

FOR IMMEDIATE RELEASE

At Last Haiti Catches A Break

The Water School puts its money where the mouths of Haitian's need it most

November 8, 2010 – New York – Cholera is not just a Haitian problem. It exists potentially wherever people are forced to drink water from contaminated sources. The Water School is launching a program to teach Haitians how to purify their water so they can reduce such water borne diseases in the future. Best of all, they are doing this for less than the cost of a bottle of store bought water.

After the earthquake, people in rural Haiti have been forced to draw their drinking water from surface sources (ponds, rivers, lakes) or contaminated shallow wells. These same sources are used by cattle and other livestock and for bathing, washing clothes and other domestic uses. For many households water treatment methods like boiling, filtration or chlorination are too expensive, complex or simply unrealistic with Haiti's failed infrastructure for daily use. Regardless of where the Cholera strain came from, without access to clean water, more Haitian's will die. This is where the Water School comes in, and with the growing cholera epidemic, it cannot be too soon.

The Water School has already proven its strategy in Africa and South America. In Kenya, solar disinfection has **reduced cholera cases among children** under the age of 6 by 86%. Again and again, it has shown it can provide clean water to local communities for life as well as educate local populations toward better sanitation and hygiene. The core element is a simple, easy to teach and sustainable water purification technique using the ultraviolet rays of the sun called – SODIS (solar disinfection). The program has been introduced through the community leaders, churches and schools, who then educate their community on proper health and sanitation practices and the proven **SODIS** technology (www.sodis.ch). This program works so well because it uses:

- Readily available clear plastic bottles to avoid the need for complex technologies
- Education to teach locals how to purify the water through exposure to direct sunlight. This exposure to the sun's UV radiation kills 99.99% of bacteria, viruses and parasites that cause diseases like cholera.
- Information to ensure locals understand the importance of sanitation and hygiene to help prevent future epidemics

The Impact of solar disinfection has been proven in countries around the world with success rates of:

- 86% reduction in cholera cases in children under the age of 6 (Kenya 2001)
- 70% reduction in diarrheal cases in children (Bolivia 2003)

Over the next five years, Water School will implement a training program that will empower up to 3 million Haitians with the knowledge and resources to have clean water and improved health for life. This sustainable program will utilize local human resources to train Haitians with locally available bottles to clean pathogen polluted water using solar UV technology. At last – Haiti might just catch a break.

For more information on how to help or become involved, please contact Jeff Cannon at 212 993 6464, or via email at jc@thinkcannon.com.

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The **Water School** is a non-profit organization with a mission to provide simple, safe, strategic, and sustainable clean water solutions to the developing world. Water School was founded in 2007 by Bob Dell, a water scientist, and Fraser Edwards, a businessman with decades of experience in partnering with indigenous leaders to implement lasting change. The Water School currently implements solar disinfection through its integrated teaching program of health and hygiene.

www.waterschool.com