

The background of the entire page is a photograph of children at a water tap. In the foreground, a young boy in a blue shirt is smiling as he washes his hands under a stream of water from a tap. To his right, another child in an orange shirt is also smiling. In the background, other children and a wooden structure of the water tap are visible against a backdrop of green trees and hills.

World Water Day March 22, 2019

USAID COMMUNICATIONS AND SOCIAL MEDIA TOOLKIT



*Help us raise awareness for World Water Day, and share how
#USAIDTransforms, one community at a time through safe and reliable water
access for all.*

The Global Water Crisis

Celebrated every **March 22, World Water Day** raises awareness about the vital role water plays in sustaining life, health and prosperity on our planet.

Reliable access to safe water and sanitation saves lives, reduces extreme poverty, and makes communities more resilient. Recent decades have seen improvements in access to safe water around the world. Despite this progress, **three in ten people** lack safe drinking water in their homes. Many are women, children, impoverished families, and marginalized groups that live every day without a safe glass of water to drink. Droughts, floods, and pollution are making it even harder for underserved communities to cope with water challenges.

The theme of **World Water Day 2019—Leaving No One Behind—** emphasizes the transformative power of clean water to drastically improve quality of life for the world's underserved and marginalized populations.

USAID's Role



USAID's Role

The [U.S. Government seeks to create a water-secure world](#), where people and nations have the water they need to be healthy, prosperous, and resilient. To support this goal, USAID helps partner countries on their own [development journey to self-reliance](#). Access to a safe drinking water supply is a key step on that journey. Our assistance helps partner countries plan, finance, and deliver safe water and sanitation services for the neediest while sustainably managing water resources.

Since 2008, USAID's water and sanitation assistance has resulted in more than **40 million people gaining access to improved drinking water** and more than **27 million people gaining access to improved sanitation**, globally. Going forward, USAID set targets to help provide 15 million people with sustainable access to safe drinking water services, and 8 million people with sustainable access to sanitation services by 2022.

To learn more about how USAID is going the extra mile to support sustainable access to safe water and sanitation, [visit our World Water Day 2019 page on Globalwaters.org](#).

Key Facts



Key Facts

- Already, more than **3.5 billion people** live somewhere with the potential to experience water scarcity for one month every year, **73 percent** of whom live in Asia ([IIASA](#)); this figure may rise to **4.8-5.7 billion people** by mid-century. ([UNESCO](#))
- By 2025, **1.8 billion people** will likely live in countries or regions experiencing absolute water scarcity. ([UNESCO](#))
- By 2025, **two out of every three people** on the planet may experience shortages of water. ([WWF](#))



- **Nine out of every ten** natural disasters are water-related. ([UNISDR](#))
- Studies have shown that water investments reduce damages from extreme weather events from **25-30 percent of GDP** to around **5 percent of GDP**, making these investments a crucial element in achieving social stability. ([DNI](#))



- It is estimated that \$114 billion per year of capital investment will be required to provide universal access to safely managed water and sanitation services by 2030—or about three times the current investment levels. ([World Bank](#))
- **Seven out of every 10 countries** say they have identified an approach for extending WASH infrastructure and services to low-income populations; however, **eight out of every 10 countries** say they do not have enough funding to reach their nationwide WASH goals. ([GLAAS](#))
- More than **70 percent** of the world’s population—or **upwards of 5 billion people**—have access to a safely managed drinking water service, meaning it is accessible, located on the premises, and free from pollution; **one-third** live in a rural area. ([WHO/UNICEF](#))
- Worldwide, **80 percent** of urban residents rely on a piped water supply; **40 percent** of rural residents do so. ([WHO/UNICEF](#))



- More than **2 billion** people use a drinking water source that is contaminated with feces, putting them at risk of contracting cholera,

dysentery, or typhoid. ([WHO/UNICEF](#))

- More than **840,000** people die every year from preventable diseases caused by unsafe water, inadequate sanitation, and poor hygiene. (Source: [WHO](#))
- **Half of child malnutrition cases** are linked to unsafe water, inadequate sanitation, and poor hygiene ([WHO](#)), conditions that also contribute to more than **340,000 deaths of children under 5** every year due to diarrheal diseases. ([WHO/UNICEF](#))
- **38 percent** of healthcare facilities lack an improved water source in low- and middle-income countries. ([WHO](#))



