



UN WATER

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World Water Day

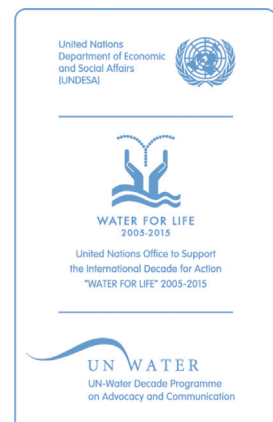
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Clean Water for a Healthy World

# Clean water for a healthy world

Addressing water quality challenges and solutions

An Advocacy Guide and Action Handbook





UNW-DPAC 2010

UN-Water Decade Programm on Advocacy and Communication (UNW-DPAC)

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## Advocacy Guide and Action Handbook

*Safe drinking water and adequate sanitation  
are crucial for poverty reduction,  
crucial for sustainable development,  
and crucial for achieving any and every one  
of the Millennium Development Goals.*

**Ban Ki-moon**  
Secretary-General of the United Nations



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## Advocacy Guide and Action Handbook

# 1. Preface

**International World Water Day is held annually on 22 March as a means of focusing attention on the importance of freshwater and advocating for the sustainable management of freshwater resources.**

An international day to celebrate freshwater was recommended at the 1992 United Nations Conference on Environment and Development (UNCED). The United Nations General Assembly responded by designating 22 March 1993 as the first World Water Day.

# 2. The World Water Day 2010 : Water Quality

UN-Water is dedicating World Water Day 2010 to the theme of water quality, reflecting its importance alongside quantity of the resource in water management.

The World Water Day 2010 and its campaign is envisaged to:

- Raise awareness about sustaining healthy ecosystems and human well-being through addressing the increasing water quality challenges in water management
- Raise the profile of water quality by encouraging governments, organizations, communities, and individuals around the world to actively engage in proactively addressing water quality e.g. in pollution prevention, clean up and restoration
- Promote innovative solutions to reduce the threats on water quality
- Facilitate dialogue between stakeholders on water quality, World Water Day actions and the steps to be taken in the post-World Water Day period.

World Water Day 2010 activities aim to communicate messages on water quality, ecosystems and human well-being. These include:

- World Water Day 2010 website
- communication and outreach materials
- key publications
- flagship initiatives around water quality
- a global event on water quality around 22 March 2010
- a policy dialogue for global commitment to address water quality, ecosystems, and human well-being challenges at key global political events
- outreach for action to address water quality challenges at other key conferences and campaigns

The United Nations Environment Programme (UNEP) is the focal point for the World Water Day 2010. UNEP, UN-Habitat and the UN Secretary General's Advisory Board on Water and Sanitation (UNSGAB) coordinate the organization of the World Water Day 2010 campaign on behalf of UN-Water. FAO, UNDP, UNECE, UNICEF, UNESCO, WHO, and the UN-Water Decade Programme on Advocacy and Communication (UNW-DPAC) as well as partner organizations like International Water Association, World Wide Fund for Nature and World Water Council all collaborate closely with the four organizing institutions.



### 3. Aims of the Advocacy Guide

The aims of this guide are:

- to help to communicate the purpose and aim of the World Water Day;
- to introduce key issues relevant to water: the current challenges and situation, some facts and figures; and
- to introduce key issues relevant to the theme of the WWD2010: Water Quality.

#### **To whom is the WWD2010 campaign directed?**

- World Water Day 2010 is a global campaign to encourage worldwide action to raise awareness and promote actions in the field of water quality.
- To turn this challenge into successful activity we need inspired actions from all sectors, all over the world. To do this, we need to work together and communicate consistently. We are providing communication tools and ideas to help you as active partners, whether you are an organization, a country representative or an interested individual, to motivate others to take action as well. And we would like to learn from your experience.

### 4. Message guidelines

#### a. Slogan and key messages

The 2010 World Water Day slogan is “**Clean Water for a Healthy World**” and communicates on the following key messages:

On World Water Day, we reaffirm that clean water is life, and our lives depend on how we protect the quality of our water.

#### **Water quality: healthy people, healthy ecosystems**

1. Water quality is key to human and ecosystem health. However, lack of awareness on water quality issues and lack of capacity to safeguard water quality are major hurdles in addressing the problem.
2. There are numerous add-on benefits to improving water quality: improved ecosystems and ecosystem services, improved health, and improved livelihoods.

