A message from the Country Director

Safe Water and AIDS Project (SWAP) completed its 10th year of operations. Activities have remained focused in Western Kenya, due to high burden of disease in the area. The past years have been dynamic and turbulent years of starting, testing, evaluating, adjusting, scaling up and now professionalizing and commercializing. We are very proud and excited to collaborate with so many valuable partners and loyal donors, whose contributions, funds and technical support have brought us where we are. The Ministry of Health remained supportive in all our health interventions and research activities and we thank them for their guidance, supervision, technical support and strong partnership in improving health and making a difference in the lives of vulnerable communities. The board of directors have stood by us with wisdom, expertise and guidance, helping overcome challenges and ensuring quality control. We thank all those who came to visit from different parts of the world and all walks of lives, we hope you continue to market SWAP worldwide. We are proud to have moved from a small project to managing multiple programs and research, having published in peer reviewed journals, attended national and international forums, won prestigious international awards, received lots of media attention and continued to improve health of those who need it most and empowered vulnerable women. Our true heroes are the community health promoters who walk from door to door to promote health and sell health and hygiene products reaching out to households in remote areas and who have limited access to health services and products. Hope to continue to receive all your support in this amazing journey.

................../ Alie Eleveld, (Country Director)

A message from the Chairman of the Board

I want to congratulate Director Alie on the 10 years of service to the people of Kenya. It is an honor to serve as Chairman of the board for an organization that helps in the best way possible: empowering the Kenyan people to help themselves in a sustainable way. May God continue to bless SWAP.

................../ Dan Schmelzer, (Chairman - SWAP Board)

TEN YEARS IN EXISTENCE - WESTERN KENYA PROGRAM MILESTONES

2005 - SWAP started operations in with 4 employees and an office within the Lutheran community center in Kisumu. Initial operations started under (SWAK) “the Society for Women and AIDS in Kenya”, targeting HIV support groups and introducing them to Safe water systems. First product in the “basket of goods” was Klorin (Chlorine Solution) which we procured from CARE, which was later branded as Waterguard by Population Services International. Our first funding was received from Rotary Atlanta channeled via Rotary Club District 9200 in Nairobi. Annual income from grants first year was less than Kes 5 million.

2006 - SWAP gained independency and first registered as a Trust while working on the registration requirements as an NGO with the NGO Coordination Board, which materialized in June 2006. SWAP increased its basket of goods with Procter & Gamble (P&G) and Population Services International (PSI) products and in the first years worked with KREP microfinance for micro loaning to the HIV support group members. During this period SWAP expanded its operations to Rachuonyo & Wagai. SWAP set up an emergency response program which responded to various cases within the region e.g. Cholera, floods and other calamities. SWAP organized the first Kisumu World AIDS Marathon which became an annual event held on World AIDS Day. SWAP received Melinda Gates visiting the program and one of SWAP’s kiosks in Nyalenda slums.
2007 - SWAP received the USAID – APHIA II HCM Sub Award through Population Services International (PSI) and scaled up by opening new satellite offices in Rarieda, Ahero, Homa Bay, Suba, Migori and by increasing the number of trained HIV support groups promoting health and marketing health products.

2008 - SWAP opened more satellite offices in Rongo and Bondo and a provincial office in Kakamaga serving Western Province. SWAP also provided emergency response and counseling during post-election violence to help mitigate the impact and prevent disease outbreak.

2009 - SWAP had built the capacity of 892 HIV support groups. SWAP started the development of the SWAP model village in Ahero, a demonstration village showing best health practices. SWAP joined HENNET as members. Media coverage was done by “Students of the World”.

2010 - SWAP established a skyhydrant filter in the SWAP model village in collaboration with Aquaya Institute and Global Water Challenge. The employees increased from 4 to 40 after 5 years of operations and annual income increased from 5 to 50 Million Kenyan Shillings. SWAP joined the HENNET board. In collaboration with Procter & Gamble SWAP launched its first Jamii Center in Nyakwere with trained community health promoters doing door to door sales and health promotion.

2011 - Launch of second Jamii Center within the SWAP model village. Dutch Ambassador visited and planted a tree. The SWAP model village further offered water sales, demonstration kitchen with clean cook stove, training room and community library, clean toilet with hand washing unit and trees. SWAP became finalist in the UN Water for Life Best Practices Award.


2013 SWAP received a USAID sub-award through PSI, APHIA HCM Plus with activities focused on malaria, diarrhea and HIV. Two Jamii Centers were opened in Yala and Wagoi. SWAP moved to a new premises behind Royal City Hotel. SWAPs Country Director was decorated by the Dutch Queen as “Knight in the order of Orange Nassau”.

