



**UNICEF's Next Generation Tap Project:  
Providing the World's Children with Safe and Clean Water**

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# Tap Project: Providing the World's Children with Safe and Clean Water

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## **Water: A Prerequisite for Human Development**

Water is life. We use water for numerous necessities from the moment we awake in the morning to the moment before we go to bed. Yet nearly 900 million people around the world do not have access to safe water, and 2.5 billion people—nearly half of humanity—live without proper sanitation. Diarrhea, which is caused mainly by dirty water, is still the second largest single cause of under-five child deaths worldwide, killing more children than AIDS, malaria, and measles combined. Inadequate access to safe water, coupled with poor hygiene practices, kill 4,000 children every day and leads to impoverishment and diminished opportunities for thousands more. The simple act of washing a child's face with clean water can prevent debilitating diseases such as diarrhea and blinding trachoma, an infectious eye disease that spreads from child to child.

Poor sanitation, water and hygiene have many other serious repercussions. Poor water and sanitation contributes to the 93 million children worldwide who are not in primary school. Children – and particularly girls – are denied their right to education because their schools lack private and decent sanitation facilities. In addition, millions of girls cannot attend class because they are forced to spend large parts of their day fetching water for their family. Poor farmers and wage earners are less productive due to illness, health systems are overwhelmed, and national economies suffer. Without clean water, sustainable development is impossible. With its expertise, knowledge, and on-the-ground experience in over 150 countries, UNICEF is fighting relentlessly to ensure that every child has access to the most basic, lifesaving element—water.

## **The UNICEF Tap Project**

In 2007, the UNICEF Tap Project was born in New York City based on a simple, tangible and easy-to-implement concept: restaurants would ask their patrons to donate \$1 or more for the tap water they usually enjoy for free, and all funds raised would support UNICEF's efforts to bring clean and accessible water to millions of children around the world.

Since its inception, the UNICEF Tap Project has raised nearly \$3 million in the U.S. and has helped provide clean water for millions of children globally. Now in its sixth year, the award-winning UNICEF Tap Project, a nationwide campaign sponsored by the U.S. Fund for UNICEF, will return during World Water Week, March 19–25. The first program of its kind, the UNICEF Tap Project has become a dynamic movement that affords everyone the opportunity to help provide the world's children with safe, clean water.

Past donations raised through the UNICEF Tap Project campaign have funded a variety of lifesaving projects—including water access improvements in densely populated villages in Vietnam; sanitation improvement in Central African Republic; emergency response and water, environment and sanitation capacity-building in

Cameroon; and school sanitation and clean water projects in the Toledo region of Belize. This year's UNICEF Tap Project funds will support water and sanitation programs in Cameroon, Mauritania, Togo, and Vietnam. These countries were chosen due to their low water, sanitation, and hygiene indicators.

### *Cameroon*

- In rural Cameroon, nearly 50% of the population does not have access to safe, clean drinking water compared to 86% of urban dwellers.
- In Adamawa Province of Cameroon, long considered the country's 'water tower', only one out of two households have access to safe drinking water, and most of the province's rural schools have no water sources for their students.
- In 2010, Cameroon witnessed the worst cholera outbreak in over 20 years that led to more than 7,000 cases and approximately 500 deaths. Cholera is spread through contaminated water and food, often as a result of poor hygiene and sanitation practices.
- With a population of over 5 million, Cameroon's Extreme North and North Regions are characterized by limited access to piped and clean water, and an absence of latrines. Only 5% of people in the Extreme North have access to latrines and less than 30% have access to safe drinking water.



## *Mauritania*

- Diarrhea is the second largest cause of child deaths in Mauritania.
- Only half of households have access to improved sources of drinking water and the percentages are more or less the same in urban and rural areas.
- In sanitation, total access is 38% but coverage is highly inequitable; it drops to 13% in rural areas, while coverage in urban areas is 68%.
- Although half of the population has access to clean water supplies only about one third of those using safe sources end up drinking it uncontaminated (38% in rural areas). Overall, only 21% of the total rural population drinks uncontaminated water.
- Adequate sanitation coverage is at 26 % with coverage at 50% for urban areas and only 9% in rural areas.



## *Togo*

- Approximately 39% of the population does not have access to clean water.
- While 90% in urban areas can access clean water, only 43% in rural areas have access to clean water.
- Only 5% of households sterilize their drinking water.
- A quarter of the Togolese population does not have access to drinking water within 30 minutes walking distance.
- 7 out of 10 people do not have access to adequate toilet facilities; only 10% of the rural population has access to adequate toilet facilities.
- Access to clean drinking water is 7 times more frequent (67%) in an urban environment than in rural areas (10%).

## Vietnam

- Approximately 17.5% of the rural population does not have access to an improved water supply source and 61% lacks hygienic sanitation. In other words, about 3.3 million children lack access to an improved water supply source and more than 11 million children in rural areas do not have hygienic sanitation.
- Only 35.5% of rural households have hand-washing facilities; 12% of the rural population wash their hands with soap; and 15.6% of rural households have a water supply source at home.
- Poor sanitation and unsafe water account for more than 9,000 deaths (due to diarrhea) and for over 7 million cases of diarrhea, including 2.4 million cases of scabies, hepatitis A, and trachoma, annually.



As you can see, the chances of survival dwindle in the absence of clean water and adequate sanitation for children living in Cameroon, Mauritania, Togo, and Vietnam. It is simply not acceptable for young children to get sick and die from preventable waterborne and sanitation-related diseases. UNICEF devotes more than half of its budget toward health and nutrition programs, including safe water, basic sanitation and good hygiene initiatives to ensure that children survive and thrive.

