



AQUATABS[®]

**WHO Stakeholder Forum on Household
Water Management
January 2007
Nairobi**



Presentation



- **Brief introduction to Medipharm**
- **Brief introduction to Aquatabs**
- **Aquatabs: Safety and Quality**
- **The Kenyan Experience**
- **The Next Steps for Kenya**



Medipharm



- **Incorporated in 1997**
- **Wholesale, retail, veterinary, laboratory and public health**
- **Pharmaceuticals – core business**
- **NGO & Gov't experience**

Aquatabs®



- Aquatabs are effervescent (self-dissolving) chlorine tablets
- Aquatabs kills micro-organisms in water to prevent diarrhoeal/waterborne diseases
- They are used at household level for point-of-use disinfection of drinking water
- They are used for emergency relief (> 20 years)



Aquatabs[®] Composition



- **Biocide: sodium dichloroisocyanurate (organic chlorine donor) - (NaDCC)**
- **Effervescent Base:**
 - ❖ **Pharmaceutical and food grade ingredients**



Aquatabs®

Safety & Quality



- **Manufacture:**

- ❖ **Manufactured by Medentech Ltd., Ireland**

- ❖ **Pharmaceutical standards of GMP**

- ❖ **ISO9001:2000 Certified**

- **NaDCC (chlorine donor)**

- ❖ **Conforms to international standards:**

- **NSF/ANSI Standard 60 (USA)**

- **EN standard EN12931:2000 (Europe)**

- **WHO/FAO JECFA¹ specification (International)**

- **US EPA** [1 Joint Expert Committee on Food Additives]





Aquatabs[®]

Conformance



- Effervescent NaDCC tablets are specified for drinking water treatment by:
 - ❖ WHO (The Interagency Health Kit 2006)
 - ❖ UNDP/IAPSO (UNCCS Code 356461)
 - ❖ International Red Cross and Red Crescent Movement (Code: DASDCHLA0005T to 5000T)
 - ❖ Unicef (Codes: S1588350/158355/0003245)
 - ❖ Médecins Sans Frontières (Codes: DDISNADC1T, CWATYCHN5T and DDISZBD0001)
 - ❖ World Vision, Action Medeor, International Dispensary Association and many more NGO's and Defence Forces



Aquatabs® Evaluations



- **Worldwide independent field and laboratory studies:**



*He needs water, so he finds it
where he can*

- ❖ **Efficacy**
- ❖ **Acceptance (focus group studies)**
- ❖ **Water Quality/Health Impact**

- **Comprehensive Technical Report**

http://www.who.int/household_water/resources/Molla.pdf

<http://www.library.ait.ac.th/ThesisSearch/showDetails.asp?id=13274>



Promotional Activities



Launched in October 2006

❖ October 2006:

Recruitment of stockists – Nairobi and Coast
Sales rep recruitment and training
Postering in Kiosks, shops and pharmacies.
Baraka FM Radio ads– Coast region (2 months)

❖ November 2006

Recruitment of stockists – Kisumu and Nyanza
Sales Promoters recruitment and training
Citizen fm Radio ads (2 months) – Nation wide

❖ December 2006

Training of stockists and reps – Coast and Mombasa
Nationwide Newspapers advertisements/inserts.
Aquatabs calendars distribution

❖ January 2006

Developing supermarket packs(20tabs) – Nairobi
Supermarket penetration - Nairobi



Aquatabs®

Affordability: Kenya



- **Consumer cost at a local shop (20 litre Aquatabs 67mg):**



- ❖ **Cost per unit of purchase (10 tablets): Ksh20**
- ❖ **Cost per 20 litre tablet: Ksh 2**
- ❖ **Cost per litre treated: Ksh 0.1**



Distribution Network



- Pharmacies, Kiosks, Grocery shops, Wholesalers & supermarkets
- Chemists, Pharmacies
- Non-Government Organisations -
Emergency Relief:
 - ❖ Unicef, CRS, World Vision, Techno Relief, Carter Centre, AMREF, German Agro Action, Uzuri exporters.
- Defence/Military Forces



Sales Data



- Introduced in October 2006
- Sales for 3 months by Territory:

Where Supplied	No. Tablets	Volume of Water Treated (Litres)
HWTS		
Nairobi	1,600,000	28 million
Coast	3,000,000	52.5 million
Kisumu/Nyanza	1,300,000	22.75 million
Upper Rift	200,000	3.5 million
Lower Rift	100,000	1.75 million
Eastern/Ukambani	200,000	3.5 million
Central	200,000	3.5 million
TOTAL HWTS	6,600,000	115.5 million
Emergency Relief	6,000,000	60 million
Defence Forces	2,000,000	2 million
TOTAL	14,600,000	177.5 million

New

Aquatabs®

Tablets for treating water

Affordable • Easy to Use • Internationally Tested and Trusted

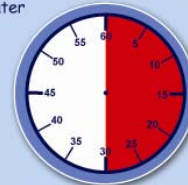


Aquatabs

Drop one tablet in a 20 liter container of clear water

(Two tablets treat 20 liters of cloudy (turbid) water)

If water is cloudy, filter through a clean cloth before treating)



Wait for 30 minutes before using



No unpleasant taste, smell or colour

Replace cap



Do not swallow the tablet

Prevent diseases

like:-

- ♣ Diarrhoea
- ♣ Cholera
- ♣ Typhoid
- ♣ Dysentery
- ♣ E-coli
- ♣ Giardia
- ♣ Amoebiasis



Sodium dichloroisocyanurate has been reviewed and approved by the US EPA and WHO/FAO JECFA for treating drinking water



Aquatabs® Next Steps Kenya



- Continue to position Aquatabs as key HWTS product
- Further with compelling & educational Advertising & Promotion
- Expand geographical coverage
- Continue cooperation with business partners, NGO's, CBOs & Gov't
- Develop with complementary HWTS programmes



CHALLENGES



- Change in perception for Aquatabs from being emergency use to daily household use product.
- Marketing budget not supported by any donor.
- Getting suitable NGOs to partner with in availing the product to the majority poor.
- Creating reliable and sustainable distribution channels.
- Subsidizing the price esp. to the slums and rural poor.



Acknowledgements



- **The WHO International Network to Promote Household Water Treatment & Safe Storage, Geneva.**
- **Medentech ltd for availing an excellent product at a very affordable price.**
- **NGOs and our other partners who have continuously supported the product.**
- **The Kenya Gov't for making provision of clean and safe domestic household water a top priority.**



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