#### **Water quality is about sustainability**

1. Compared to water quantity/scarcity, water quality issues are less well understood, underfunded, and not adequately addressed by policy makers. However, water quality is inextricably linked with water quantity.
2. Everyone is both affected by and affects water quality.

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## Water quality by numbers

1. Money invested in water and sanitation projects typically has a very high rate of return.
2. Clean water is an essential ingredient to economic growth and development.
3. Preventing water contamination is typically cheaper than cleaning up water after contamination.

## Water quality in a changing world

1. Climate change will exacerbate current water quality problems.
2. New contaminants threaten water quality and human and ecosystem health.

## Water quality requires action

To achieve and maintain water quality, clear policy objectives and active management are required.

When looking at the thematic areas – i.e. human health (domestic); production (agriculture, industry, mining); ecosystem health (pollution) – most of the messages are “cross-cutting,” but two messages are linked to specifically one area:

- Human health: Money invested in water and sanitation projects typically has a very high rate of return.
- Production: Clean water is an essential ingredient to economic growth and development.

### b. Key facts

- Diarrhoea is the 2nd highest single cause of child mortality after pneumonia (WHO, 2005).
- Nearly one in five child deaths – about 1.5 million each year – is due to diarrhoea (UNICEF/WHO, 2009).
- Diarrhoea kills more young children than AIDS, malaria and measles combined (UNICEF/WHO, 2009).
- Point-of-use water treatment alone can reduce diarrhoeal morbidity by 39% (Fewtrell et al., 2005).
- The bacteriological quality of drinking water significantly declines after collection in many settings, and this decline is proportionately greater where faecal and total coliform counts in source water are low (Wright et al., 2004).
- Household interventions are more effective in preventing diarrhoea than those at the source (Clasen et al., 2006).
- The annual number of diarrhoeal cases that could be avoided by universal point-of-use water treatment is estimated to be 1.9 billion (Hutton and Haller, 2004).
- Almost 1 billion school days a year could be gained due to reduced diarrhoeal illness as a result of universal point-of-use water treatment (Hutton and Haller, 2004).
- Globally, over 130 million people are now estimated to be potentially exposed to arsenic in drinking water at concentrations above the WHO guideline value of 10 µg/l (UNICEF, 2008).

- Groundwaters with high fluoride concentrations occur in many areas of the world including large parts of Africa, China, the Eastern Mediterranean and Southern Asia (Fawell et al., 2006).

### c. References

Clasen, T., Roberts, I., Rabie, T., Schmidt, W-P., Cairncross, S. 2006. *Interventions to improve water quality for preventing diarrhoea* (Cochrane Review). The Cochrane Library, Issue 3, 2006. Oxford.

Fawell, J., Bailey, K., Chilton, J., Dahi, E., Fewtrell, L. and Magara, Y. 2006. *Fluoride in Drinking-Water*. WHO.

Fewtrell, L., Kaufmann, R., Kay, D., Enanoria, W., Haller, L. and Colford, J. 2005. *Water, sanitation, and hygiene interventions to reduce diarrhoea in less developed countries: a systematic review and meta-analysis*. The Lancet Infectious Diseases, Volume 5, Issue 1, January 2005, pp. 42-52.

Hutton, G. and Haller, L. 2004. *Evaluation of the Costs and Benefits of Water and Sanitation Improvements at the Global Level*. WHO.

UNICEF, 2008. *Arsenic Primer: Guidance for UNICEF country offices on the investigation and mitigation of arsenic contamination*. UNICEF.

UNICEF/WHO, 2009. *Diarrhoea: Why children are still dying and what can be done*. UNICEF/WHO.

WHO, 2005. *The World Health Report 2005: Make every mother and child count*. WHO.

Wright, J. Gundry, S. and Conroy, R. 2004. *Household drinking water in developing countries: a systematic review of microbiological contamination between source and point-of-use*. Tropical Medicine and International Health. volume 9 no 1 pp 106–117 January 2004.

## 5. World Water Day campaign material

### a. The logo

The logo is designed to convey the concept of the importance of water quality for a healthy world. A host of symbolic iconographic elements are included within the design to depict the scope of water quality, including water, human life, marine, and flora and fauna aspects. Together they demonstrate how water quality is linked to the world’s life and how we, as humans, are part of it.



World Water Day  
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Clean Water for a Healthy World

The logo consists of several elements:

- The iconographic element of a water drop is the frame, embracing life on earth – human at centre, marine, flora and fauna
- The title of the campaign: “World Water Day 2010”
- The slogan: “Clean Water for a Healthy World”



World Water Day  
2 0 1 0  
Clean Water for a Healthy World

Under no circumstance should any one or more of these components be separated with the exception of the campaign title. The campaign title should not be included on small formats where the words will not be legible.





