

SCRIPT LIFESTRAW KENYA

(c) Ruud Elmendorp

Video Journalist Africa

<http://videojournalist.nl>

ruud.elmendorp@videojournalist.nl

+254 736 746 312

+254 715 936 738

PRESENTATION

A small plastic pipe designed to drink from open water sources like rivers and streams. With a built-in filter that removes more than 99 per cent of the germs and parasites. It's called a LifeStraw, and recently 27,000 of them have been distributed in Kenya. There unsafe drinking water is a big problem, causing diseases like diarrhea, typhoid and cholera, especially among young children. Using the pipe the children can now drink from anywhere they're going, and there are many more pipes to come.

BETA LENGTH 2'39"

VOICE OVER

This is Walter Wambua. He is 13-years old and he's herding the cattle of his parents. From recently he has a LifeStraw which enables him to drink from any water source he finds on the way. He has to, because especially in the dry season fresh water is rare.

QUOTE WALTER WAMBUA

I come with them to drink water.

- you yourself?

I drink with them.

VOICE OVER

The excrements of the cattle pollute the water, which becomes a pool for diarrhea, typhoid and cholera. The LifeStraw with its built-in filter removes almost 100 per cent of the germs.

SOUNDBITE JERRYCAN

VOICE OVER

Clean water comes from bore holes like this, but there are not enough, and more than half of the 40 million Kenyans use contaminated water, with dire consequences. According to a recent UN report globally almost 2 million people yearly die of water borne diseases. The 65-years old Peter Kimui lived his life in a dry area, and he saw many people perish.

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.***

SOUNDBITE DISTRIBUTION

VOICE OVER

The life saving LifeStraw came to Kenya by a campaign of a soda company in Denmark, and the manufacturer of the water filters. By buying this brand of mineral water people in Denmark help bringing the LifeStraw to Kenya. Every bottle sold stands for 3 liters of clean water.

QUOTE MARIANNE FRISENVANG, Coca Cola Nordic

By the end of 2010 we will have supplied 90 million liters of clean water to Africa. Or in the shape of the LifeStraw 35,000. It's quite a lot actually.

SOUNDBITE WATERFILTERS

VOICE OVER

However, there is a disadvantage. The filter lasts only a year, and after the people are just as vulnerable again. De manufacturer therefore talks with the Kenyan government for a permanent solution.

QUOTE ROSEBELLA LANGAT, Vestergaard-Frandsen Kenya

Because it's in their interest for people to get clean water. It's a part of the Millennium Development Goals, and they're really into it. So we're working with the Ministry of Water.

VOICE OVER

The soda company is happy with the results, and continue the campaign throughout 2011. Meaning that this young man and his brothers and sisters are safe for a long while.