2014 - SWAP won the USAID DIV 1 million USD award. After baseline survey SWAP established 3 new Jamii Centers in Awasí, Marindi and Shikoye.

SWAP signed MOU’s with the Ministry of Health in four counties; Kisumu, Kakamaga, Homabay and Siaya. A new partnership with EAWAG and KWAHO led to SWAP managing 6 water kiosks in Manyatta and Nyalenda slums for one year. SWAP became finalist for the second time in the UN water for Life Best Practices Award. SWAP became winner of the “Crystal of Hope Award” endowed with Euro 100,000 and a special designed red ribbon donated by Swarovski and handed over to the country director by famous actors Billy Zane and Marcia Cross during the opening ceremony of Life Ball 2014 witnessed by thousands of international guests from the business world, fashion world, international donor community. This was widely covered by the Austrian and Dutch Media as well as Nation TV and included a photo session with former US president Bill Clinton, who supports Life Ball with his foundation. The country director was further invited at VIP parties, champagne receptions, gala dinner and concert, red carpet walk, first ladies lunch and other build up activities. More media coverage from Procter Gamble (Its Africa Time) and Actuality Media (Positive Living) led to increased visibility and international exposure. Annual income now increased to Kes 125 million with 45 employees.

2015 - SWAP joined the cohort of innovators of SEAD and Innovations in Health Care which led to a sponsored trip to US (Durham and Washington DC) for both Directors for training, introduction to donors and business investors. This is a three year mentorship. SWAP was as well selected as finalist
TEN YEARS IN EXISTENCE - WESTERN KENYA
PROGRAM MILESTONES

in the Social Innovation in Health Initiative, a partnership between Cape Town and Oxford University, SWAP’s work will be launched and published in Geneva December this year. More media coverage was done by a film crew from Procter & Gamble. SWAP received a 9 months extension of the APHIA HCM PLUS and opened a Jamii Center in Ugenya. SWAP established new Jamii Centers under USAID DIV in Yala, Wagai, Kajulu and Sondu. SWAP is working towards accreditation of the water lab. SWAP was re-elected as Board Member of HENNET. SWAP secured funding to organize the tenth and final Kisumu World AIDS Marathon. SWAP received a donation from Lena Hoscheck (Austrian fashion designer) who sold dresses from her “Hot Mama Africa” collection to raise funds for SWAP. This check was handed over to the Country Director Life Ball in Vienna witnessed by 200 distinguished guests.

SWAP established a research department in 2007 to evaluate the health and economic impact of health interventions, technologies and products. The research team receives technical support from CDC, Atlanta and has over the past 10 years undertaken and published over 25 studies in peer reviewed journals. The research team works in close collaboration with the Ministry of Health and International Corporations, Universities and Research Institutions.

2007 - Our first research project was a nutritional study “Nyando Integrated Child Health and Education” (NICHE) on sprinkles (micronutrient powder) in collaboration with Gain Foundation and CDC. A water lab was established to support the research.

2008 - The research team undertook a cook stove pilot study, WHO funded, school hand washing/hygiene study, qualitative evaluation of Education through Listening supported by Georgia State University and Life Straw acceptability study supported by Yestergaard Frandsen, while Sprinkles study continued

2009 - Research team started an Immunization Study (SWEPi) in Homa Bay and Suba. They also did a hand washing hygiene/water treatment study at clinics in Homa Bay. Life Straw study continued in Nyando.

2010 - Research continued with the Life Straw study. New studies were the “Education Through Listening” behavioral change communication study and Sprinkles follow up. SWAP started an Anti-Microbial Hand Towel study evaluating the health impact and acceptability.

2011 - Research team continued the Hand Towel Study, Family Filter study and a study “Integration of water and hygiene into antenatal care” (SWANC) as well as another cook stove study, evaluating acceptability of 6 different cook-stoves. Also a PATH funded ceramic filter study was done, the
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filter which was later included in the basket of goods. SWAP participated in a Menstrual Hygiene Study in collaboration with Liverpool School of Tropical Medicine

2012 - The research team did two follow up studies on Water/Hygiene in Antenatal Care (SWANC) in Suba and Mbita, Hand washing and hygiene in schools (CHAK/UNICEF), two surveillance studies (Life Straw and Hand Towel) a Chlorox study. (Testing free chlorine in water in households).

2013 - SWAP won the Gates funded “Saving Lives at Birth” Award and undertook an integrated antenatal care study at 20 health facilities in collaboration with CDC, MOH, University of California and RAND Corporation. SWAP did a small qualitative study on behalf of Global Soap Project.

