



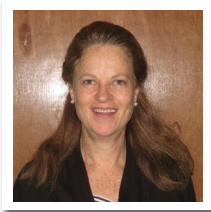
IMIFAP

Annual Report 2008

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Letter from the President




Here at IMIFAP, 2008 was a year of many firsts. We began working with important new groups through programs for migrant workers and by targeting school performance with programs funded by the Inter-American Development Bank, BEA Foundation and the Japan Special Fund for Poverty Reduction Program. We also made important advances into using new media to promote IMIFAP's message. Our first Cineminuto videos, short public service announcements, were aired with previews in movie theaters throughout Mexico. In addition, a grant from the Elton John AIDS Foundation led us to produce interactive computer games and a website specific to our HIV/AIDS program. Another website was created for the Alameda County, California pregnancy prevention program with interactive versions in both English and Spanish, meeting the needs of that bilingual community. We also expanded into new markets: the Alameda County project reestablished our work in the United States begun over fifteen years ago, and a variety of major new projects took place in Central America this year.

One of our most important advances in 2008 was the completion of the Comprehensive Community Development program, a new model expanding on and combining our thematic programs for an effect stronger than any program could have on its own. We like to think of this program as the new keystone of IMIFAP, the culmination of our work over the years and a model that we will employ with increasing frequency.

None of this would have been possible without the contributions of our many generous supporters, and in this realm as well IMIFAP has come a long way in 2008. On a larger scale than ever before, we partnered with private corporations. This year's corporate funders include Alcatel-Lucent Foundation, BEA Foundation, Cinépolis, The Dow Chemical Company, Editorial Limusa, Fundación ADO, Fundación Axtel, A.C., Fundación Grupo Modelo, A.C., ING Foundation, Johnson & Johnson Company, Mary Kay Ash Charitable Foundation, The Merck Company Foundation, Pfizer México S.A. de C.V., Procter & Gamble and Rabobank Foundation. We also dramatically increased our cooperation with Mexico's federal government this year with projects carried out in collaboration with Diconsa, CENAPRA, SEDESOL, INDESOL and Inmujeres, along with a variety of other government entities.

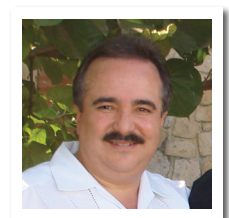
In all, 2008 was a strategic year for IMIFAP, filled with challenges that led us to creative solutions and with great advances that set the stage for new programs in years to come. Read on, and come be a part of the never-ending adventure that is IMIFAP.

Sincerely,

Susan Pick, President



"This year we began to develop large projects on a national level as we never had before ... The Diconsa project took place simultaneously in seventeen [Mexican] states, working with 1,800 different daycare centers. The challenge was to coordinate all the personnel involved with this project, and we proved that we could do it well, maintaining the integrity of the work."

Martha Givaudan, Executive Vice President



"This year we started working much more with entities of the Mexican federal government ... Before we had 80% of our funds come from outside the country, now 80% come from within Mexico, and for me this shows the recognition and the confidence in our work on the part of the Mexican government. It makes me very proud."

Héctor Pérez, Vice President of Administration and Finance

About IMIFAP

IMIFAP is a Mexican non-profit organization founded in 1985 by professors from the National Autonomous University of Mexico (UNAM). Over the past 24 years and with support from over 300 public and private organizations, we have reached more than 19 million individuals in 14 nations through interactive workshops focused on cancer, cardiovascular disease, citizenship, diabetes, general health issues, the prevention of HIV/AIDS and other STIs, hygiene, the development of micro-enterprises, nutrition, obesity, parenting, school performance, sexuality, substance abuse, and violence. We have implemented projects in North, Central and South America, as well as Eastern Europe, Central Asia and East Africa.

Our work at IMIFAP is founded on the belief that the development of the basic skills necessary to live a full, well-rounded life and experience the wholeness of being human are the basis of all other endeavors, and should be made available to everyone. These skills, which we call life skills, include such basic abilities as good communication, decision making, and feeling autonomy and control over one's own life. Our programs are participatory, not merely didactic, because we have learned that participation makes learning more enjoyable and thus more effective. Participants in our programs bring home with them not merely a better understanding of nutrition, or family planning, or the skills necessary to start a microenterprise; they leave as well with a set of skills that they can apply to all areas of their lives. This, the ability to impact whole lives and not merely individual areas of knowledge and behaviors, is the magic of IMIFAP.

Our Mission

To create and implement programs which contribute to sustainable human development in order to allow individuals to take control of their own health, productivity, and lives.

