

Children's Safe Drinking Water

An Educational Guide

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Photo courtesy of Procter & Gamble Company



Message to Users

You have the remarkable role of teaching children, their families, and entire communities about PÜR Purifier of Water and the health benefits of this product. To date, P&G's Children's Safe Drinking Water program has provided more than 500 million liters of clean drinking water to people living in developing nations and to global emergency relief.

We encourage you to use the information in this guide as you prepare for your presentation. Hang the wall poster in communities where you demonstrate how to use the product. Encourage families and community members to look at the step-by-step photos on the poster when they use the product every day.

Thank you for serving children, their families, and communities in need.

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Children's Safe Drinking Water

P&G Live, Learn and Thrive™ Initiative.

Make Safe Drinking Water from Any Source

Contaminated water can come from many sources. PÜR Purifier of Water can produce safe drinking water from any water source available. Read about some of the most common water sources below.

- Rivers** pick up contaminants, including dirt (turbidity), parasites from animal and human fecal matter, and pesticides as they flow.
- Lakes** may contain a variety of contaminants, including pesticides, parasites from animal and human fecal matter, and microorganisms.

Wells may collect contaminants from the surface of the ground, such as dirt, trash, and other waste from people and animals.

Untreated tap water may be contaminated with bacteria, viruses, and microorganisms that are unsafe to drink.

Stagnant water produces dangerous bacteria and parasites more easily than other kinds of water, because it is not flowing.

Use the PÜR Purifier of Water to clean water from these sources every day and know that your water is safe to drink.



Photo courtesy of Procter & Gamble Company

What Does PÜR Remove from the Water?

PÜR Purifier of Water removes a wide range of dangerous impurities from water. Some of the most common contaminants are the following:

Solids

Fecal matter (animal and human)	May contain bacteria, viruses, and parasites, causing nausea, cramps, diarrhea, and other symptoms
Dirt	May contain pesticides, bacteria, or other contaminants that may impact health
Pesticides (such as DDT)	Seeps into rivers, lakes, and other bodies of water from nearby farmland; sometimes used to prevent malaria outbreaks
Heavy metals (such as arsenic)	If present in water source, may cause health issues
Turbidity	Particles of material that cause water to appear cloudy; may contain bacteria, viruses, and parasites that cause nausea, cramps, diarrhea, and other symptoms

Viruses/Bacteria/ Parasites

<i>E. coli</i>	Bacteria transmitted through animal and human fecal matter; causes diarrhea, nausea, cramps, and other symptoms
<i>Giardia</i>	Parasite transmitted through animal and human fecal matter; causes diarrhea, cramps, and vomiting
Intestinal worms	Parasites transmitted through animal and human fecal matter; cause diarrhea, weight loss, itchy skin, and other symptoms
Cholera	Bacterial infection that causes diarrhea, vomiting, leg cramps; may be fatal if untreated
Hepatitis A	Virus transmitted through fecal matter; causes weakness, nausea, fever, and other symptoms

Keeping Families Healthy Every Day

Approximately 4,000 children under the age of 5 die each day from diarrheal diseases present in unsafe drinking water.

Protecting their children's health is a primary concern for all families. Being able to do this depends on having basic resources, including safe drinking water. For families living in developing nations and countries stricken by global emergencies, a safe water supply may not be available.

By spreading the word about PÜR Purifier of Water, you can bring hope to these families. The message is simple: PÜR Purifier of Water makes dirty water safe to drink. One packet of PÜR can give a family enough safe drinking water for 2–3 days. It helps reduce parasites, bacterial and viral diseases, and other contaminants found in water, and has been proven to dramatically reduce diarrheal illness in children.

Clean water is only one step in the process toward improving family health. Here are three key points to share with families:

- ◆ Use PÜR Purifier of Water to clean water.
- ◆ Do not put hands or utensils in drinking water. Wash hands often. This helps to prevent the spread of infection.
- ◆ Clean water should be stored in clean containers. One example of a container useful for storing clean water is a clay pot with a narrow opening and spout. This type of container reduces contamination.

Source: Procter & Gamble: www.purwater.com



How Does PÜR Purifier of Water Work?



PÜR Purifier of Water uses the same ingredients that are used in municipal water systems. It works like a mini water treatment plant

to eliminate contaminants in the water and show visible signs that water is cleaner.



Share the Facts

PÜR IS...

- ✓ a preventive treatment, not a medicine.
- ✓ effective when used correctly every day.
- ✓ safe enough for babies.

REMEMBER

Give the poster to the local community health center so it will be in one central place for community members to access and refer to in order to review the steps of the process.

How to Use PŪR Purifier of Water

Photo courtesy of Procter & Gamble Company



Follow these easy steps to make safe drinking water:

1. MIX

10 Liters

2. STIR

5 minutes

Stir well.

5 minutes

Leave the water.

10 Liters

If water is not clear, stir again until the floc is separated.

3. FILTER

Use thick 100% cotton cloth without any holes.

Dispose of the filtered floc away from children and animals.

4. DRINK

Wait 20 minutes.

Do not drink if water is yellow.