2014 - SWAP did two diaper studies on behalf of Procter & Gamble Germany. SWAP entered new agreements with Stockholm Environment Institute and started a one year ANC study in Siaya. SWAP received funding and completed a 6 months water back study from Habitat for Humanity International SWAP completed the two year Gates funded antenatal care study which saw an increase in mothers attending ANC clinics and delivering in health facilities. A baseline was done for the USAID DIV scale up program as well as an endline survey for the APHIA PLUS HCM project.

2015 - SWAP will start in September a cook stove qualitative study for Public Health Institute and also entered into a new partnership with PATH/TUFTS University to undertake a water filter study. SWAP did a cholera survey in Homa Bay as well as Cholera Focus Group Discussion both in Homa Bay and Kibera Slums in Nairobi. Following this research SWAP was funded by CDC to intervene to reduce the spread of the cholera epidemic in Kisumu County in collaboration with the MOH. CDC as well funded SWAP to do qualitative research in Kibera Slums for a WASH/Deworming study. EAWAG supported a ceramic filter study which is waiting Ethical Review Committee approval from Maseno University. SWAP will collaborate again with Liverpool School of Tropical Medicine in a four and half year DFID funded menstrual hygiene study.

JAMII CENTRES

In 2010 SWAP worked in close collaboration with Procter & Gamble and changed its distribution model from working with groups to recruiting and training individual community health promoters to promote health and do door to door sales, with an aim of improving the health and development of the community by increasing access to health products & information on health products and healthy habits. The community health promoters (CHPS) are trained to become self-reliant by generating income through sales of health products and thereby increasing individual entrepreneurs’ profit. The CHPS are individuals drawn from HIV support groups and community units. They are trained on primary health care, behavioral change techniques, business skills, safe water, social marketing of health products, health promotion, record keeping and stock management. Each center has an average of 25 CHPS who are each given targets of at least 100 households. On weekly basis, they visit the Jamii centers which serves as a business hub and where all the health products are stored. The community can access these centers direct for health information and products. Procter & Gamble launched the first two centers and with lessons learned a proposal was written to USAID DIV in partnership with CDC Atlanta, George Washington University Public School of Health and Procter & Gamble to professionalize and commercialize and scale up this intervention. 10 Centers are now operational in Ahero, Nyakwere, Awasi, Marindi, Shikoye, Yala, Wagai, Kajulu, Ugenya and Sando in Western Kenya in remote and underserved areas. The graph above is the revenue from sales from initial HIV groups and later Jamii Centers during the past 10 years.
**WATER KIOSK**

SWAP established sky hydrant water filter in 2010 at Ahero SWAP model village. Water is drawn from river Nyando, filtered and sold to the community members. Negotiations are ongoing for establishment a second skyhydrant in Sondu which will provide safe drinking water to the communities along the river.

**SUB-DISTRIBUTOR**

SWAP opened the Mumias Sub Distributor center in 2012 selling Procter & Gamble products to traders. The Sub-D business was set up to enable SWAP to generate income. SWAP received a Sub Distributors status which attracts bonuses and discounts on all Procter & Gamble Products. Revenue generated is paying for some of the administrative costs and is helping SWAP to become less donor dependent. The program was established at Ekero near Mumias town.
SWAP HEALTH PRODUCTS – THE BASKET OF GOODS

The health products are locally available and life-saving. They include products to prevent the main causes of morbidity and mortality: diarrheal illness, malaria, respiratory infection, HIV and Malnutrition. The products are sold at full cost recovery at wholesale to the CHPs who sell at retail price and keep the profit.

Diarrhoea Preventive Products: Waterguard, Aquatab, Purifier, Safe Storage Vessels, Ceramic Filters and ORS
Zinc for Treatment of Diarrhoea.
Malaria Preventive Products: Mosquito nets
Nutritional Products: Mix Me, Moringa Oleifera, Fortified Flour
HIV preventive Products: Condoms
Hygiene Products: Soaps, Detergent, Sanitary Pads, Diapers, Delivery Kit
Energy Saving Products: Cook Stoves and Solar Lamps,
Other Products: Deworming Tablets, Skin Infection Treatment

SWAPs team in partnership with Ministry of Health provides a rapid integrated response to cholera outbreaks to reduce morbidity and mortality, and prevent the spread of illness. Response activities have the following principal components;
• Identify cholera hot spots and high risk communities
• Training of personnel from the Ministry of Health, Red Cross, local government personnel, NGO personnel, schoolteachers, and others.
• Support the Ministry of Health to conduct active surveillance
• Testing of water sources in SWAP’s water lab.
• Distribution of household water treatment, ORS Zinc and soaps.

