

**PRESS RELEASE**

**MC XUAN BAC BECAME GOODWILL AMBASSADOR FOR RURAL WATER  
SUPPLY AND ENVIRONMENTAL SANITATION**

**Ministry of Agricultural and Rural Development (MARD) in cooperation with Lien Aid and UNICEF have officially invited MC Xuan Bac to become Goodwill Ambassador for Rural Water Supply and Environmental Sanitation (Watsan Ambassador) Period 2010-2011.**

The launching ceremony of Watsan Ambassador, taking place in Hanoi on 30 November 2010, is an activity in a long-term among Information, Education, Communication (IEC) Plan in order to increase awareness and change behaviours for rural communities in Vietnam on water and environmental sanitation including using clean water and hygienic latrines, collecting and disposing solid waste properly, or constructing hygienic enclosure facilities, etc.

As a Watsan Ambassador, MC Xuan Bac will participate in on-site IEC activities, be Guest of Honor at public events of Rural Water Supply and Environmental Sanitation Sector (RWSS) and on mass media, helping to deliver messages and call for participation and actions of the public on RWSS issues.

Through IEC activities with an image of an approachable and friendly Watsan Ambassador, MC Xuan Bac shall contribute to deliver RWSS messages widely and effectively to different target groups, especially rural communities and children.

**INFORMATION ON MC XUAN BAC**

MC Xuan Bac, was born in 1976 in Phu Tho Province. He is currently working at Dramatic Theater of Vietnam. He is a famous actor in various impressive movies as well as a well-known comedian to the public, especially rural communities and children. He is also an editor and MC of various TV game shows i.e. “Đuổi Hình Bắt chữ” on Hanoi Radio-Television Station and “Đồ - Rê - Mí” on Vietnam Television Station. Natural, friendly, funny, and humorous personality make Xuan Bac easily approach and deliver messages to rural communities.

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## **Comedian Xuan Bac becomes goodwill ambassador**

HA NOI — Comedian Nguyen Xuan Bac was officially announced yesterday as the 2010-11 goodwill ambassador for Rural Water Supply and Environmental Sanitation, said Dao Xuan Hoc, deputy minister of Agriculture and Rural Development.

Bac was invited to play the role of an ambassador by the Ministry of Agriculture and Rural Development, Lien Aid and UNICEF.


As a goodwill ambassador, Bac, 34 is expected to participate in on-site activities and to be a guest of honour at public and mass media events in order to deliver messages designed to raise public awareness about using clean water and hygienic latrines, and to help change human behaviours around water safety in rural areas.

Bac promised to send messages from the Rural Water Supply and Environmental Sanitation Sector widely and effectively to people in rural areas, with a particular focus on children.

More than 20,000 people, most of them children, die each year due to unclean water and poor sanitation in Viet Nam. Almost half of those deaths can be attributed to diarrhoea, the World Health Organisation reported.

Viet Nam has plans to provide clean water to about 83-85 per cent of rural households and build hygienic latrines in 60 per cent of rural households by the end of the year. — VNS

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### Actor Xuan Bac became goodwill ambassador for water and sanitation in Viet Nam



Actor Xuan Bac became goodwill ambassador for water and sanitation in Viet Nam

#### Ha Noi, 30 November

**2010** -- Xuan Bac, a well-known actor has been selected to be the Goodwill Ambassador for Water and Sanitation by the Ministry of Agricultural and Rural Development, Lien Aid and UNICEF. This is the first time in Viet Nam for a Goodwill Ambassador for

water and sanitation to be appointed.

Water and sanitation related disease, despite being preventable, remains one of the most significant child health problems worldwide. In Viet Nam, according to WHO more than 20,000 people, mostly children, die every year due to unclean water and poor sanitation. Almost half of those deaths can be attributed to diarrheal diseases. One out of every three pregnant women and almost one out of every three children under five years of age are anaemic, which is partly caused by worm infection – one of the water and sanitation related diseases. Unsafe water and poor sanitation are also associated with a high malnutrition rate among children under five years of age in Viet Nam.

Poor knowledge and unhygienic practices are the main concerns in Viet Nam. Only 18 per cent of people in rural Viet Nam know that the use of hygienic latrines is linked to prevention of diarrhoeal and parasitic diseases. An estimated 12 per cent of rural population wash their hands with soap before meals and 16 per cent after defecation. "Evidence has shown that raising awareness and promoting the healthy behaviour are essential in improving water and sanitation condition. When the community are aware of the importance of the issue and motivated to act on it, the situation will be improved quickly and the achievements will be sustainable", says Lotta Sylwander, UNICEF Representative in Viet Nam.

In his new role, Xuan Bac will help to raise awareness of the community about the importance of clean water and sanitation as well as to motivate people to adopt and maintain healthy behaviour. He will deliver his messages and call for the participation and action of the community on issues related to clean water and sanitation at different public events, through various on-site communication activities and mass media during the next two years.

Xuan Bac is a famous actor and comedian in Viet Nam. He is also well-known as a Master of Ceremony for various game shows of the National and Hanoi television stations. Friendly, simple and humours, Xuan Bac has a great influence on the people, especially on children and people living in rural areas of Viet

Nam. "I feel I have a great responsibility as a Goodwill ambassador. I will try my best to make people understand about the importance of water and sanitation, carry out hygienic practices and more importantly, maintain the healthy behaviour", say Xuan Bac at the ceremony to officially introduce him as the Goodwill Ambassador.

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