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# The POUZN Project:

Forging Public-Private Partnerships to  
Reduce Childhood Illness and Death

The **Point-Of-Use Water Disinfection and Zinc Treatment Project (POUZN)** aims to reduce one of the leading causes of illness and death among children worldwide – diarrhea – via two proven methods: preventing diarrhea by disinfecting water at its point-of-use, and treating diarrhea with zinc therapy.



Connecting People > Creating Change

To encourage the availability and sustained use of these two interventions among caregivers of children, AED/POUZN collaborates with private sector organizations to **implement projects rapidly and at scale**. By **leveraging the resources of the private sector** in marketing these life-saving products, advocating for regulations that facilitate their use, and mobilizing community-based organizations, POUZN is creating **sustainable** local capacity that reaches the most vulnerable populations.

## Safe Drinking Water at the Point-of-Use



Water treatment at the point-of-use (POU), such as at households or schools, has been found to reduce diarrhea caused by waterborne pathogens by 30-50%. POU water disinfection makes contaminated water safe to drink through **creates sustainable partnerships** to make a variety of POU devices available and affordable to low-income families and communities.

### SUCCESS THROUGH PARTNERSHIP

#### Using Microfinance to Sustainably Reach Underserved Populations

In Uttar Pradesh, India's most populous state, POUZN is working with NGOs to introduce POU methods including boiling, solar disinfection, chlorine and POU devices to the urban and rural poor. Because of the capital outlay required to purchase a water filter, POUZN has engaged manufacturers in extending the distribution of their products, and brought in micro-finance organizations to provide small loans to their clients (women self-help groups) so that they can purchase the POU water treatment devices. Private sector organizations are planning an independent extension of this project to other regions of India.

## Zinc Treatment to Prevent and Treat Diarrhea



Zinc and ORT have been endorsed by the World Health Organization and UNICEF and local medical associations, as the rational treatment for childhood diarrhea. Numerous studies have demonstrated that zinc therapy given for 10 to 14 days not only reduces the duration and severity of the diarrhea, but also has a preventive effect against its recurrence. POUZN's approach ensures that the rational treatment of diarrhea is promoted and that multiple forms of zinc are available to health providers and children's caregivers.

### SUCCESS THROUGH PARTNERSHIP

#### Quickly Bringing Programs to Scale in a Sustainable Manner

POUZN mobilized some of India's largest pharmaceutical companies to promote zinc treatment in all 29 states and to over 75,000 GPs and pediatricians. These numbers are projected to increase, buoyed by an increasing number of partner companies that will continue to promote zinc to more health professionals and drug retailers across the country.

In Tanzania, POUZN collaborated with Shelys Pharmaceuticals to develop, launch and create demand for the first-ever brand of zinc for the treatment of diarrhea in Africa. The product is affordably priced to encourage widespread use.

In Indonesia, zinc treatment brands were launched and distributed nationwide in less than a year from

the inception of POUZN efforts to increase private-sector supply and create demand for zinc treatment.

#### Leveraging Significant Private Sector Resources – Cost-Effectively

Every \$1 of USAID investment in POUZN/India has leveraged \$5 of Indian commercial partners' investment in zinc product detailing, promotional materials, training, distribution, market research, and PR.

#### Reaching the "Base of the Pyramid"

POUZN engaged NGOs in an innovative approach to promote ORT and zinc treatment to rural medical providers, many of whom have no formal training, yet treat the majority of diarrhea cases in India. This approach is increasing the use of these products in rural populations that form the base of the pyramid.

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### **Forging Innovative and Multi-Faceted Public-Private Partnerships**

- In addition to commercial partners covering the private market in India, POUZN is collaborating with the central and state governments, the Indian Academy of Pediatrics, local federations of NGOs, a parastatal manufacturer of zinc, and UNICEF to ensure public sector provision of zinc treatment.
- The advocacy work of POUZN and other partners led the Tanzanian government to add zinc treatment to its essential drugs list, thus paving

the way for zinc treatment to be procured for all public sector hospitals and health posts in 2008.

- The government of Indonesia decided to change its guidelines for the Integrated Management of Childhood Illness (IMCI) to include zinc treatment for diarrhea following persistent advocacy by POUZN and the Indonesian Pediatric Society. Additionally, POUZN successfully convinced the Food and Drug Authority to allow fast tracking of zinc registration to entice more companies to market zinc.



AED has been managing the POUZN project, funded by USAID, since 2005 as part of its Center for Private Sector Health Initiatives.

For more information please visit [www.pshi.aed.org](http://www.pshi.aed.org) or contact Mr. Camille Saadé, Project Director, at +1-202-884-8959, or [csaade@aed.org](mailto:csaade@aed.org).