



LifeStraw's Follow the Liters Campaign

Empowering today's youth
to become tomorrow's leaders

Press Kit 2014

LifeStraw[®] 

by VESTERGAARD

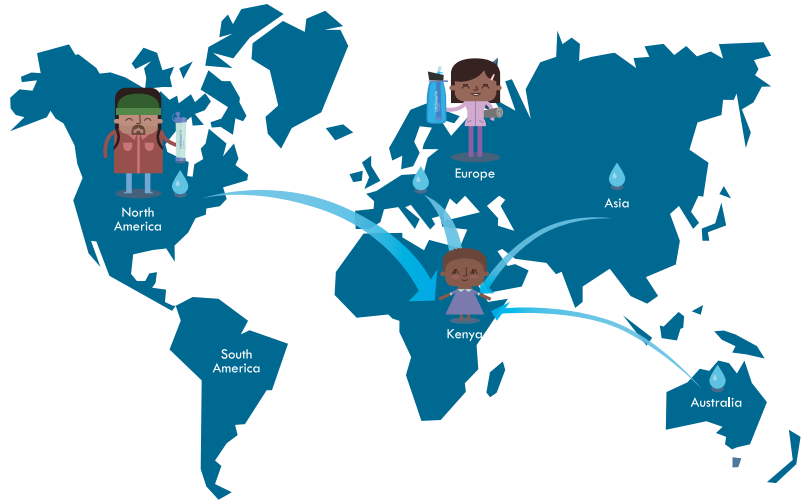
A campaign that harnesses the collaborative power of individuals

Follow
the
LITERS

For every LifeStraw water filter sold, a child in Africa receives clean water for an entire school year.

LifeStraw's "Follow the Liters" campaign aims to help solve one of the world's most pressing issues – lack of access to safe drinking water for people in developing countries.

How does it work? When a consumer purchases any LifeStraw® product, a portion of the funds is used to distribute LifeStraw® Community purifiers to schools in developing countries that don't have ready access to safe drinking water.



The first distribution takes place in October 2014, when more than 125,000 school children in over 300 schools in Kenya will receive safe drinking water.

LifeStraw®

by VESTERGAARD

LifeStraw® water filters are chemical-free and convert contaminated water into clean, safe drinking water. Each product is designed for a specific situation.



LifeStraw®

The lightweight filter is ideal for hiking, camping and travel.



LifeStraw® Family

The high volume filter provides a family of 5 with safe water for up to 3 years.



LifeStraw® Go

Incorporates award winning LifeStraw technology into a refillable water bottle.

The campaign in October marks the global launch of a new product: LifeStraw®Go

LifeStraw® 
Go | by VESTERGAARD

Portable Water Bottle

LifeStraw®Go incorporates award-winning LifeStraw® technology into a refillable water bottle. It converts microbiologically contaminated water into safe drinking water. The durable, lightweight bottle is ideal for a variety of users outside of the home, including hikers, runners and campers, and for everyday consumer use.

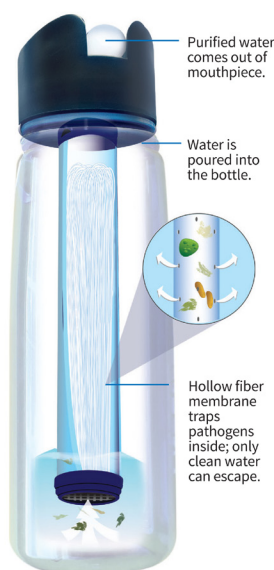
How It Works

LifeStraw® Go uses an advanced hollow fiber technology. This highly efficient method of filtration requires no chemicals.

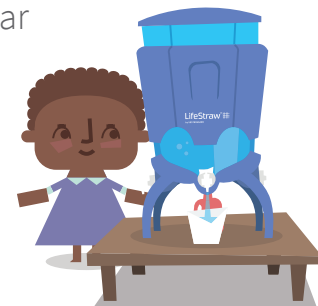


Benefits & Specifications

- Filters 164 gallons / 1000 liters to 0.2 microns
- Uses advanced hollow fiber membrane technology
- Removes 99.9999% of bacteria (E. coli, etc.)
- Removes 99.9% protozoa (Giardia, Cryptosporidium, etc.)
- Reduces turbidity (muddiness)
- Meets US EPA drinking water standards
- Ultralight, easy-to-use (no pumping, no chemicals)
- Requires no electrical power, batteries or replacement parts
- BPA and chemical-free
- Raw materials meet US Food and Drug Administration regulations and standards
- Stores: 22 ounces / 0.65 liters
- Dimensions: 235 mm x 80 mm
- Weight: 6.6 ounces / 186 grams



For every LifeStraw® Go purchased by a consumer, a school child in a developing community will be provided with safe water for an entire school year



For more information visit buylifestraw.com

The Global Water Crisis

- Kenya is not on track to meet the Millennium Development Goal for drinking water.
- 38% of the population does not have access to an improved water source.¹
- Only 37% of Kenyan schools have access to safe, clean water within 200 meters of the schools grounds.²
- 1.8 billion people globally use a source of drinking water that is faecally contaminated.¹
- Diarrhea kills more children under 5 than AIDS, Malaria and Measles combined.³
- 443 million school days are lost each year due to water-related illness.⁴
- Diarrhea remains in the second leading cause of death among children under five globally.³



About Vestergaard

LifeStraw® is manufactured by Vestergaard (www.vestergaard.com), a Swiss-based global company dedicated to improving the health of vulnerable people with game-changing solutions that fight malaria, HIV/AIDS, diarrheal disease and neglected tropical diseases. The company is the largest producer of long-lasting insecticidal bed nets that prevent malaria under the PermaNet® brand, and its award-winning LifeStraw® water filters have been designed for individual, family and community uses.