### **UNICEF Saves Lives One Drop at a Time**

The number of under-five deaths has dropped from 33,000 in 1990 to 21,000 today. This means that in just two decades, UNICEF and its partners have helped cut child deaths by more than one-third. We owe much of this success to the strides made in water and sanitation. To implement successful programs for children, UNICEF partners with governments, multilateral institutions, non-governmental organizations, small businesses, and communities. UNICEF's approach is a proven success: 80 percent more children have access to clean water now than in 1960. In fact, we helped 1.8 billion people gain access to clean drinking since the beginning of the 1990s. With its years of experience, UNICEF has developed simple, affordable, and innovative solutions to complex water and sanitation problems.



## Water

In our on-going work, UNICEF provides and improves drinking water—in homes and in public places such as schools and health centers—by:

- Harvesting rainwater;
- Drilling wells in a cost-effective manner;
- Devising gravity-flow aqueducts;
- Using hand pumps with locally-sourced replacement parts; and
- Using solar pumps when locally-sourced replacement parts are available.

As a leader of the water, sanitation and hygiene program in emergencies, UNICEF provides relief to those whose water supplies are disrupted by:

- Trucking water to disaster zones;
- Distributing oral rehydration salts (UNICEF gives out 40 million packets annually);
- Delivering water purification tablets (last year, UNICEF distributed 1.23 billion tablets) ; and
- Supplying our Basic Family Water Kit, which covers the needs of 10 families and contains buckets, soap, water containers, water purification tablets and disinfectant.



## Sanitation

UNICEF has learned that sanitation improvements are the result of behavioral changes. When people are motivated to practice good hygiene, especially hand-washing with soap, health increases significantly and rates of diarrhea decrease by as much as 42 percent.

UNICEF helps communities to improve sanitation by:

- Promoting hand-washing with soap at all times;
- Working with the local private sector to make supplies—latrine components, soap and home drinking water products—widely available at affordable prices;
- Supporting sanitation and hygiene education programs; and
- Building latrines both for home use and in schools.



## **Making It Happen: The Impact of Your support**

Our goal is to save children's lives. UNICEF has proven that with strong partners and a steadfast focus, we will reach the day when all children—no matter their birthplace, no matter their circumstances—can grow up to lead healthy, happy and productive lives. With your support, we can bring clean water and adequate sanitation to vulnerable children in Cameroon, Mauritania, Togo, and Vietnam. The goal is in reach, but we can't do it alone. Please join us.

UNICEF's Next Generation's investment of \$100,000 could help UNICEF achieve one of the following:

- Disseminate information and educate nearly 140,000 people on proper hygiene and sanitation in Vietnam, where diarrhea is one of the leading causes of death to children under age five.
- Install 100 hand-pump wells in Togo, including materials, labor, logistics, training, maintenance, management, monitoring and evaluation. Currently, a quarter of the Togolese population does not have access to drinking water within 30 minutes walking distance.
- Install 20 wells in Cameroon, where nearly 50 percent of the rural population does not have access to safe, clean drinking water.
- Build hand-washing facilities and latrines to benefit over 1,140 school children in Mauritania, where water and sanitation related diseases remain a major health problem.

### **At this time, I hope you will consider a gift to Next Generation's Tap project today:**

- Your gift of **\$125.55** provides Basic Family Water Kits consisting of buckets, collapsible water containers, soap and water purification tablets for 10 families to have all the equipment they need to collect, store and purify water.
- Your gift of **\$500** builds one water pump, which not only provides safe drinking water, it prevents women and children from having to walk miles, often in dangerous situations, to fetch water for their families.
- Your gift of **\$1,000** provides 12 cartons of Oral Rehydration Salts, a simple solution of salts and minerals, when mixed with water, are instrumental in relieving diarrhea. Each carton contains 1,000 sachets of this lifesaving solution.
- Your gift of **\$5,000** builds one well to provide clean water to nearby communities.
- Your gift of **\$10,000** provides 4 collapsible water tanks used to safely store drinking water during emergencies. Each tank benefits approximately 1,200 people.
- Your gift of **\$25,000** provides 5 foot operated pumps to drive water from wells that are 50-120 meters deep.

*\*The items above are examples of UNICEF's work. The dollar amounts represented are based on average costs and are subject to change due to market forces.*

To make a donation, please visit:  
[www.unicefusa.org/nextgentaproject](http://www.unicefusa.org/nextgentaproject)

or send a check to:  
(made payable to the U.S. Fund for UNICEF)

U.S. Fund for UNICEF  
Attn: Casey Rotter  
125 Maiden Lane, 11th Floor  
New York, NY 10038

On behalf of the children of Cameroon, Mauritania, Togo, and Vietnam, thank you for considering a gift to UNICEF's water and sanitation programs.

UNICEF has saved more children's lives than any other humanitarian organization in the world. Working in more than 150 countries, UNICEF provides children with health and immunizations, clean water, nutrition, education, emergency and disaster relief, and more. The U.S. Fund for UNICEF supports UNICEF's work through fundraising, advocacy, and education in the United States.

UNICEF is at the forefront of efforts to reduce child mortality worldwide. There has been substantial progress: the annual number of under-five deaths dropped from more than 12 million in 1990 to

7.6 million in 2010. But still, 21,000 children die each day from preventable causes. Our mission is to do whatever it takes to make that number zero by giving children the essentials for a safe and healthy childhood.

**Believe in zero. | ~~21,000~~**

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