

PotaVida Pilot Program in Haiti: Successful Monitoring and Analysis of Outcomes

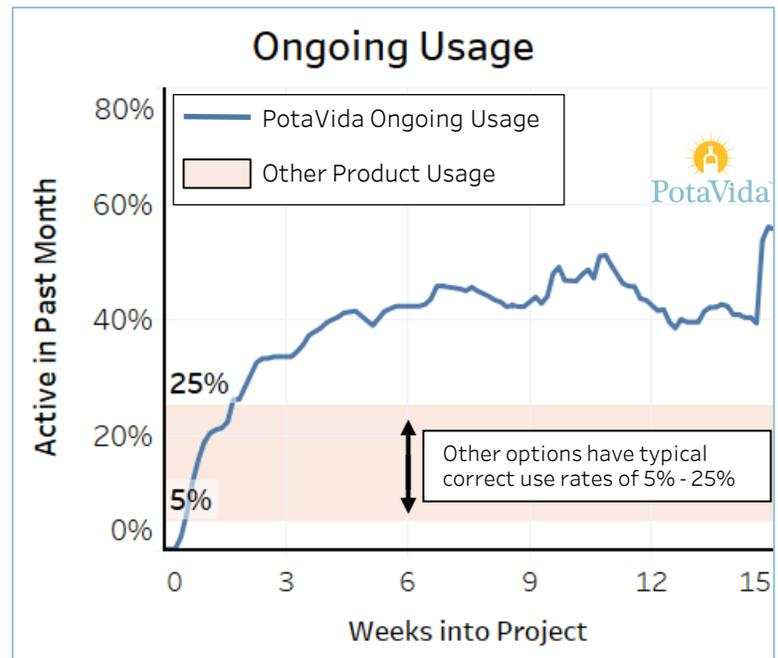


A Water Product That People Use!

PotaVida deployed 750 purifiers to 375 households in Haiti in May, 2016. Three field staff from our partner were tasked with follow-up visits to households over the next several months. Our purifier was used correctly at a higher rate than other options, it captures usage data, and the data were analyzed for fast, accurate monitoring and evaluation.

This pilot program shows the value of the purifier, and the power of real-time usage data.

The chart (see right) shows ongoing correct usage over 50% during 15 weeks of data collection. Usage rates of other interventions are typically 5-25%.

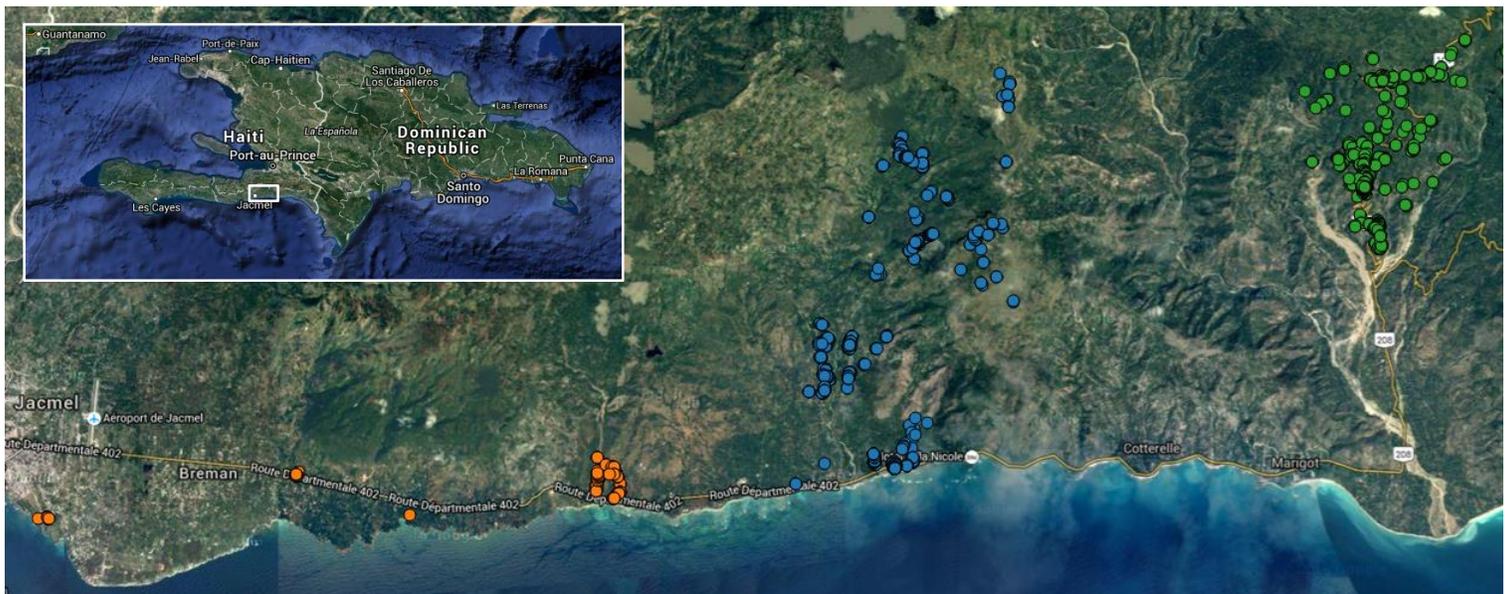


Smart Solar Purifier captures data, and syncs to a cell phone

What's unique about the data here?

