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PLAYPUMPS ALLIANCE

CLEAN WATER AND AIDS AWARENESS THROUGH PLAY

THE CHALLENGE

Eighteen percent of the world's population, or 1.1 billion people, lack access to safe drinking water. The cost of disease and productivity losses linked to unsafe water and poor sanitation in developing countries amounts to more than two percent of overall GDP. In South Africa, those costs total \$10 billion — or five percent of national GDP — as the lack of clean water is one of the biggest health challenges impeding the development of the region. Up to half of the Sub-Saharan population suffers from diseases related to unsafe drinking water and poor sanitation. More than 288 million people in the region lack access to improved drinking water and women and girls often walk up to five miles a day to carry home a 40-pound, 5-gallon bucket of water. Moreover, Sub-Saharan Africa has the highest rate of HIV infection in the world, and in order for those with HIV to remain healthy, it is crucial that they avoid infection.

THE APPROACH

In September 2006, the United States Government, through USAID and the President's Emergency Plan for AIDS Relief (PEPFAR), formed an alliance with PlayPumps International and the Case Foundation. This \$60 million alliance will work in 10 Sub-Saharan African countries to provide access to clean drinking water for up to 10 million people by 2010. The PlayPump™ water system is an innovatively engineered pump that is powered by the motion of children playing on the merry-go-round. The water tower near each PlayPump system has billboards that highlight education and health messages. Most PlayPump systems are strategically located near schools and health centers.

PARTNERS

PlayPumps International, The Case Foundation, The MCJ Foundation, The President's Emergency Plan for AIDS Relief



RESULTS

- Safe drinking water in the heart of a community enables women to take on more productive work and eliminates a barrier to girls' education
- Play allows children to gain respect for one another, break down gender stereotypes, and stimulate their bodies and minds
- The billboards provide an alternative way to inform rural families with urgent health messages. The revenues from the boards fund a decade of pump maintenance
- More than 900 PlayPump systems have been installed to date. Each can pump about 370 gallons of water per hour



THE CASE FOUNDATION

The MCJ Foundation