Our Objectives

- Strengthen human capacities, specifically those related to health, education, and productivity
- Facilitate psychosocial skill building and life skills development from childhood through adulthood
- Design, implement, and evaluate comprehensive health, education and productivity programs, supported by scientific research
- Establish partnerships with NGOs, governments, businesses, and communities
- Search for prevention-focused, sustainable solutions in accordance with community needs
- Instigate social change directed towards promoting well-being and active participation in the communities in which we work
- Replicate and extend the advances of our programs to other regions



Programs

Comprehensive Community Development

We at IMIFAP feel that development comes as a result of addressing a wide range of issues in people's lives. Comprehensive Community Development is designed to do exactly that, and for this reason it is our keystone program. Each project in this group is unique, bringing together many aspects of IMIFAP's work and combining them in just the right configuration to create the perfect fit for each community in which we work. The structure of the Comprehensive Community Development program is ideal because it brings together different themes into a single, cohesive whole, rather than treating them as separate and unrelated issues. This approach enables us to attack poverty in a community from all fronts.

Title: Comprehensive Community Development in Mexico with Emphasis on the Sexual and Reproductive Health and Rights of Women

Year: 2002-2008

Donor: United Nations Population Fund (UNFPA), with co-funding from the Hidalgo and Chiapas state governments and from the IMSS-Oportunidades program

Location: 47 municipalities in Hidalgo state and 12 municipalities in Chiapas state, Mexico

Project objective: The creation of a community development model that integrates the individual, the family and the community to bring about a higher quality of life for children, men and women.

Project outcomes: The project reached 696,000 direct and indirect program beneficiaries. Beneficiaries increased their knowledge of important topics such as sexual abuse, exercise, nutrition and hygiene, and changed their attitudes toward their personal health and development, leading them to feel more capable to act to improve the conditions of their lives and their general well-being. Their behaviors also showed positive change; for example, use of contraception increased, as did frequency of bathing and consumption of vegetables. In the case of women, the development of the program also drove their engagement in microenterprise ventures.

"I have become more understanding with my students, I have become a teacher who listens, and if you listen to them you understand them, if you are closed off from listening to them you will never know if that child is doing fine or if she has a problem. There are children who have trouble emotionally, very much so, and we expect them to achieve as well as someone who doesn't have such problems ... if you don't begin to scrape the surface of that child, you will never understand why ..."

-A teacher at the Benito Juárez School, Hidalgo, Mexico



Accident Prevention

Traffic accidents are the fourth most important cause of death in Mexico, behind only heart disease, diabetes and cancer. In the search for solutions to this problem, it is indispensable to have detailed and reliable data related to the causes of traffic accidents. IMIFAP has worked with the Mexican government on several projects related to the problem of road safety, in which we collect data from around the country to be used in the development of new transit safety policies. The data is then used to help policymakers and law enforcement officials reach new, better solutions to the problems of traffic accidents and decrease the toll in human life from these very preventable tragedies.

Title: Mexican Initiative for Transit Security and the Prevention of Traffic Accidents - Building the Baseline

Donor: National Center for Accident Prevention (CENAPRA)

Year: 2008

Location: Guanajuato, Jalisco and Nuevo León states and the Federal District, Mexico

Project objective: To conduct an in-depth study of citizens' attitudes towards road safety using focus groups and questionnaires as well as direct observation of selected intersections in cities throughout Mexico.

Project outcomes: IMIFAP gathered data from over 40,000 individuals and found that over 50% of individuals do not fully appreciate the danger of not wearing a seatbelt or driving under the influence. We recommended specific policies and sanctions to increase both adherence to and enforcement of traffic laws and diminish associated corruption, as well as a greater effort to educate the public about road safety.



A slogan urges women to take a Pap smear test for cervical cancer in Michoacan state, Mexico.

Cancer

Although Mexico's overall cancer rates are low on a global scale, the national prevalence of cervical and breast cancer is steadily rising. Because of a lack of understanding of these cancers in many communities, stigmatization of those who undertake testing, and a lack of personal agency among women in these communities, cervical and breast cancer remain two of the deadliest cancers in the country. Facilitators in our cancer projects work to establish a base of knowledge regarding cervical and breast cancer, dispelling cultural myths that surround the diseases and providing women with tools to make sexual health decisions. Facilitators simultaneously encourage women to get Pap smears, and educate husbands about the importance of allowing their wives to attend gynecological appointments.