- Women and girls are responsible for water collection in nearly **two-thirds** of homes without water on the premises. ([UNICEF](#))
- Worldwide, women and girls spend 200 million hours every day collecting water. ([UNICEF](#)). This hinders girls' educational prospects, poses a safety risk, and limits women's opportunities for economic advancement. With access to a safe, reliable local water supply, women are better positioned to become WASH leaders in their community and pursue higher education opportunities in engineering, planning, and policy. ([UNICEF](#))

- Reducing the time it takes to fetch water from **30 to 15 minutes** increases girls' school attendance by an estimated **12 percent**. ([UNICEF](#))
- Investments in water and sanitation services are highly cost effective. **For every \$1 invested** in water and sanitation, **an estimated \$4** is returned in increased productivity. ([WHO](#))

How to Participate on Social Media



How to Participate on Social Media

[World Water Day 2019](#) is Friday, March 22. We encourage you to begin sharing content via social media on Friday, March 15.

The below sample social media messaging illustrates how #USAIDTransforms, one community at a time, using the transformative power of water to improve quality of life for some of the world's most vulnerable and marginalized communities. Please tag your posts with @USAIDWater and #WorldWaterDay to maximize audience reach, and feel free to repost content shared via key social media accounts listed below.

- **Key Twitter Handles:** [@USAIDWater](#), [@USAIDGH](#), [@USAIDEnviro](#), [@FeedtheFuture](#)
- **Key Facebook Accounts:** [USAID](#), [USAID Global Health](#), [U.S. Global Development Lab](#), [Feed the Future](#), [U.S. State Department OES](#)

- **Key Hashtags:** #WorldWaterDay, #USAIDTransforms, #DevJourney, #WaterSecureWorld, #WWD2019
- **WWD Emojis:** 🌍🌍🌍💧💧💧🚰🚽🚽🚽

Pictograms to Share



USAID/ETHIOPIA/LOWLAND WASH | DATA SOURCE: UNICEF, 2016



Worldwide, women and girls spend **200 million hours** every day collecting water.

USAID efforts to improve access to water are **providing girls with more time** to pursue education.

Leave no one behind.

#WorldWaterDay
March 22

Download by right-clicking on image



USAID INDONESIA/UVASH



USAID
FROM THE AMERICAN PEOPLE

USAID TRANSFORMS

Since 2007, USAID's water and sanitation assistance has resulted in more than 40 million people gaining access to clean drinking water.

#WorldWaterDay

March 22

Download by right-clicking on image



WATER FOR PEOPLE DEVELOPMENT ALLIANCE



USAID
FROM THE AMERICAN PEOPLE

Access to a safe, reliable water supply is a key stepping stone on any community's journey to self-reliance.

#WorldWaterDay

March 22



USAID
FROM THE AMERICAN PEOPLE

USAID TRANSFORMS

USAID works to expand safe water access to the underserved and most vulnerable.

Leave no one behind.

#WorldWaterDay
March 22

USAID/FEH/FOOD FOR ASSET DEVELOPMENT

Download by right-clicking on image



USAID
FROM THE AMERICAN PEOPLE

USAID TRANSFORMS

Eight out of every 10 countries say they do not have enough funding to reach their nationwide water and sanitation goals.

#WorldWaterDay
March 22

USAID/NEPAL | DATA SOURCE: WHO/UN-WATER, 2017

Download by right-clicking on image

USAID FROM THE AMERICAN PEOPLE

USAID TRANSFORMS

By 2025, **two out of every three people on the planet** may experience shortages of water.

Leave no one behind.

#WorldWaterDay
March 22

USAID SOUTH SUDAN/PROPEL | DATA SOURCE: WWF

This poster features a photograph of several women in South Sudan, dressed in colorful traditional attire, standing in a line with various water containers like jerrycans and buckets. The background is a bright, hazy sky. The USAID logo is in the top left corner. The text is overlaid on a dark blue background on the right side of the image.

Download by right-clicking on image

USAID FROM THE AMERICAN PEOPLE

USAID TRANSFORMS

Only **40 percent of rural residents** worldwide have access to a piped water supply they can rely upon.

Leave no one behind.

