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Highlights of an Incredible Week at the Clinton Global Initiative

October 6, 2008



I've just returned from the [Clinton Global Initiative](#) (CGI). This was an incredible week for our efforts to build awareness of the need for safe drinking water to prevent the needless deaths of children. In this blog, I'll share some of the highlights of our week in New York City at CGI.

P&G is a sponsor of the Global Health track of CGI and stepped-up this year with 4 new commitments - two of these were for our Children's Safe Drinking Water (CSDW) program and I'll tell more about them below. The other two commitments were made by P&G's Pampers and Always/Tampax brands. Pampers expanded their 1 pack = 1 vaccine program with [UNICEF](#) and will provide 200 million vaccines over 3 years. This will help eliminate maternal and neonatal tetanus from the remaining countries in which a baby dies every 3 minutes from tetanus. And, Always and Tampax have teamed up with [CARE](#) and [Save the Children](#) to reach 1 million African girls with feminine hygiene education and pads to help keep girls in school.

I'm very proud of these new commitments by P&G! All of our commitments are examples of P&G's corporate cause of helping children in need, [Live, Learn and Thrive™](#). We included information for all of the CGI attendees about LLT in order to educate people about our philanthropic efforts.



CGI is a nonpartisan event. We're glad to take part because it builds awareness of our efforts and helps us develop new partnerships. In fact, directly as a result of participating in CGI we have developed new partnerships with [World Vision](#), [Africare](#), the [Jane Goodall Institute](#), [FXB](#), [Global Action](#), [Students of the World](#), and [Family Health International](#).

Susan Arnold, P&G's President Global Business Units, and Marc Pritchard, our Chief Marketing Officer, represented P&G's senior management this year at CGI. On the first day of the CGI meeting, Susan, Marc, Nada Dugas from Pampers, and I had a chance to speak for about half an hour with former President Bill Clinton. Because of the financial crisis on Wall Street, we talked quite a bit about these issues. I was way over my head asking the former President of the US his opinions of Secretary Paulson's bailout plan! I was on a little firmer ground when the conversation turned towards the impact of the economic crisis on corporate philanthropic efforts and investment in Africa. I was pleased to hear President Clinton tell us that P&G was a great company because of our social commitments. And, proud when Susan Arnold told the President that P&G was not stepping down from our commitments during this financial crisis but, in fact, doing more this year to provide safe drinking water than ever before.



That night, we attended the Global Health track dinner at CGI and had the chance to speak with former Senator Bill Frist, a Republican and the former leader of the US Senate. Senator Frist remembered the work we did together to provide PUR for the tsunami and congratulated P&G on our increased commitment this year. He's a physician and has a long distinguished track record of efforts to further global health. Willem-Alexander Ferdinand, Prince of Orange, Special Envoy to the UN on Sanitation, was also attending the meeting and I enjoyed telling him about our work.

He seemed impressed with our results in Uganda where Africare found that providing PUR in communities was synergistic with having the communities build pit latrines to provide sanitation.

Marc Pritchard made a fantastic speech at the Global Health Track dinner and explained our new commitments. He provided an anecdote about how CGI participation has helped our Pampers/UNICEF effort. Last year, Salma Hayek was excited to see that President Clinton announced the Pampers/UNICEF commitment to provide 40 million vaccines for maternal and neonatal tetanus. Because of this, she signed up to be our spokesmom. This then led to her endorsement of the Pampers/UNICEF program on Oprah Winfrey's television show. The bottom-line result is that that the campaign was very successful and a commitment of 40 million vaccines turned into 70 million vaccines provided.



The second day of CGI included a very special moment when President Clinton and former President Bush joined in a surprise announcement of their teaming up again - this time for the Gulf Coast states impacted by the recent hurricanes. We certainly didn't upstage this special moment, but P&G's commitments received a lot of attention. President Clinton started the morning by mentioning P&G's work to provide safe drinking water on the nationally televised Today Show. Susan Arnold gave a great speech at the Global Health Track luncheon entitled "Promises Made,

Promises Kept". She explained how we're ahead of progress on our previous year commitments for both CSDW and Pampers. The audience included some of the top public health experts in the world, and we showed videos about our Pampers/UNICEF and CSDW efforts.