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The 2010 World Water Day logo is available here in three formats (eps, Ai and tif) and in two versions (horizontal and vertical). The vertical version of the logo is the primary mark and should be used in all circumstances where possible. The horizontal version should be used in situations where vertical design space is at a premium (e.g. web banners) in order to ensure optimum visibility for the droplet mark.

The eps and ai formats of the logo are infinitely scalable and are the most appropriate high-quality versions for all use. For those unable to use the eps format, tif format logos for different size printouts can be made available upon request.

When using the logo on a darker background, the words “World Water Day,” the slogan “Clean Water for a Healthy World” and the two pinstripes should be colored white. The logo should not be used on non-complimentary or brightly colored backgrounds. In addition, the slogan “Clean Water for a Healthy World” should not be separated or removed from the logo.

### b. The website

The website emphasizes the importance of World Water Day, featuring information from around the world on the day itself and events throughout the year. The website is hosted by and will be updated on a regular basis before, on the WWD2010 and after.

[www.worldwaterday2010.info](http://www.worldwaterday2010.info)

### c. World Water Day information and campaign material

Information material, posters, desktop wall papers, photos, videos, T-shirt templates, among others are available on the official World Water Day Website free for download, print and distribution.

The official six page brochure that will be available at the official World Water Day Ceremony in Nairobi, Kenya on March 22nd is available for you to download in both high and low resolution versions. The brochure will be available in several other languages.

You can download all campaign material for print and distribution.

Further materials and information are available on the official World Water Day 2010 Website. [www.worldwaterday2010.info](http://www.worldwaterday2010.info)



### d. Events

The lead agency, UNEP, will organize the main international event in Nairobi, Kenya, on 22nd of March 2010.

If your organization, country, government, institution wishes to share information about your events, if you are planning an event in Celebration of World Water Day, please send it to:

[info@worldwaterday2010.info](mailto:info@worldwaterday2010.info)

for inclusion in the Events Calendar and Interactive Map with the following information.

- Event title
- Event organizers
- Event venue
- Contact information
- Event website (if available)



On the WWD2010 website a list of all registered World Water Day events is available. Ideas for promotional material to use for these events can be downloaded from the website:

[www.worldwaterday2010.info](http://www.worldwaterday2010.info)

## 6. Getting started

To start communicating and organize awareness-raising campaigns some preparation work is necessary:

- Collect information, develop fact and figures, “Did you know that ....?” (Find out surprising facts on the theme for your country, region etc.; find useful websites.
- Develop key messages with a special focus for your region, country, institution, government, organization, etc.
- Identify your main target audiences.
- Mobilize others and plan events.
- Work with the media.
- Assess impacts of your efforts.

### Your key messages

#### Preparation for message building on the theme:

- Collect information to answer the main question: Why water quality?
- Collect information on water quality in your region/country, transform your local/national statistics into key messages and stories.
- Focus on the different target audiences, as their interests vary.
- Identify specific gaps in the field of water quality that are of interest for your region and country.
- Publicize and promote the work done by you or your organization to improve the situation (awareness raising)

#### Document the problem

Facts based on solid research are crucial to any advocacy campaign. Although many global statistics exist, local data will be most persuasive to local politicians and media.

#### Package the message

Once you have collected and analyzed data, transform it into something everyone can relate to. Remember to adapt the messages to the different interests and needs of the various target audiences. And remember – your campaign is a media event, so work with them and assess your impact.

## 7. Mobilize others – your target audiences

Approach local partners with an outline of activities and events for World Water Day and ask for their involvement and support. Explain how their participations show enlightened self-interest as well as supporting a good cause; it will increase their profile and visibility in the community.

Discussions, forums, seminars and courses are useful for exchanging information with the public, NGOs, policy-makers (decision-makers), and with associations for physicians, teachers, children and environmental health. You can discuss the implications if no action is taken and state what can and should be done to improve the situation in a water emergency.

### Target audiences

- Decision-makers and policy-makers
- Local authorities
- Religious leaders
- Mayors
- Non-governmental organizations
- Communities
- Individuals
- Teachers
- Farmers association
- Water operators
- Health and social workers
- Environmental health officers
- Private sector
- Media
- Involve celebrities

### Event organization

Workshops, competitions, street events, quizzes and more using the World Water Day 2010 theme create media attention and transfer the message to a large number of people in an entertaining and stimulating way. This is a good way to reach the different target audiences and attract people who are not easy to reach.