#WorldWaterDay
March 22

USAID ETHIOPIA/LOWLAND WASH | DATA SOURCE: WHO/UNICEF, 2019

This poster features a photograph of children in Ethiopia, with one child in the foreground smiling and reaching for water from a tap. The background shows other children and a lush green landscape. The USAID logo is in the top left corner. The text is overlaid on a dark blue background on the right side of the image.

Download by right-clicking on image

A promotional graphic for World Water Day. On the left, a young girl with dark hair, wearing a yellow and green patterned shawl over a red garment, is shown drinking water from a public tap. The USAID logo is in the top left corner, and the text 'USAID TRANSFORMS' is overlaid on the image. On the right, a dark blue background contains white text: 'USAID has committed to provide 15 million people with sustainable access to safe drinking water services by 2022.', '#WorldWaterDay', and 'March 22'. A vertical watermark 'USAID/ BANGLADESH' is on the left side of the image.

USAID
FROM THE AMERICAN PEOPLE

USAID TRANSFORMS

USAID has committed to provide 15 million people with sustainable access to safe drinking water services by 2022.

#WorldWaterDay
March 22

USAID/ BANGLADESH

Download by right-clicking on image

Sample #WorldWaterDay Tweets



Share the messages below or create your own.

Sample Tweets for #WorldWaterDay 2019

How are you celebrating #WorldWaterDay? 📷 Get inspired w/ a photo essay from @USAIDWater showcasing the transformative power of clean #water. See for yourself how @USAID & partners create a more #WaterSecureWorld & make sure no one is left behind 🌍🌍🌍 <https://medium.com/usaaid-global-waters/photo-essay-world-water-day-2019-leaving-no-one-behind-74a997fe9401>

“You can’t just turn the #water on. You have to keep it running.” 📷 Head to #Syria w/ @USAIDWater & learn how rehabilitated wells & pumping stations restored #h2o access to 300,000+ #USAIDTransforms #DevJourney #WorldWaterDay @USAIDMiddleEast @USAID <https://medium.com/usaaid-global-waters/turning-on-the-water-usaid-collaborates-with-local-partners-to-restore-water-access-to-northeast-8801a2ddd2f5>

March 22 is #WorldWaterDay. 💧 Learn how @USAID & 16 other U.S. govt agencies are collaborating to help create a healthier + more water-secure

planet through the U.S. Govt. Global Water Strategy 🌍🌍🌍

#USAIDTransforms #DevJourney <https://www.globalwaters.org/us-global-water-strategy-stories>

#DYK that @NASA & @USAID have teamed up during the past 13+ years with the @SERVIRGlobal project to bolster disaster preparedness & improve emergency response to h2o-related disasters? This #WorldWaterDay, learn how in @USAIDWater's #GlobalWaters Stories. <https://medium.com/usaid-global-waters/from-satellite-to-village-turning-data-into-action-d45544ee9b60>

How much do you know about #water? 💧 Help spread awareness about this vital resource & the important ways it shapes our lives & shapes our world by sharing this #WorldWaterDay fact. @USAIDWater **[Note to account admins: Please combine this post with one of the pictograms on the previous page of the toolkit]**

Access to a safe, reliable water supply is one of the key stepping stones on any community's journey to self-reliance. 🏠 This #WorldWaterDay, learn more about how @USAID is helping create a more #WaterSecureWorld for future generations. #DevJourney #USAIDTransforms @USAIDWater **[Note**

Sample #WorldWaterDay Facebook Posts



Share the messages below or create your own.

Sample Facebook Posts for #WorldWaterDay 2019

How are you celebrating #WorldWaterDay? 🚰 Get inspired with a new photo essay from @USAIDWater showcasing the transformative power of clean #water. See for yourself how @USAID and partners are creating a more #WaterSecureWorld and making sure no one is left behind 🌍🌍🌍 #DevJourney #USAIDTransforms <https://medium.com/usaaid-global-waters/photo-essay-world-water-day-2019-leaving-no-one-behind-74a997fe9401>

What would you do if water didn't come out of your sink faucet or showerhead today? 💧 This #WorldWaterDay, pause and reflect for a moment to remember how important clean water is to every aspect of our daily lives. To better understand how #USAIDTransforms communities through water and sanitation improvements, visit Globalwaters.org, USAID's knowledge-sharing hub for water specialists and the broader development community.

