

# Clean Water For The World<sup>SM</sup>

*It should be everybody's mission.*



**Insituform<sup>®</sup>**

*Clean water for the world.*

***Water.***

**We *can't* live without it.**

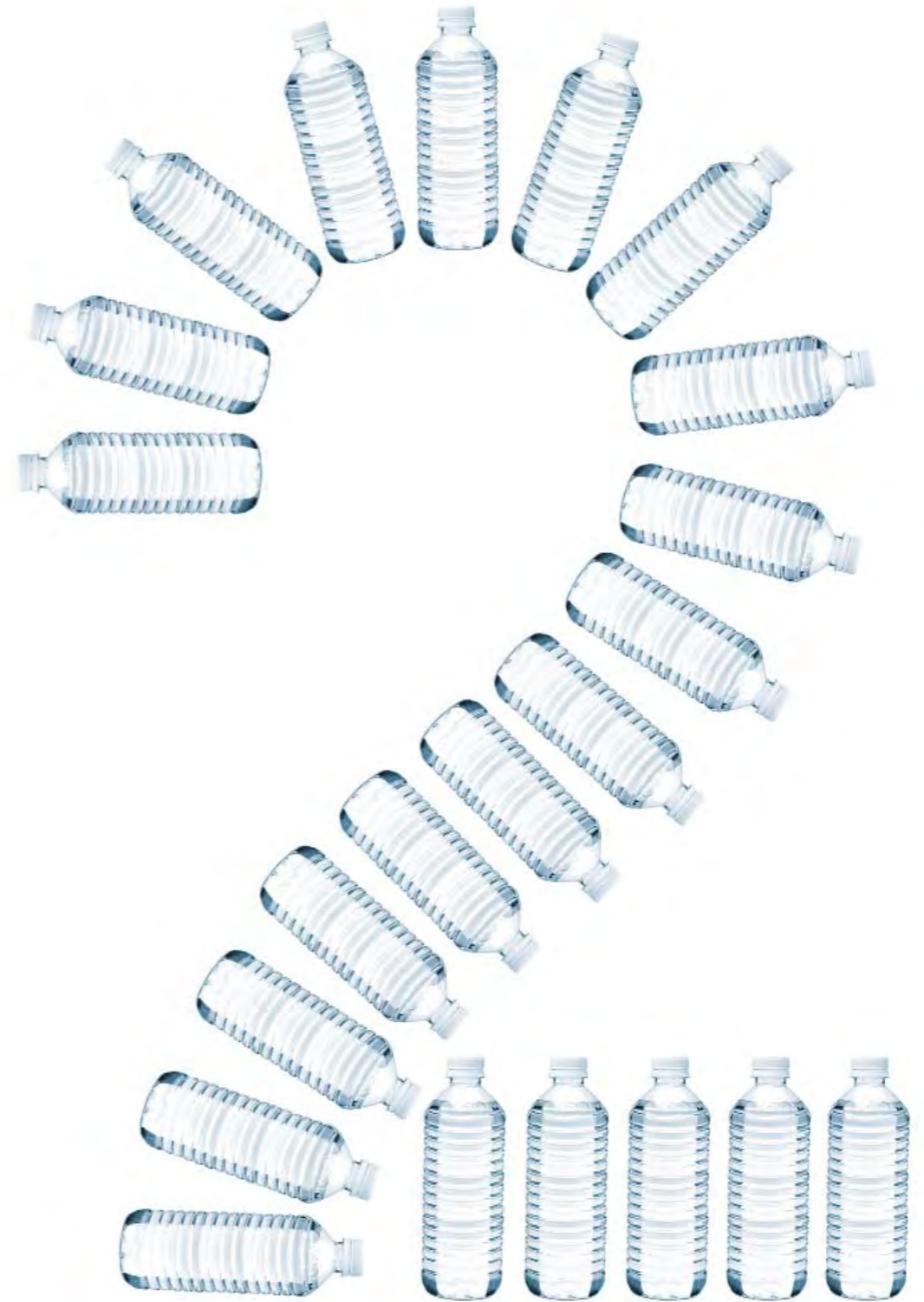
*It makes up about 60 percent of our bodies – and 70 percent of our brains. To survive, each of us must replace more than two quarts of it each day through the foods we eat and liquids we drink.*

*It only makes sense that the water we furnish our bodies is clean, wholesome and safe. The problem is, there are very few drops of naturally pure water to be found. We're not just talking about in Third World countries. We mean in North America, Europe, Australia and every other place on earth where aging pipes are now destroying the progress made in clean water and sanitation over the past century.*

*It's up to each of us to spread the word, reverse these trends and ensure that our water supply is safe. For drinking. For fish and animal life. For recreation. For the future.*

> *Why do we place little value on our water infrastructure?*

People pay **\$2** for a bottle of water, but complain if their ***water bill*** goes up \$2 a month.