Title: Because I Care About Myself, I Take Care of Myself: Preventing Cervical Cancer and Breast Cancer for Women in Oaxaca State

Donor: Fundación Alfredo Harp Helú, with collaboration from DIF Oaxaca and the Ministry of Health of the State of Oaxaca

Year: 2006-2008

Location: Rural communities in the Mexican state of Oaxaca

Project objective: To lower the national incidence of cervical and breast cancer in rural women through the implementation of a community intervention strategy.

Project outcomes: The group that took part in the workshop showed significant increases in understanding of the issues at hand as compared with those who did not participate. Additionally, women in our program were more likely to contribute to solving problems in the community, going to community meetings and participating in discussion there, than those who did not. This can be attributed to the life-skills element of the course. Men who participated in the program showed similar upward trends.

"We learned that no one else can decide about us, about our bodies, only we should be concerned about our bodies ... and our own wellbeing, if we take care of ourselves then we are going to be in good condition to take care of our families."

-Program participant, Oaxaca, Mexico



Program participants get involved with the remodeling of their school. Citizenship and culture of legality projects encourage students to get more involved in their communities in a variety of ways.

Citizenship and Culture of Legality

The Citizenship and Culture of Legality program promotes the development of a participatory citizenry. The secondary school-based program trains students in accountability for the consequences of their decisions so that they enter adulthood with a firm understanding of the responsibilities of citizenship. Furthermore, it encourages analytical thinking in students so that they are able to achieve a brighter future based on reasoned and conscious choices. More recently, IMIFAP has developed a series of complementary programs that work beyond schools in the community at large and deal with a similar set of concerns with parents, health professionals, and other community members. This second set of projects reinforces and balances the school-based initiative and seeks to make good citizenship a priority for the whole community.

Title: Promoting a New Masculinity

Donor: Health Services of the State of Hidalgo

Year: 2008

Location: Hidalgo state, Mexico

Project objective: To promote gender equality and fight the culture of machismo among men in the state of Hidalgo through training in a new masculinity, with the goal of preventing and improving awareness of relationship violence.

Project outcomes: IMIFAP trained 36 health personnel from Hidalgo state who went to the communities in which they work and replicated the training there. Topics related to nutrition, health and life skills were taught along with gender equality to a total of 373 community members, which has had the impact of making these communities physically and psychologically healthier as well as decreasing the incidence of domestic violence.

Other 2008 projects			
Year	Project	Location	Donors
2008	Social Treatment of Indigenous Women Employed as Domestic Workers in Urban Areas	Metropolitan areas of Cuernavaca, Toluca and the Federal District, Mexico	• National Council for the Prevention of Discrimination (CONAPRED)



Disaster Relief

In the late fall of 2007, unusually heavy rains caused rapid, heavy and widespread flooding in the Mexican states of Chiapas and Tabasco. Nearly 80% of the land area of Tabasco and half of its population were affected, leaving half a million people homeless and without a job. Many people were left without sufficient access to potable water, living in unhealthy conditions where disease spread rapidly. In response to this disaster and others like it, our disaster relief program seeks to develop knowledge as well as psychosocial and life skills related to basic health practices, disease prevention and emotional management in situations of environmental risk.

Title: Program for Health Promotion, Illness Prevention and Emotion Management in High Risk Situations in the States of Tabasco and Chiapas

Donor: The Dow Chemical Company

Year: 2007-2008

Location: Communities affected by flooding in the Mexican states of Tabasco and Chiapas

Project objective: To develop, particularly in children and adolescents, the knowledge, life skills and psychosocial abilities required to care for one's basic health, prevent disease and manage emotions in situations of natural disaster.

Project outcomes: More than 32,000 children and adolescents participated in workshops and gained knowledge of topics related to disease prevention and general health during times of environmental disaster as well as increased their ability to manage emotions, resolve conflict, work in teams and communicate successfully with the members of their community.

"Ever since we worked on emotions I have tried to be more understanding with people, I have tried to communicate more with them and simply have a better relationship than I did before. The program helped me very much with this."

-Program participant, Tabasco, Mexico



Students learn about condom use in a school-based sexuality education program.

Family Planning

In Mexico, nearly one in every six children is born to a woman under the age of twenty. Our pregnancy program aims to address this national context of unintended adolescent pregnancies. Objectives include understanding one’s own sexuality, discussing sexuality with one’s partner, children and parents, and being able to make autonomous decisions regarding the use of contraception.

Title: Mexico – Central America: Sexuality, Health and Life Skills Education

Donor: World Bank

Year: 2007-2008

Location: Honduras, El Salvador, Guatemala, and the Mexican states of Chiapas and Tabasco

Project objective: Migrants experience numerous barriers to access of information and health services, and are therefore at a much higher risk for reproductive health issues. We looked to empower migrants, and the communities that support significant migrant populations, on this issue.