Did you know March 22nd is #WorldWaterDay? 🚰 Find out how @USAID and 16 other U.S. government agencies are teaming up to create a healthier, more water-secure world with the U.S. Government Global Water Strategy

🌐🌐🌐 <https://www.globalwaters.org/us-global-water-strategy-stories>

Additional Communications Resources



Additional Communications Resources

Recent Feature Stories from USAID's Global Waters Stories

- [Turning on the Water: USAID Collaborates with Local Partners to Restore Water Access to Northeast Syria](#)
- [In Peru, the Infrastructure Upgrade, Reimagined](#)
- [From Satellite to Village, Turning Data into Action](#)
- ["The River Belongs to the People"](#)
- [Keeping the Water Flowing in Nepal](#)
- [Backyard Cooperation Leads to Wastewater Treatment in the Dominican Republic](#)
- [How Morocco is Training Country's Next Generation of Water Managers](#)
- [Placing Women at the Center of Water Supply Management in Kenya](#)
- [Global Waters Stories digital archives \(2010-present\)](#)

Water-Themed Photo Essays from USAID's Global Waters Stories

- [Photo Essay: World Water Day 2019: Leaving No One Behind](#)
- [Photo Essay: World Water Day 2018: Unlocking Nature's Potential to Create a Water-Secure World](#)
- [Photo Essay: World Water Day 2017: Treating Wastewater as a Resource](#)
- [Photo Essay: World Water Day 2016: Celebrating Water Heroes](#)
- [Photo Essay: Water and Development Alliance: A Decade of Improving Lives and Conserving Ecosystems](#)

Global Waters In Focus Case Studies

- [Global Waters In Focus: Securing Water for Food \(SWFF\)](#)
- [Global Waters In Focus: RESILIM: Addressing the Water Shortage Puzzle in Southern Africa](#)

USAID-Supported Partnerships and Projects

- [Feed the Future](#)
- [Rotary International](#)
- [SERVIR](#)
- [Sustainable WASH Systems Learning Partnership \(SWS\)](#)
- [Sustainable Water Partnership \(SWP\)](#)
- [Water for Africa Through Leadership and Institutional Support \(WALIS\)](#)
- [Water and Development Alliance](#)
- [Water, Sanitation, and Hygiene Finance \(WASH-FIN\)](#)
- [Water, Sanitation, and Hygiene Partnerships and Learning for Sustainability \(WASHPALS\)](#)

Photo Resources

- [USAID Water Office *Global Waters* on Flickr](#)
- [USAID on Flickr](#)

Global Waters Radio Podcasts

- [Podcast: Ella Lazarte and Barbara Kazimbaya-Senkwe on How Improved Financing Enhances Water and Sanitation Service Delivery](#)
- [Podcast: Rolf Luyendijk and Portia Persley on Tackling the Global Sanitation Crisis](#)
- [Podcast: Canisius Kanangire and Richard Rapier on Strategic Planning for Africa's Water and Sanitation Sectors](#)
- [Podcast: Sylvia Cabus on Gender Mainstreaming in Water and Sanitation Programming](#)
- [Podcast: Jim Peters on Water Improvements in Kenya and the U.S. Government Global Water Strategy](#)
- [Global Waters Radio podcast archives \(2015-present\)](#)

Technical Resources

- [Sustainable Water Partnership - Improving Water Security Toolkit](#)
- [Sustainable Water Partnership - Water Security Assessment Toolkit](#)
- [Sustainable Water Partnership - Water Security Planning Toolkit](#)
- [Sustainable Water Partnership - Funding Water Security](#)
- [Sustainable Water Partnership - Water Security Implementation](#)

Additional Links

- [Globalwaters.org](https://www.globalwaters.org)
- [Global Waters Stories on Medium](https://www.medium.com/global-waters-stories)
- [USAID.gov: USAID Water Office](https://www.usaid.gov/usaids-water-office)
- [USAID.gov: Water and Sanitation](https://www.usaid.gov/usaids-water-and-sanitation)
- [USAID.gov: Sustainable Agriculture](https://www.usaid.gov/usaids-sustainable-agriculture)



Agency Points of Contact

- Patricia Mantey, USAID Water Office (pmantey@usaid.gov)
- Oliver Subasinghe, USAID Water Office (osubasinghe@usaid.gov)



CREATED BY
USAID Water