Public Health Heritage

Vestergaard developed and launched LifeStraw® Carbon for Water™ in the spring of 2011 when close to 880,000 LifeStraw® Family water filters were delivered to 91% of households without access to safe water in Kenya's rural Western Province. To make sure that the water filters are operating effectively, Vestergaard has established 32 repair and replacement service centers throughout the area. This program delivers safe drinking water to 4 million people and over its 10 year lifespan, it will help reduce the incidence of waterborne diseases significantly.

VESTERGAARD® 
IMPACTING PEOPLE

Sources:

1. WHO/UNICEF Joint Monitoring Programme for Water Supply and Sanitation

2. UNICEF Kenya

3. Liu L, Johnson HL, Cousens S, Perin J, Scott S, Lawn JE, Rudan I, Campbell H, Cibulskis R, Li M, Mathers C, Black RE; Child Health Epidemiology Reference Group of WHO and UNICEF. Global, regional, and national causes of child mortality: an updated systematic analysis for 2010 with time trends since 2000. *Lancet*. 2012;379(9832):2151-61.)

4. United Nations Development Programme (UNDP). (2006). Human Development Report 2006, Beyond Scarcity: Power, poverty and the global water crisis

How the lack of safe drinking water affects school children in Kenya

The current situation

The water sources at the Follow the Liters schools* in Kenya are unsafe

Springs or Rivers
 46%

"Given that the water is drawn from the river, it is normally contaminated by the animals."

Boreholes
 29%

"We have just been drinking water directly from the borehole and getting sick even if it is dirty because we had no option."

Pumps or Taps
 15%

"During the rainy season, the tap water is normally dirty due to floods."

Other
 10%

"Rain water is not enough for the whole school."

63%

of schools in Kenya don't have access to safe drinking water within 200 mts of school grounds

87%

of Principals at the schools listed* lack of clean water as among the schools biggest problems.

58%

of the schools are currently doing nothing to ensure the water they give to school children is safe and a small fraction are either boiling or using chlorine sporadically.

"Because we have to fetch from the river, typhoid is rampant."



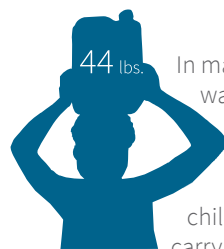
"Some of us have typhoid because we don't have safe water here in school. This Lifestraw will reduce the cases of typhoid that some teachers and pupils have faced time and again."

Negative impact on children's education

Children are losing learning time fetching water

80%

of schools rely on the students to fetch water for daily needs. This can be very time consuming and physically demanding.



44 lbs.

In many cases the water source is not close to the school grounds and children must carry water to the school. A 20 liter jerry can weighs 44 lbs.

Getting sick means missing school days (or even weeks)

75%

of the school principals we surveyed said one of the main reasons for student absenteeism is illness. More than 50% of school officials specifically mentioned waterborne diseases such as Typhoid.



"When I got sick with cholera I missed school for 2 weeks and then my exams didn't go so well."

*Each school has been visited by program staff prior to the campaign. Data was collected through interviews of school principals and discussions with teachers/students in each school.

LifeStraw® 
by VESTERGAARD

Changing the world, one purchase at a time

The campaign brings together consumers from around the world to help tackle the water crisis in schools in rural Kenya. The consumer purchase of any LifeStraw® product helps fund the distribution of LifeStraw Community, a high-volume water purifier specifically designed to deliver safe drinking water by removing waterborne pathogens and dirt commonly found in source water.



=



1 Product purchased

1 school child receives safe water for one year

Follow the LITERS

16 teams

10 days

300+ schools

1'600+ LifeStraw Community

Kenya edition 6th to 16th October 2014

Sixteen teams comprised of trained health educators will visit 300 schools. These visits will include distribution of the LifeStraw® Community water purifiers. Soap for handwashing will also be provided as well as training about use and maintenance of the purifiers, and education about safe behaviors associated with water consumption, hygiene and sanitation.

Transparency: we'll show you our progress in real time

We believe data is the key to measuring impact. That's why we'll track the campaign progress in real time. All this information will be made accessible to the public at www.followtheliters.com

Vestergaard has been actively investing in the community health of Western Province, Kenya for over six years beginning with the construction and operation of the Emusanda Health Clinic in 2008 and the provision of LifeStraw® Family water purifiers to 877,505 households in 2011. Vestergaard's local staff of 46 hygiene and health workers in Western Province will provide ongoing safe water education and training to the schools selected to receive LifeStraw® Community purifiers to ensure optimal health benefits are realized. Vestergaard will use mobile phone technology to conduct quarterly surveys of all schools in the program to ensure their filters are working properly, that schools continue to also practice complementary health and hygiene behaviors, and to assess the benefits of the program.

Large scale impact

Safe water for
125,000
school children

300
schools

over
23,000,000
liters of safe
water a year



Next steps

Over the next year we hope to expand this program to Asia and Latin America.



LifeStraw® 
by VESTERGAARD

The evolution of LifeStraw®