## 8. Media

The media is one of the most effective tools for communicating the message and for awareness-raising campaigns.

Working with the media requires planning which includes timing, preparing messages and talking points, special media material and, if possible, sound bites, to provide carefully the best. You should advocate World Water Day 2010 and its theme “Clean Water for a Healthy World” in general and share credit and visibility with partners.

News reports will be most interested in information that is newsworthy as something new, surprising and compelling, or with an impact on the public. Make sure the story you wish to present to the media is newsworthy.

Dealing with media you should know which medium are you directing your message to (local, national, regional, international, specialized media, print, radio, audiovisual, electronic media) and to which target audiences they communicate.

### Some tools for working with media

- Press release
- Press conference
- Interviews (also proactive)
- Articles (on request and proactive)
- Website
- Specialized media material (media kit)
- Document with fact and figures
- Story examples on the different subjects you want to communicate about
- Document with information about the theme
- Journalist workshops related to the theme
- Prepare messages, press release and story examples with a focus on the region the journalists are from

### Media

- News agencies
- TV
- Radio
- Print media (newspapers, magazines)
- Electronic media (online newspapers, online magazines)

### Some tips for radio and television interviews:

Make sure you know the message you want to transmit. Request the questions for the interview before the interview takes place to prepare yourself but also to negotiate the questions with the interviewer and point out important issues the journalists might have forgotten.



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Choose a representative of your organization/office who has a high range (impresses the audience), but also charisma. In radio and television the person has to be a good speaker and able to come to the point in brief time. Speak slowly and do not use sentences that are too long or explanations that are too technical. Use concrete examples that might be of interest for the audience. Prepare just a few core messages you want to communicate and repeat them during the interview using different words.

### 9. The UN system

- Contact the United Nations Information Centers (UNICs) of your country or region for UN communication toward the media and support for your events, publications, information material, etc. (<http://unic.un.org/>)
- Contact your UN offices/programmes/agencies – worldwide in HQ and in the field (on all levels) and inform them about the WWD2010 and your activities.
- Inform the communication department in your agency/programme/office.
- Spread the word about your work in the field for the WWD2010 theme “Water Quality” in your internal and external newsletters, information material, etc. Ensure good internal/external communications of the messages to all levels in your agency/office.

### 10. Previous WWDs

Each year, World Water Day highlights a specific aspect of freshwater.

#### 2009 Transboundary Waters

In 2009, the theme for World Water Day was “Shared Water - Shared Opportunities.” Special focus was placed on transboundary waters. Nurturing the opportunities for cooperation in transboundary water management can help build mutual respect, understanding and trust among countries and promote peace, security and sustainable economic growth. The United Nations Educational, Scientific and Cultural Organization (UNESCO) lead the activities of the day with the support of United Nations Economic Commission for Europe (UNECE) and the Food and Agriculture Organization of the United Nations (FAO).

#### 2008 Sanitation

In 2008, World Water Day coincided with the International Year of Sanitation, and challenged us to spur action on a crisis affecting more than one-out-of-three people on the planet. Every 20 seconds, a child dies as a result of the abysmal sanitation conditions endured by some 2.6 billion people globally. That adds up to an unconscionable 1.5 million young lives cut short by a cause we know well how to prevent. Ceremonies for the day took place at Geneva, Switzerland. Speakers included Royal Highness Willem-Alexander, Prince of Orange and Director-General of WHO Dr. Margaret Chan.



### **2007 Coping with Water Scarcity**

The growing problem of “Water Scarcity” was the topic for World Water Day 2007. The theme highlighted the increasing significance of water scarcity worldwide and the need for increased integration and cooperation to ensure sustainable, efficient and equitable management of scarce water resources, both at international and local levels. The Food and Agriculture Organization of the United Nations (FAO) hosted ceremonies for the day, which included an opening address from FAO Secretary-General Jaques Diouf and video addresses from UN Secretary General Ban Ki-Moon and Green Cross International President Michail Gorbachov.

### **2006 Water and Culture**

The theme of World Water Day 2006 was “Water and Culture” under the leadership of UNESCO and drew attention to the fact that there are as many ways of viewing, using and celebrating water as there are cultural traditions across the world. Sacred, water is at the heart of many religions and is used in different rites and ceremonies. Fascinating and ephemeral, water has been represented in art for centuries – in music, painting, writing, cinema – and it is an essential factor in many scientific endeavors as well.

