaterGuard on a consistent basis.
	% of HH with children under 5 correctly storing water	58.9% (national)	% of HHs with children under 5 who use a container with a narrow opening to store drinking water.
Improved knowledge	% of HH that can cite one or more project-promoted water treatment products	73.2% (national)	% of HHs with children under 5 who have ever heard of a product called WaterGuard.
	% of HH who know where to purchase POU products	43.9% (national)	% of HHs with children under 5 who know where to purchase WaterGuard.
Improved access	% of consumers residing within specified distance of water treatment product	21.5% (national)	% of HHs with children under 5 who reside within 15 minutes to a place that sells WaterGuard. (reported)

TABLE II: POU Program Baseline Indicators and Definitions Malawi

Goal	POUZN Indicator	Malawi	Malawi TRaC Definition
Reduced morbidity due to diarrheal disease in children under five	% of families reporting children under five having diarrhea in the past 2 weeks	20%	Same as indicator
Increased use of POU water treatment products	% of HH with children under 5 treating their drinking water with project-promoted product	14%	% of HHs with children under 5 who used WaterGuard in the last week.
	% of HH with children under 5 consistently treating water	20.9%	% of HHs with children under 5, (among those who treat their water,) who indicate always consuming treated water.
	% of HH with children under 5 correctly storing water	84%	% of HHs with children under 5 who store their water in a covered container. (observed container)
	% of HH that know diarrhea can be contracted from water	96.9%	% of HHs with children under five who agree that "Diarrhea/cholera is caused by contaminated water."*
Improved knowledge	% of HH that know they need to treat and store water	98.0%	% of HHs with children under five who agree that "Covering my drinking water will help prevent it from getting contaminated."*
		98.0%	% of HHs with children under five who agree that "To keep a child healthy, it is important that I provide him/her with clean drinking water."*
	% of HH who know where to purchase POU products	82.6	% of HHs with children under five who strongly agreed or somewhat agreed that "I know where to buy WaterGuard."**
Improved access	% of consumers residing within specified distance of water treatment product	60.9	% of HHs with children under five who strongly agreed or somewhat agreed that "I can get WaterGuard within 10 minutes walking distance from my house."**

Since Zinc is a new product in Nepal and Benin, the Demographic and Health Survey will serve as a baseline measure for zinc programs. Table III below summarizes baseline indicators for both countries:

Table III: Baseline indicators for Zinc Programs

	Indicators	Nepal	Benin
Increased use of Zinc together with ORS for the treatment of diarrhea	% of households with children under five using ORS during the last bout of child's diarrhea	29.3%	23.3%
	% of households with children under five using zinc during the last bout of child's diarrhea	0.4%	0%
Decreased use of other pills and syrups for the treatment of diarrhea	% of households with children under five purchasing other pills/syrups during the last bout of child's diarrhea	45.1%	28.6%