

SCRIPT LIFESTRAW 4

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INTRODUCTION

'Our children will feel much more content.' That's what the deputy headmaster of a primary school in the heart of Kenya is saying. The school just received 1,000 of the unique LifeStraw water filter. They were donated by Coca Cola Nordic.

BETA LENGTH 5'24"

SHOTS:

- *wide school building with children playing*
- *parked vehicle with boxes of LifeStraws outside*
- *children carrying boxes of LifeStraws*
- *medium children standing next to tree*
- *wide children seated in class room*

VOICE OVER

A lot of excitement today at Kitambaasye Primary in Kangundo District in Kenya. There are visitors from overseas who brought 1,000 so-called LifeStraws.

SOUNDBITE CHILDREN WALKING WITH LIFESTRAW BOXESS

VOICE OVER

There are over 800 students at this school, and in the class rooms the students can't wait to get a demonstration.

SOUNDBITE MATTHEW LOLTOME TO CLASS

If we give you this LifeStraw, you are very sure you are going to drink very clean water.

SHOTS:

- wide children on playing field

VOICE OVER

Which is badly needed in this predominantly dry area, where the few water sources are not clean.

QUOTE JOSEPH MUNENE, DEPUTY HEAD TEACHER

In this area the water we take is not enough. The areas we collect water from. They are not very safe because they are streams which are not permanent. We have dams where even livestock takes water from. So the water we normally take it not safe for drinking.

SHOTS:

- medium two children at desk in class room
- wide dry school compound with flag of Kenya
- boy at desk reading instructions LifeStraw

VOICE OVER

It means that the children drink contaminated water, which cause diarrhea, typhoid and cholera. And if not treated in time, it can even lead to death, which is a sad reality around here.

By using the LifeStraw the risk of getting sick is almost reduced to zero.

SOUNDBITE MATTHEW LOLTOME

And then you're sure to be free of all these water borne diseases.

SHOTS:

- boy taking water from bowl with a LifeStraw

VOICE OVER

It's a simple solution for a big problem. You stick it in a water source like a

stream or a dam, and with a bit of effort clean drinking water comes out.

QUOTE VICTOR NJEMA

We are getting water from a dam.

We are taking water that is dirty. Also the cattle takes water there.

Now we're getting some help since there is no clean water.

With this our water is now clean.

SHOTS

- still picture LifeStraw

VOICE OVER

The LifeStraw is an invention of the European company Vestergaard-Frandsen.

SOUNDBITE PETER CLEARY, VESTERGAARD-FRANSEN TO CLASS

As the water passes through the straw it becomes clean. The bacteria and parasites that are in the water get trapped in the straw, and don't pass from the dirty water into your mouth when you drink it.

And help to keep all of you clean and safe and in school and happy and healthy.

SHOTS:

- students working at desk

- Jill Rademacher of Water for All handing out LifeStraws

VOICE OVER

For the children there's more to it than obeying thirst in a healthy manner. Clean water also helps their education, according to Jill Rademacher of the NGO Water for All that does the distribution of LifeStraws in Kenya.

QUOTE JILL RADEMACHER, PRESIDENT WATER FOR ALL

Hundreds of thousands of school days are lost every year to children being absent because of water borne diseases. A child dies every 15 seconds because of water related diseases. Diarrhea kills children under 5 in the millions. So it definitely has a relationship to education. You provide clean

water, you have healthy children who can be productive in school.

QUOTE JOSEPH MUNENE, DEPUTY HEAD TEACHER

They support education because our people are now content in mind. That they have something. Also their health is out of danger. So I think the LifeStraw will do better to our children.

SHOTS:

- *students examining their with LifeStraws*
- *close face Joseph Kimui*
- *Joseph Kimui leaving class room*
- *Joseph Kimui walking on narrow path*

VOICE OVER

The idea is that the children use the LifeStraw both at school, and at home. 13-years old Joseph Kimui is happy to go and show his brand new straw at home. He lives on a 20 minutes walk from school.

SOUNDBITE WALKING

SHOTS

- *Joseph Kimui walking on dry field*
- *wide Joseph Kimui kneeling at stream*
- *Joseph Kimui drinking with LifeStraw from stream*
- *Joseph Kimui walking to homestead*
- *Joseph Kimui presenting LifeStraw to his father*

VOICE OVER

And as can be seen the area is very dry, and Joseph has no choice to rely on usually contaminated streams. Now with the LifeStraw he can just drink from it when he's thirsty.

Arriving at home he proudly shows his LifeStraw to his father.

QUOTE JOSEPH KIMUI, 13

The LifeStraw is great because it makes us drink clean water. It makes dirty water very nice.

SHOTS

- father walking through dry field

VOICE OVER

His father is 65-years old, and he lived throughout his life in this area. Too well he knows that the bad water situation leads to diseases, like, among others, typhoid.

QUOTE PETER KIMUI

***This typhoid has killed a lot of people here.
Because they're not aware of this water.
They just take it that way, they don't boil.
Then the disease affects them.
Then we loose a lot of people, that's how it is.
Even if you visit hospitals. You find many people complain about typhoid.***

SHOTS

*- low wide Joseph Kimui making home work
- close face Joseph Kimui making home work
- top wide Joseph Kimui making home work*

VOICE OVER

Joseph is doing home work in his room, and water problems stopped him many times from doing it.

QUOTE JOSEPH KIMUI, 13

***First we took dirty water.
I used to get sick from it.
Like cholera, and vomiting and diarrhea, but I went to hospital for treatment.***

SHOTS:

- Joseph with other boy on a bench showing LifeStraw

VOICE OVER

After having finished he shows his LifeStraw to a friend who came to play.

SOUNDBITE OTHER CHILD

Did they give to all the children?

- Yes.

SOUNDBITE JOSEPH

Yes. And all the diseases will disappear.

SHOTS

- Joseph and friend playing ball on the courtyard

- wide Coca Cola shop in nearby village

VOICE OVER

The LifeStraws are donated after a campaign in Denmark by soda manufacturer Coca Cola. There the people helped obtaining the LifeStraws by buying the Coca Cola brand of mineral water in Denmark.

SOUNDBITE MARIANNE FRISENVANG, COCA COLA NORDIC

We can get any kind of glass of drinking water whenever we want to. So we're happy that the Danish consumer has been able to give you the LifeStraws. So you will have a possibility also to get clean drinking water wherever you are.

SHOTS

- students seated in the shade with LifeStraws

VOICE OVER

Coca Cola with the other partners is going to bring 35,000 LifeStraws to Kenya, and since the campaign in Denmark will continue in 2011 there are many more to come.