The Smart Solar Purifier not only purifies water, it automatically captures usage data. Like a Fitbit, this data is sync'd to a cell phone where it can be viewed immediately, then sent to the cloud for analysis.

This means that field staff immediately benefit from collecting data, so it makes their jobs easier and more effective, rather than adding work.

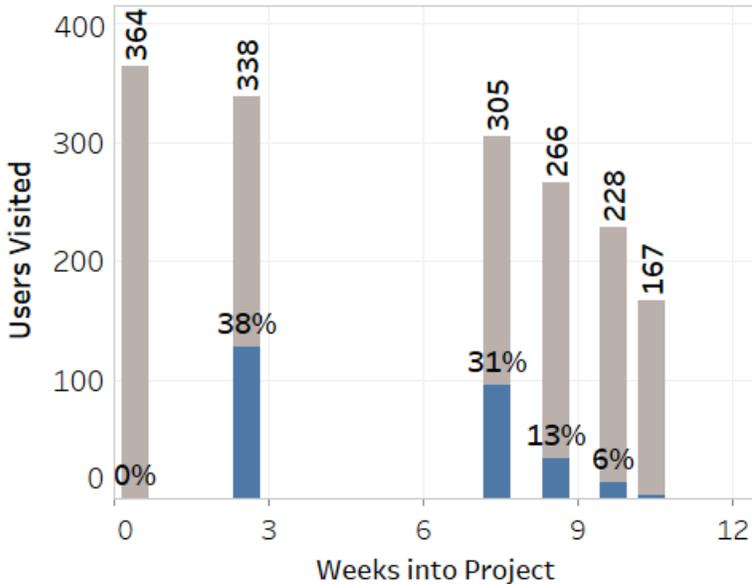


The area map of the project area shows the GPS locations where usage data was collected from some of the 375 households in Haiti who received purifiers. Waypoints are color coded by community.

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Staff Visits and *First Correct Usage*



Follow-Up Visits and Usage

The challenge in water programs is changing behavior so people actually get safe drinking water.

In the chart on household follow up visits (left), each bar is a visit, with the first representing initial distribution. The blue portion shows how many households have *first* purified at that visit.

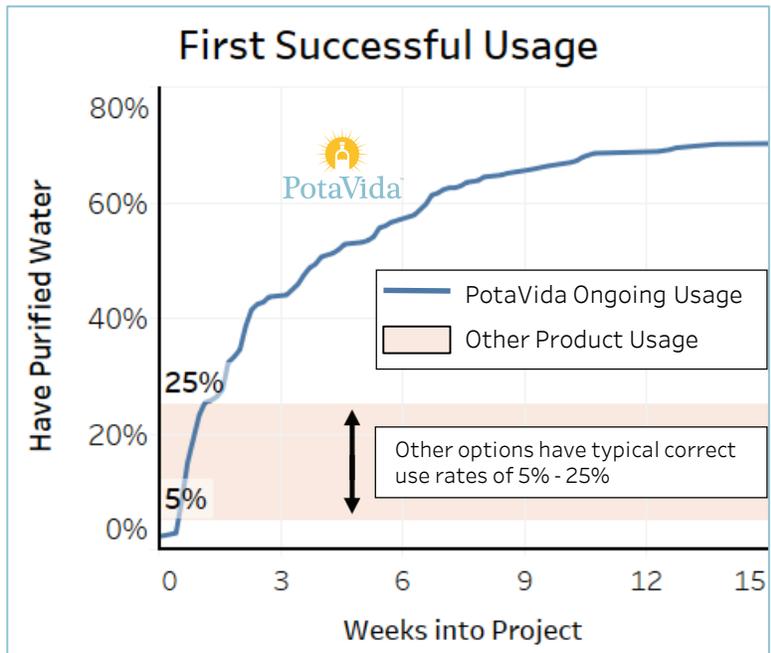
The chart shows that 38% of households used their purifiers after initial training, but after just one follow-up visit an additional 31% of households use their purifiers for the first time. Follow-up visits improve outcomes.

More Efficient Programs

The typical household water treatment device is used correctly by only 5% to 25% of households. This means an opportunity exists to increase efficiency by 75% to 95%.

PotaVida’s ability to capture, track, and report on usage results in much higher than average usage rates. Contrast the PotaVida successful use rate with other options in the chart to the right.

The chart shows over 60% of users successfully purified water, dwarfing incumbent solutions of 5% to 25%.



Identify Outstanding User Stories

We can easily identify individual “power users” whose usage rate stands out. Field staff can praise their work, interview them for insights, and share their story, such as this one:

Charles is a 57-year-old lady who lives outside of Jacmel, Haiti, with her husband and their two children. Charles says that for her, the advent of these water purifiers are a blessing. Occasionally she used to treat water with chlorine, but when she couldn't find or afford it, her and her family members consumed the water without being purified. Ever since she has received the purifiers she has constantly used them, and feels safe about her health.