### **2005 Water for Life**

The United Nations General Assembly at its 58th session in December 2003 agreed to proclaim the years 2005 to 2015 as the International Decade for Action, “Water for Life,” and beginning with World Water Day, March 22, 2005. The Water for Life decade set the world’s goals on “a greater focus on water-related issues, while striving to ensure the participation of women in water-related development efforts, and further cooperation at all levels to achieve water-related goals of the Millennium Declaration, Johannesburg Plan of Implementation of the World Summit for Sustainable Development and Agenda 21.”

### **2004 Water and Disasters**

The UN International Strategy for Disaster Reduction and the World Meteorological Organization were charged with co-ordinating events for World Water Day 2004. The message of the day was: “Weather, climate and water resources can have a devastating impact on socio-economic development and on the well-being of humankind.” According to the World Meteorological Organization, weather and climate-related extreme events, such as tornadoes, thunderstorms, storms, cyclones, floods and drought, account for nearly 75 per cent of all disasters. They lead to an enormous toll of human suffering, loss of life and economic damage. Monitoring these events, predicting their movements and issuing timely warnings are essential to mitigate the disastrous impact of such events on population and economy.

### **2003 Water for the Future**

“Water for the Future” was the theme for World Water Day 2003. It called on each one of us to maintain and improve the quality and quantity of fresh water available to future generations. This is essential if we are to achieve the Millennium Development Goal to halve, by 2015, the number of people living without safe drinking water and basic sanitation. The United Nations Environment Programme (UNEP) was the lead UN agency for World Water Day 2003. The goal was to inspire political and community action and encourage greater global understanding of the need for more responsible water use and conservation.



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### **2002 Water for Development**

“Water for Development” was the theme for 2002. The International Atomic Energy Agency was the coordinating UN agency. The currently poor and deteriorating state of water resources in many parts of the world demand integrated water resources planning and management.

### **2001 Water for Health**

“Water for Health – Taking Charge” was the theme for 2001. The WHO was the coordinating UN agency. The message for the day was: “Concrete efforts are necessary to provide clean drinking water and improve health as well as to increase awareness worldwide of the problems and of the solutions. 22 March is a unique occasion to remind everybody that solutions are possible. Use the resources on this site to help turn words into political commitment and action.”

### **2000 Water for the 21st Century**

“The availability and quality of water is increasingly under strain. Even if conditions were to remain constant for the foreseeable future, much of the world would find itself in a state of water-related crisis. To make matters worse, populations are growing most rapidly in those areas where water is already in scarce supply.” This is how Wim Kok, Prime Minister of the Netherlands, started his welcome words in the second announcement for the Second World Water Forum and Ministerial Conference that began in the Netherlands in the week prior to 22 March 2000.

### **1999 Everyone Lives Downstream**

Excessive flooding of major rivers in the world in 1998 has resulted in thousands of deaths and caused enormous damage in China, Bangladesh and India, where nearly half of the world population lives. They flooding was not only the result of excessive rains, but also of interference by mankind in the river basins. These tragedies make us realize that virtually everybody in this world lives downstream. UNEP was the coordinating UN agency.

### **1998 Groundwater – The Invisible Resource**

The sixth annual World Water Day (WWD) was celebrated on 22 March 1998. As per the recommendations of the 17th meeting of the ACC Sub-Committee on Water Resources, UNICEF and the United Nations Division of Economic and Social Affairs (UNDESA), took the lead in organizing the observance of World Water Day in 1998.

### **1997 The World’s Water, Is There Enough?**

The message of the day was: “Water is a basic requirement for all life, yet water resources are facing more and more demands from, and competition among, users.”

### **1996 Water for Thirsty Cities**

The 3rd annual World Water Day was celebrated on March 22, 1996, with the theme “Water for Thirsty Cities.” It emphasized the growing water crisis faced by cities across the world which threatens the sustainability of their social and economic development.





## World Water Day 2010

### **1995 Women and Water**

For the first time, Lesotho celebrated “World Day for Water,” on March 22, 1995. The international theme for the day was ‘Women and Water.’ The Department of Water Affairs organized two main activities for the celebration of the day focusing on water pollution and on environmental degradation.

### **1994 Caring for our Water Resources is Everyone’s Business**

The Theme of World Water Day 1994 was “Caring for Our Water Resources is Everyone’s Business.”

Inquiries should be directed to:

[info@worldwaterday2010.info](mailto:info@worldwaterday2010.info)

For more information, visit:

[www.worldwaterday2010.info/](http://www.worldwaterday2010.info/)