



**WELCOME TO LONDON
IN THE 'GREAT STINK' OF 1858**



**Welcome to 2008,
where the stink goes on...**

 **WaterAid**

**END
WATER
POVERTY** 
SANITATION & WATER FOR ALL

Make a stink about the sanitation crisis...

In 1858, London's streets were covered in excrement and the River Thames was literally an open sewer. Cholera and other diarrhoeal diseases were rife, killing thousands of children and worsening the cycle of poverty and illness.

150 years later, 2.6 billion people in the developing world still live without sanitation (like in Bangladesh pictured in the front). Diarrhoeal diseases continue to kill around 4,900 children every single day.

London's squalor and disease was tackled by government action. Effective sanitation was provided, reducing disease, improving health and laying the foundations for all future development. The same must be done across the developing world today.



Brent Stinton



These boys in Madagascar play in the same water that the community has to use as a toilet. Almost 5,000 children die every single day of diarrhoeal diseases caused by poor sanitation and unsafe water.

...campaign to End Water Poverty

WaterAid needs your support to help End Water Poverty. Our campaigning efforts will kick off on World Toilet Day, 19 November 2007, with an action postcard (enclosed) that targets the G8 and calls on them to act at their summit in July 2008, during the UN International Year of Sanitation. Send yours today!

The G8 did nothing about the sanitation and water crisis in 2007. By the time of the 2008 G8 summit this political inaction by the world's eight richest economies will have contributed to the deaths of around 1.8 million children from easily preventable water-related diseases. The G8 must act in 2008.

The G8 countries' health and wealth were built on government provision of sanitation and water services. The same action must be taken across the developing world.






Join us and keep up the pressure on the G8 to make an extraordinary effort and agree a global action plan for sanitation and water.

Log on to www.endwaterpoverty.org to take action.

Ten ways to campaign to End Water Poverty!

There are many simple and fun ways you can help WaterAid to support End Water Poverty.

However you decide to campaign it's important to keep the message clear and simple:

-  End Water Poverty is calling on the G8 to make an extraordinary effort and agree a global action plan to provide sanitation and water for all
-  2.6 billion people live without anywhere to go to the toilet. The resulting diarrhoeal diseases kill around 5,000 children every single day
-  The G8 countries' health and wealth were built on government provision of sanitation and water services. The same action must be taken across the developing world

Here are ten ideas of how to raise awareness and build public pressure!

- 1** Send the End Water Poverty action postcard (enclosed) to the Japanese Prime Minister and 2008 G8 host, Yasuo Fukuda.
- 2** Write to your MP, MEP, local newspaper or university newsletter to tell them about World Toilet Day and the UN International Year of Sanitation.
- 3** Circulate an email to all your friends and contacts, asking them to log onto **www.endwaterpoverty.org** to sign up and take action.
- 4** Hold an event or set up a stall to promote End Water Poverty. We can send you resources, such as the campaign manifesto and posters (enclosed), or you could organise a display stand as part of a local fête or festival.
- 5** Arrange an event with the poopla game... a fun game based on hoopla (see right), where people throw fake poos into loos, reminding people how lucky they are to have a toilet!

- 6** Organise a five minute toilet sit-in in your place of work/study to raise awareness of just how lucky we are to be able to sit on a toilet.
- 7** Dress up as a tap, toilet, poo or inflatable End Water Poverty hand. If the costumes are available they are yours for the day!
- 8** Hold an alternative duck race – instead of ducks use fake plastic poos! Float the poos down a river – the first to the finish line is the winner. Remember to collect each and every poo out of the water when you've finished!



Poopla competitors.



Flying the flag for sanitation and water for all at Glastonbury in 2007.



Hundreds of campaigners carry a woollen river to 10 Downing Street in May 2007 to raise awareness of End Water Poverty.

- 9** Attend the WaterAid speaker tour in February 2008. Contact us for more information.
- 10** Ask your local supermarket for permission to have an End Water Poverty display at the main entrance for the day. You could even wear a toilet seat around your neck for extra attention!

For resources and advice, or to tell us about your own ideas, please email us at **campaigns@wateraid.org** We may even feature your event on our website.

Target your MP

Writing to your MP is one of the best ways to apply pressure and build their political will to act! In early 2007, thanks to lots of letters from WaterAid supporters, 226 MPs signed Early Day Motion 1113 End Water Poverty. This ensured that the global sanitation and water crisis was discussed in Westminster Hall, attended by the then UK International Development Secretary Hilary Benn. The pen is mightier than the sword, so get writing!

You could use our letter below as a guide.



Dear _____ MP

I am an active supporter of WaterAid, which is part of End Water Poverty, the international campaign demanding sanitation and water for all. We are calling for a radical change in how rich countries support access to sanitation and safe water in the developing world.

Today, 2.6 billion people live without a safe, clean place to go to the toilet. Diarrhoeal diseases kill five times as many children in the developing world as HIV/AIDS – 1.8 million a year. This is an international crisis undermining all development efforts.

In 1858, the 'Great Stink' forced sanitation to the top of the UK Parliament's political agenda. Within a decade, Bazalgette's sewerage system was in place, helping Londoners to take the first step out of poverty and disease. In 2008, governments must make the same extraordinary effort across the developing world.

Please act to transform the lives of the world's poorest people. I urge you to support End Water Poverty and ask the Secretary of State for International Development Douglas Alexander to ensure a global action plan for sanitation and water is agreed at the G8 summit in 2008.

For more information about the campaign you can visit www.endwaterpoverty.org

Thank you for assistance in this matter. I look forward to hearing from you.

Yours sincerely

Your name

WaterAid's vision is of a world where everyone has access to safe water and sanitation. Campaign on World Toilet Day, 19 November 2007, and in 2008, UN International Year of Sanitation, to help make this a reality.

Q: How do I get my MP's address?

A: Log on to www.writetothem.com

Contacting the media

Publicity for your campaigning activities can make a real difference in getting your message across. Use our new UK network of Local Media Coordinators who will help you write a press release, contact journalists and photographers. Call the Campaigns Team on 020 7793 4523 to find out more.



WaterAid/luthika Howlader



WaterAid's mission is to overcome poverty by enabling the world's poorest people to gain access to safe water, sanitation and hygiene education.

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