The turnout to the CGI meeting this year was bigger than ever, with more than 1,000 of the world's top business, government, and humanitarian organization leaders. There were more than 60 heads of state in attendance. I was thrilled when this group was shown a video about our CSDW program. The video was created by Courtney Spence's group Students of the World. Courtney's dad is Roy Spence and he gave me the phrase "Give Your Two Cents Worth" that we used to win the American Express Members Project. That was worth 2 million dollars for UNICEF to implement water programs. When I first met Roy, I also met Courtney and learned about her organization. I was impressed with Courtney, and before long we agreed to send a team of University of Michigan students from Students of the World to Kenya to document the work of our non-profit CSDW effort. You'll be hearing more about them in the future, but suffice it to say that they did phenomenal work.



It was a very good day, but not over! A few months back, Bryan McCleary from the Pampers team had an idea to have a celebration event at CGI called "Promises Made, Promises Kept" for both our CSDW and Pampers/UNICEF work. Susan Arnold agreed to host the event and President Clinton agreed to be our special guest. Ashley Judd representing PSI agreed to attend and make comments. With these high profile folks agreeing to attend, I then began asking many of our other partners to attend. The response was incredible. The most senior leaders of more than 20 the world's top humanitarian groups agreed to attend our event. In total we had more than 150 people join our celebration.



Jodi Allen our General Manager of Pampers agreed to be our emcee. Susan updated the crowd on our commitments. Susan has been a strong advocate and sponsor of CSDW as well as overall sustainability for P&G. Almost a year ago, she foresaw that we'd need additional plant capacity to make the PUR packets. Susan told me that she was certain we'd be very successful. We brought her a plan and then she secured the funds so that we'll be able to produce enough of the PUR packets to provide an additional 1 BILLION liters of safe drinking water EVERY YEAR, if needed. This level of P&G commitment, particularly during these financial times,

speaks volumes.

Ann Veneman, Executive Director of UNICEF, told the audience about our very first meeting when I showed her the PUR demonstration, and about our collaboration to provide the PUR packets in many developing countries. And, of course, she told about the vital importance of the Pampers/UNICEF vaccine program to eliminate maternal and neonatal tetanus.



The head of the US Agency for International Development (USAID), Administrator Henrietta Fore, spoke about the importance of our partnership to provide safe drinking water. She asked me for a PUR packet since she knew we were videotaping the event. She proudly held up the packet and spoke about the need to provide more of them to prevent needless child deaths.

Anderson Cooper of CNN was perhaps the most charming of our special speakers. We had some time together before the speeches started and Anderson had lots of questions about our program. During his speech, he joked about asking me how the PUR sachets worked and that he couldn't understand anything that I said, but he nodded his head and pretended that he understood me like any good journalist. I guess that says something about my communication skills!



He spoke movingly about seeing first-hand the impact of unsafe drinking water in Burundi and how he witnessed a child dying from the dehydration caused by severe diarrhea. Part of our CSDW commitment this year ([Download 2008_csdw_commitment.doc](#)) is an awareness raising effort with CNN, Scholastic, and the Do'it's show on PBS.



Ashley Judd was the only one of our special speakers to have personally provided PUR packets in the developing world. She's gorgeous, intelligent, and deeply involved in helping our partner PSI address HIV/AIDS and child survival. She used her special communication skills to help the audience understand the impact of providing safe drinking water and the excitement when people see the miracle of PUR turning contaminated water into purified drinking water.



Ashley also spoke earlier in the week at a UN event attended by Queen Rania of Jordan. Ashley took dirty water, cleaned it with PUR, and then drank it for this esteemed group. Queen Rania was impressed and wrote about it in her blog ([LINK](#)). Ashley's been working hard for PSI's safe drinking water efforts and recently gave a strong endorsement of the power of the PUR packets at PSI's Annual Youth AIDS Gala. She also announced our partnership with PSI to provide 50 million liters of safe drinking water with the PUR packets to people living with AIDS in Ethiopia.



Of course, the headliner for our event was President Clinton. He spoke eloquently about both our CSDW and Pampers/UNICEF commitments and praised P&G for our efforts to help address top global issues through partnerships. He provided Susan Arnold with our official CGI commitment certificates and posed for some pictures with some of our top partners.

One of our formal photos of the event included Charles McCormick of Save the Children, Administrator Henrietta Fore of USAID, President Clinton, Susan Arnold, Ashley Judd of PSI, and Leigh Radford, the general manager of P&G's PUR and Vicks PUR brands.



The other formal CSDW photo included Curtis Welling of AmeriCares, Helene Gayle of CARE, President Clinton, Susan Arnold, and Richard Stearns of World Vision. What a group of partners for our CSDW program!

The finale of the evening was a dialogue between President Clinton and Susan about our programs. Susan made a touching acknowledgment of the importance of CGI by donating her personal funds, in President Clinton's name, so that we can provide a million liters of safe drinking water. That's enough water to fill up 30 tanker trucks with water! An impressive and, I know, heart-felt contribution by Susan to our program.