*Did you know:*

*Overcoming the cost barrier is an important part of any strategy for accelerating progress in sanitation. Cities that invest in repairs, however, reap major dividends. For every \$1 invested in water and sanitation infrastructure, \$8 is gained in increased output and reduced health costs.*



> *The world's drinking water pipes are in much worse condition than most people think.*

In many parts of the world, up to **60 percent** of all drinking water leaks from pipes before it reaches a single home. In the U.S., it's as high as **30 percent.**

*Did you know:*

*Millions of gallons of treated drinking water are lost each day due to old water pipes that have not been properly maintained. For many years, the relatively low cost of water made it difficult for many communities to justify the expense of repairing the pipes. That is no longer the case.*

> *Five times more children die from dirty water and inadequate sanitation than from AIDS.*

“Every year some  
**1.8 million children**  
die as a result of  
diarrhea and other  
diseases caused  
by **unclean water**  
and poor sanitation.”

*United Nations Development Program*

*Did you know:*

*Almost 5,000 children die from diarrhea each day. Often, they get sick from the sewage and industrial wastes leaking into drinking water through damaged pipes. Sometimes, it's the absence of infrastructure altogether.*



*Did you know:*

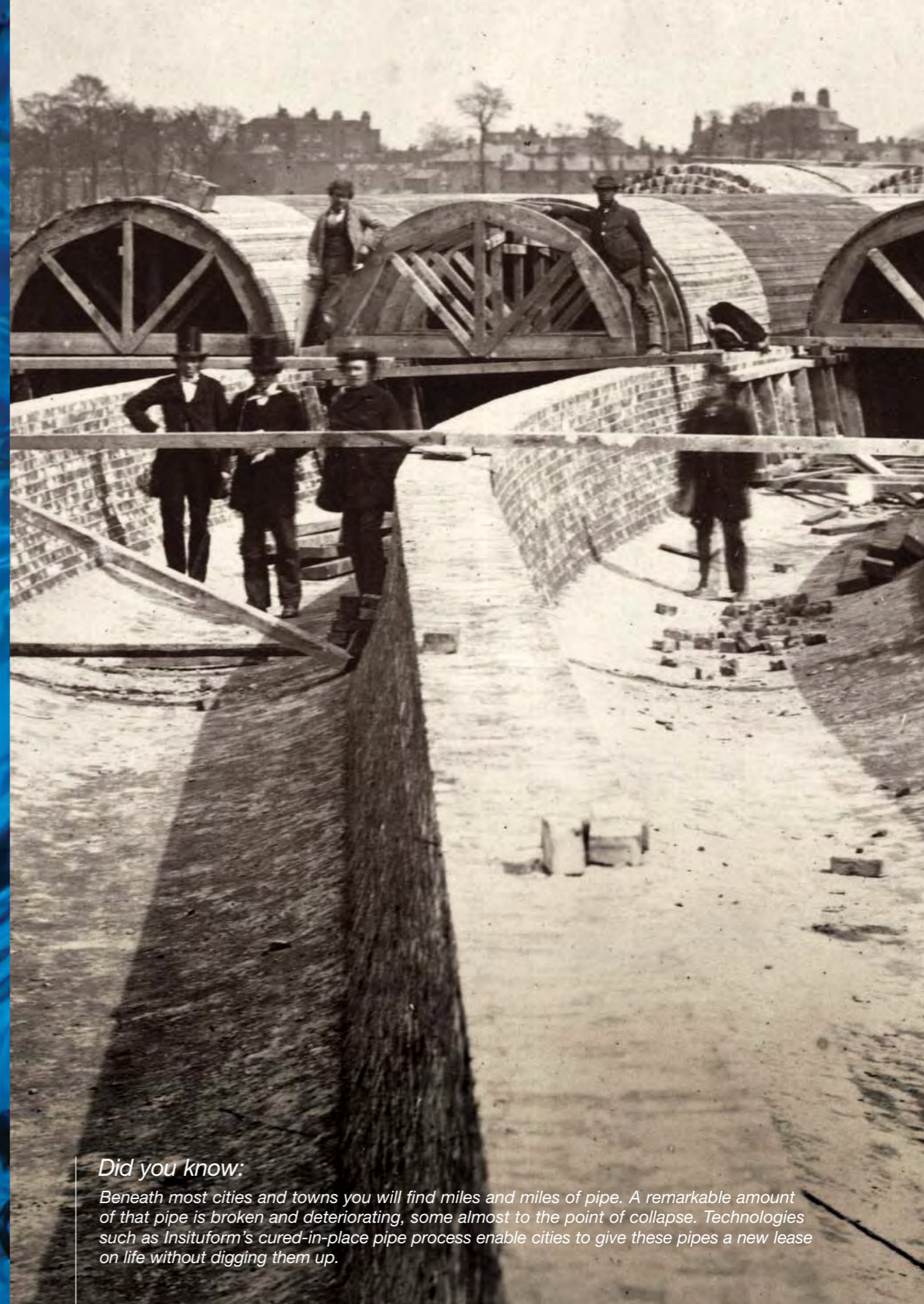
*News reports usually attribute health problems associated with sewer overflows to some mysterious flu or food poisoning.*