SWAP has throughout the years received funding to respond to disasters and emergencies from Harber Charitable Foundation which initially started during the post-election violence in 2008 whereby SWAP was supporting internally displaced and returnees with health products, material support and counseling. The main aim was to prevent diarrhea, malaria and other disease outbreak and to mitigate the impact. SWAP continued supporting during flood, cholera or other disease outbreak and also supports desperate widows to rebuild their houses and help them start a business to become self-reliant.

SWAP has been supporting orphans and vulnerable children with scholarships and psychosocial support SWAP further offers support to approximately 100 desperate orphans and vulnerable children per year by providing counseling, referral and clearance of areas of fees. SWAP encourages cost sharing with the caretakers.
WORLD AIDS MARATHON - WAM

This is a unique event in Kenya which brings together people from all over the world to create awareness about HIV, celebrate, and to run a marathon race! SWAP is the key organizer. There is full marathon, half marathon, relays, disabled race and 3 kilometer walk for HIV children. At the Jomo Kenyatta sportsground which is the start and finish of the race, there are HIV related activities and exhibition. It’s held every year on 1st of December, World AIDS Day. This year will mark the 10th World Aids Marathon. Mama Sarah Obama every year graces the occasion and presents prizes to the runners and interacts with the many children participating.

http://www.swapkenya.org

COMMUNICATION


http://opinionator.blogs.nytimes.com/2012/09/05/easier-than-taking-vitamins/

Media coverage and videos all found on SWAP’s website http://www.swapkenya.org/videos/

a) Official Opening of Life Ball Vienna 2014
b) SWAP documentary - Life Ball Vienna 2014
c) Video coverage - Procter & Gamble - Students of the World
d) Living Positive - Actuality Media
f) Citizen TV “Strengths of a Woman” - http://www.youtube.com/watch?v=_G7HWIKR2MI
SWAP is governed by a committed board of directors with diversified skills whose members meet quarterly and also provide technical support and fund raising. We are grateful for their support throughout the years. Their members include:

Daniel Schmelzer - Chairman
Alice Eleveld - Secretary
Victor Odero - Treasurer
Alex Mwaki - Member
Nathalie Houben - Member
Rob Quick - Member
Beryl Audi - Member
Chrispin Owaga - Ex Officio Member

The day to day management lies with the management team who are all heads of department and employees of SWAP. They meet monthly and provide strategic direction to 45 employees, led by a hands on country director and deputy country director. The current country director and founding member will in the near future hand over the leadership but will continue to provide technical support and assist with the fundraising and scaling up of the activities.

1. Center for Disease Control and Prevention – Atlanta, Department of Health and Human Services: Baseline Data from the Nyando Integrated Child Health and Education Project. MMWR – CDC Weekly report - Vol 56 October 22, 2007
2. Matthew C Freeman et al- 07-03-2009: Increasing equity of access to point of use water treatment products through social marketing and entrepreneurship: a case study in Western Kenya. Journal of Water and Health
3. Julie R Harris et al: Effect of point of use water treatment and safe water storage interventions on diarrhea in infants of HIV infected mothers. 15 October 2009 Journal of Infectious Diseases
4. Maria Elena D. Jefferds et al: Formative research exploring acceptability, utilization and promotion in order to develop an micronutrient powder (Sprinkles) intervention among Luo families in Western Kenya. Food and Nutrition Bulletin vol 31 (supplement) 2010 - the United Nations University,


Current Key Partners/donors
- Ministry of Health
- USAID/DID
- Procter & Gamble
- Population Services Kenya (PSK)
- Center for Disease Control and Prevention (CDC)
- CDC Foundation
- Kemri/CDC
- Dorable Charitable Foundation
- Habitat for Humanity International
- Gabrielino Gala
- PATH
- Erwag
- Public Health Institute
- Life Ball
- Lena Horschick – Austrian Fashion Designer
- Richard Braddock Foundation
- Skyspace/Somers
- SEAD and Innovations in Health Care
- Social Innovation in Health Initiative
- HENNET
- Foundation Wijipechu
- The Global Soap Project
- Raad Corporation
- Nets Foundation
- Janvier Foundation
- Foundation Respect
- Family Health International
- Care Kenya
- Education Fund Alive
- CAFN Foundation
- GIZ
- Institute for Tropical Medicine - Antwerp
- Raphael Tuma
- KPM Nakaue
- Global Water Challenge
- Richard Braddock Foundation
- Aquanya Institute
- Vestergaard Foundation
- World Health Organization
- GIZ
- Rotary Relief Fund
- Practical Action
- 2008 Relief Fund
- Paradigm
- Farm House Fund
- CHAP/UNICEF
- Impact Carbon
- University of California Berkeley
- Swarovski
- Ball and Melinda Gates Foundation