



Water, Sanitation, and Hygiene

Each year, 1.8 million people die of diarrheal diseases caused by poor hygiene and a lack of access to safe water and basic sanitation. Improving hygiene and treating drinking water at the point of use can sharply reduce illness and death from diarrhea and other infectious diseases.

While focusing on private-sector solutions, the FHI 360 Center for Private Sector Health Initiatives (CPSHI) draws on a long history, deep expertise, and broad experience in planning, implementing, and monitoring water, sanitation, and hygiene projects in over 20 countries in the developing world, including:

- The USAID-funded Health Improvement Project (HIP) which brought together multiple stakeholders to develop shared action plans for hygiene programming. HIP dramatically increased the use of water treatment products, soap for handwashing, and latrines, effectively reducing diarrheal disease. FHI 360 was recently awarded the follow-on Supportive Environments for Healthy Households and Communities project to support the further development, introduction, and delivery of high-impact interventions in the areas of water supply, sanitation, hygiene, and indoor air quality, along with improvements in key

behaviors and environmental conditions.

- Through the USAID-funded projects AI.COMM, AI-BCC, and PREVENT, FHI 360 (formerly AED) has raised awareness and increased the practice of handwashing in more than 30 countries to prevent and contain the spread of the H5N1 and H1N1 viruses.

CPSHI engages the private sector in partnerships with governments and communities to achieve health impact that is more sustainable than if any of these entities worked alone. Beginning with the building blocks of change—behaviors and practices—our goal is to scale up demand for water treatment and sanitation products and services in

areas where people lack access to safe water or allow it to become contaminated at the point-of-use.

Achieving high impact through partnerships

Under the Point-of-Use Water Disinfection and Zinc Treatment (POUZ) Project, CPSHI used its trademark Full Market Impact™ (FMI)ⁱ public-private partnership model to engage government ministries, private-sector players, professional associations, NGOs, and financial institutions in various aspects of project implementation.

In Uttar Pradesh, India's most populous state, POUZN worked with NGOs to introduce a range of point-of-use (POU) water disinfection methods, including boiling, solar disinfection, chlorine, and filters. The project partnered with manufacturers of water disinfection products, such as Hindustan Lever and Medentech, to increase product availability in low-income, peri-urban, and rural areas. POUZN also encouraged micro-finance organizations to provide small loans to their clients (women's self-help group members) for the purchase of filters. The end line



Global Handwashing Day
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survey showed an increase of 49% in regular use of POU products versus five percent in the comparison area. The project has shown commercial partners how to work successfully with microfinance institutions and NGOs, motivating them to expand interventions to other regions of India.

Bringing the private and public sectors together was also the focus of the Pakistan Safe Drinking Water and Hygiene Promotion Project, which employed mass media and interpersonal communications to reach the parents of young children with messages related to safe drinking water treatment, safe water storage, and hygiene. FHI 360 expanded access to hygiene and water treatment products by partnering with the private sector to increase the availability of soap and POU products, while providing technical assistance to community organizations as they implemented community and school-based hygiene and safe water programs. Over 250,000 individuals were reached through community programs and over 300,000 Grade 4 students benefitted from school-based programs. Nationwide mass media reinforced all messages delivered in communities and in schools.

Building on success

CPSHI leverages existing programs, integrating hygiene, water, and sanitation improvement into other initiatives such as HIV/AIDS treatment and care and school programs. Under the

USAID-funded Tanzania Marketing and Communications for AIDS, Reproductive Health, and Child Survival (T-MARC) Project, CPSHI integrated messaging and resources on improved hygiene and safe water treatment, handling, and storage into HIV home-based care programs. CPSHI teamed with Procter & Gamble to distribute PUR[®] water purification sachets and educate households with people living with HIV in a demonstration program in the Masai village of Mswakini in an isolated region of northern Tanzania. The project highlighted the importance of safe drinking water to keep HIV-infected household members in good health and to prevent the onset of opportunistic infections due to diarrhea and a compromised health state.

In Nepal, FHI 360 supported Environment and Public Health Organization (ENPHO), a national NGO, in the marketing and distribution of its chlorine product “PIYUSH” from 2008 through 2010. CPSHI provided marketing technical support for product design and a branded promotional campaign. During the course of the project, awareness of chlorination as a water treatment product increased from 32 to 60 percent. A study of 1,025 households in 2009 showed that 38 percent of households had used PIYUSH at least once, and 12 percent had a chlorine product in the home at the time of the survey.

With increased marketing capacity, ENPHO was able to develop partnerships with ten Nepali corporations interested in investing in safe water.

¹ The FMI approach engages multiple partners from the private commercial sector, NGOs, and the public sector, in comprehensive and synergistic efforts that aim to increase the practice of healthy behaviors, and generate and fulfill demand for an affordable and accessible range of “public health” products and services. FMI addresses the four P’s of marketing, (product/supply, price/affordability, place/distribution, and promotion/demand and appropriate use) and has three expected outcomes—equity, commercial viability, and sustainable public health impact.



The mission of the FHI 360 Center for Private Sector Health Initiatives (CPSHI) is to improve the health and well being of people in developing countries—particularly those at the “base of the pyramid”—by facilitating beneficial partnerships between the public and private sectors to provide information, services, and products that are affordable, accessible, and high quality.

CPSHI is part of FHI 360, a leading human development organization dedicated to improving lives by advancing integrated, locally driven solutions. Founded in 1971 as Family Health International, FHI 360 operates from 60 offices with 4,400 staff in the U.S. and around the world.



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