> *This isn't just a Third World problem.*

In the U.S., as many as **3.5 million** people get sick from sewer overflows each year. That's the equivalent of about **10 spinach *E. coli*** outbreaks a day.

> *Most sewer pipes were built more than 60 years ago, but meant to last only 50 years.*

By 2020, **45 percent** of the sewer pipes in the U.S. will be categorized in **poor – or worse** – condition.



*Did you know:*

*Beneath most cities and towns you will find miles and miles of pipe. A remarkable amount of that pipe is broken and deteriorating, some almost to the point of collapse. Technologies such as Insituform's cured-in-place pipe process enable cities to give these pipes a new lease on life without digging them up.*



> *Think it doesn't happen in your neighborhood?*

There are more than  
**40,000** sanitary sewer  
overflows ***each year***  
in North America alone.

*Did you know:*

*In the old days, cities could ignore sewer spills. They called it 'solution by dilution.' But that was when people lived further apart and an upstream sewage spill was often 100 miles away. Today, we all live closer together, the effluent is more toxic and the consequences of ignoring spills are more dangerous to human health.*

> *When a sewer pipe breaks and causes a sewage overflow, people swim in, fish in and ingest sewage.*

More than **40 percent** of North American lakes, ponds and reservoirs **are impaired** due to pollution.



*Did you know:*

*Bacterial contamination closed more beaches and prompted more health warnings for the third straight year at ocean, bay and Great Lakes beaches – confirming that our nation's beaches continue to suffer from serious water pollution.*

“**Civilized man** could embark on no task nobler than sanitary reform.”

*Boston Board of Health, 1869*

“The **scale of the problem** in water and sanitation poses a daunting challenge, but one we can **overcome.**”

*Jimmy Carter, 2006*

We've been talking about the problem for more than **137 years**. Isn't it about time we started **taking action?**

> *What you can do*

**To learn more**

- Visit [www.insituform.com](http://www.insituform.com).
- UN Report: *Beyond Scarcity; Power, Poverty and the Global Water Crisis*: <http://hdr.undp.org/hdr2006/>.
- Clean Water and Drinking Water Infrastructure Gap Analysis: [www.epa.gov/safewater/gapreport.pdf](http://www.epa.gov/safewater/gapreport.pdf).
- NRDC Beach Water Quality Report: [www.nrdc.org/water/oceans/ttw/titinx.asp](http://www.nrdc.org/water/oceans/ttw/titinx.asp).

**To take action**

- Go to [www.cleanwateramerica.org](http://www.cleanwateramerica.org) and click on “Take Action.”
- Call or write your congressmen, mayor, city council, local EPA officials, the CDC and other government officials.
- Post a video on YouTube of water pollution, sinkholes, water main breaks, sewer overflows.
- Share this information with your family and friends.
- Join a clean water organization.
- Read and post your ideas on a blog.
- Involve your children.
- Whatever else you do, **MAKE NOISE**. Nothing will change until we're all angry enough to make something happen.



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**[www.insituform.com](http://www.insituform.com)**<sup>®</sup>

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