"Pur Water Packets"

I'm Dr. Greg Allgood and I'm the leader of Proctor and Gamble's Children Safe Drinking Water Program which is our not for profit effort to provide the Pur Packets to prevent diarrheal illness and death in the developing world.

What you do is you add one of these packets to 2 and-a-half gallons or 10 liters of water and then you stir for about five minutes. You actually stir until the water looks clear. You let it settle. You pour it through the cloth into a clean container. You wait 20 minutes and then it's purified and ready to drink.

It's this process of making the water clear that's so impactful to people that don't have safe drinking water.

One of the things that we're doing is we're going into a lot of classrooms in Africa. We're going to reach one million children in classrooms. When -- when children see this, they go home and tell their parents about it and that's a way that we can sensitize communities.

So the next step is the filter through a clean cloth into a container. Any cotton cloth works fine. If none of the residue goes through, then you know the cloth is -- is fine. It's a good cloth for filtering.

Then we start with really dirty water, we end up with crystal clear water. We have to wait another 20 minutes but then it will ready to drink.

The Pur Packets have been used in more than 40 countries, places like Myanmar this year where we had a -- a major problem of -- of safe drinking water, and Haiti where we had floods.

So it's used for situations where people need water in -- in emergencies. But it's also used on an every day basis in Sub-Saharan Africa, in
many countries like Kenya and Congo, and Malawi. So we're going in through schools. We're working with 70 different partner's groups like World Vision and CARE, Save The Children, Population Services International, PSI. All of them are partners of the children's safe drinking water program so we can provide these Pur Packets on a sustained way to prevent these needless deaths in children.

So it's been 20 minutes. The water's set, it's completely decontaminated, the bacteria and viruses that might have been in the water and now it's ready to drink so let's drink some. Cheers!

(Transcription by www.HRICART.com)