

India

Reducing infant mortality through improved hygiene



Unilever

Poor hygiene practices and associated infectious diseases are a leading cause of childhood mortality rates. Education campaigns are effective interventions but are difficult to target. To increase understanding about the frequency and locations of diarrhea and other infectious disease incidence in India, Unilever turned to Premise to collect data that would support an early detection monitoring system and drive better targeting of education campaigns.

Results:

- Premise tracked household-level infection occurrences in near-real time, and measured changes to household hygiene practices
- Mapped infection rates used to inform public outreach campaigns

35,000

Surveys conducted

35%

Reduction in risk if a household owned soap