The rest of the evening went like a blur. There were so many of our partners that I wanted to have time with but there was not enough time. It felt like a wedding reception when all your friends are there but you feel like you don't have sufficient time with any of them. What made me most happy about this evening is that I witnessed new partnerships forming and new dedication to our cause to help underserved children. Now that's an event with a great purpose and outcome.

Thank you, thank you to Paine PR for making this event come together so well. And, Peg Fortenbery, our CSDW administrator, who ensured all of our key partners were invited.



There are a couple of final highlights to share from the CGI meeting. The CGI health track staff put together a number of commitments about water, that they called the "Water Mega-Commitment". I was honored to be called on stage with this group and have our CSDW commitment highlighted by President Clinton in front of the world leaders. This was the same morning that Senators Barack Obama and John McCain addressed CGI so the room was packed.

I was pretty excited when I was introduced to this esteemed audience so when I came from backstage I jumped over the last few steps. President Clinton chuckled as he shook my hand. I asked him if he wanted one of the PUR packets and he said yes. He suggested I hold up one of the packets for the photo op and then we had a brief conversation about the fact that the PUR packets are a cost effective way to provide safe drinking water. I wasn't surprised to hear later that he spoke about the cost effectiveness of the PUR packets in some subsequent television interviews.



It delights me that we're a part of this "Water Mega-Commitment" and doing it with many of our partners. Former Ambassador Sally Cowal of PSI has been the driving force behind our partnership with PSI since literally day one. Paul Faeth leads the Global Water Challenge, a group that includes P&G and our CSDW program. Jeff Albert of Aquaya Institute made a commitment to create water stations using the PUR packets and has already started this exciting effort in Kenya. Jeff created Aquaya Institute after seeing a PUR demonstration and has worked with us in Indonesia, Bangladesh, and now Kenya. Michelle Lyden of Global Action, a brand new partner, will provide PUR along with nutritional supplementation (Sprinkles) to undernourished children in Tanzania.

This was supposed to be the end of our excitement at CGI. But typical of the CGI process of making commitments, President Clinton joined with Paul Farmer to ask for more. Paul Farmer is co-founder of Partners in Health, a group that shattered the paradigm regarding the inability of people in the developing world to successfully use antiretroviral drugs to treat HIV/AIDS. Paul's a legend in public health and a tireless advocate for people in the developing world. His work started decades ago in Haiti and he joined with President Clinton to make a special appeal to help Haiti following the devastation caused by four successive hurricanes/tropical storms.

Paul asked me if we could provide PUR packets for Haiti. The problem was that we'd already used up all the packets in the country through PSI Haiti working with Catholic Relief Service and Hope for Haiti's Children. But because of this appeal, we began looking for more PUR in the region. PSI Dominican Republic had some PUR in Panama that had already been promised to another program but agreed to redirect it to Haiti because of this emergency.

Beth Collins of the CGI staff gained the agreement from Lisa Hamilton of The UPS Foundation to provide free transport of the PUR from Panama to Haiti. And, Partners in Health agreed to work with the government of Haiti to distribute the PUR packets. In only 2 days, we put together a new commitment to provide 5 million liters of safe drinking water for people in Haiti, with an estimated impact of preventing 200,000 days of diarrhea.



Following a speech by Gordon Brown, UK's Prime Minister. President Clinton welcomed a group on the stage that responded to his appeal for Haiti. So, there I was again representing CSDW standing beside President Clinton, President Preval of Haiti, Paul Farmer, and Matt Damon who was contributing through his foundation H2O Africa.

I had a chance to pose for a picture backstage with Matt Damon and Paul Farmer along with some of the other people making commitments. Matt told me that CGI was really amazing because you got to meet so many famous people. I thought this was an interesting statement coming from one

of Hollywood's most famous stars. It shows that we're all not that different. I thanked him for his efforts to raise awareness of water issues in the developing world. And, of course, told him about the PUR packets!



What an incredible week. We've taken big strides and made big commitments to provide safe drinking water. The celebrities and famous people who have become interested in our program is great news because it builds awareness and therefore will help create new resources to provide safe drinking water.

I hope you share in the excitement and momentum behind our program. A part our new CSDW commitment was to launch a new website. The new site was developed by TBWA/Chiat Day and Tequila. Lee Clow and his creative team at TBWA/Chiat Day have delivered everything that I wanted and more by focusing on the miracle of the PUR demonstration and our efforts on-the-ground through our partners. Check it out and as the new site says "Help Us Share!"

csdw.org