Project outcomes: 1,010 Central American migrants are now able to communicate openly and honestly regarding personal needs and sexual violence, can make more informed decisions in difficult situations, and are much more able to deal with the daily difficulties of being a migrant. All of these new skills help them to negotiate sexual contact and contraceptive use, decreasing the incidence of unplanned pregnancies in this population.

"It is important not to forget that HIV is not transmitted by touching, hugging or kissing another person... Always remember that shared living and shows of affection are important for all people, especially when we feel sick, as these are medicines for the spirit that help us feel better. Don't hide your feelings; express them to the people you care about the most."

-Selection from a radio spot

Other 2008 projects

Year	Project	Location	Donors
2006-2008	My Voice, My Life: A Pregnancy Prevention Curriculum for Teenagers in Alameda, California	Alameda County, California, USA	<ul style="list-style-type: none"> • The Alameda County Public Health Department • Public Health Institute
2008-2009	Sexual and Reproductive/Abortion Rights for Marginalized Young Women in Mexico City	Federal District, Mexico	<ul style="list-style-type: none"> • Brush Foundation • The Resource Foundation • Delegación Milpa Alta



A young boy participates in our Ven Atrevete program to educate children on HIV/AIDS.

HIV/AIDS

Within Mexico taboos on HIV, sexuality and drug use hinder open discussions on HIV/AIDS. As such, HIV/AIDS awareness among the population is low and prevention practices are not widespread. Bringing about broad behavioral change is critical to avoiding future spread of the disease across the Mexican population. IMIFAP's HIV/AIDS program seeks to inform individuals from all sectors of Mexican society about the disease and methods of HIV/AIDS prevention, and to help individuals make the personal behavioral changes necessary to halt the disease's advance. We have implemented programs in schools at the primary and secondary levels, as well as with parents and health professionals, in an all-sides approach to the issue.

Title: Integral Telecommunications-Based HIV/AIDS Prevention Program for Mexican Youth

Donor: Elton John AIDS Foundation

Year: 2003-2008

Location: Mexico

Project objective: To use technology and the mass media to increase knowledge and dispel myths regarding sexuality and HIV/AIDS, as well as to promote safe sexual practices and support the development of life skills in children and adolescents.

Project outcomes: IMIFAP developed a one-minute video focusing on HIV/AIDS prevention that was transmitted through the Mexican cinema chain Cinépolis as well as through YouTube and Facebook campaigns. A variety of complementary materials was developed and disseminated along with teacher training workshops. These materials encouraged teachers, parents and students to research sexuality and HIV/AIDS, promoted creativity and participatory learning and generated enthusiasm for the software and webpage. A website, www.venatrevete.com, was also developed for the project, through which we estimate to have reached at least 1 million children aged 11-15 in twenty Mexican states.



A family in the small Oaxacan town of San Martín Itunyoso, Mexico, lives in very cramped quarters.

Hygiene and Sanitation

The hygiene and sanitation program is perhaps the most basic IMIFAP program and is often the first one that will be provided to a community, laying the foundation for future workshops in more advanced topics like school performance or microenterprise development. Personal cleanliness and bodily care are taught alongside general life skills and decision making abilities, allowing participants, who are largely women, to view their health in a personal context, as well as through the lenses of family and community. Participants leave the program with increased knowledge of personal health topics and a greater sense of their right to control their own life and health decisions, and our research shows that they also demonstrate greatly improved hygienic and sanitary practices.

Title: Knowledge and Capabilities Development with Diconsa Personnel, Community Councils and Rural Supply Committees

Donor: Ministry of Social Development (SEDESOL) - Diconsa

Year: 2008-2009

Location: All 31 Mexican states

Project objective: To train Diconsa personnel, community councils and rural supply committees in hygiene and general life skills so they become human resources and promote development in the communities in which they live and work.

Project outcomes: A total of 13,689 individuals participated in the workshops making up this project. Those who participated reported an improvement in both their knowledge and practices related to hygiene, as well as other topics such as nutrition, gender equality and life skills.

Other 2008 projects

Year	Project	Location	Donors
2007-2008	A Gender, Empowerment and Health Program for Women in the State of Puebla	Puebla state, Mexico	• Fundación ADO
2007-2008	A Community Diagnostic in Tlaxcala: Environment, Health and Education	Tlaxcala state, Mexico	• The Dow Chemical Company



Paletas, Mexican fruit popsicles, waiting to be sold at a participating microenterprise in rural Mexico.

Microenterprise

IMIFAP microenterprise programming focuses first on giving people struggling with poverty the tools to take charge of their lives through a life skills and health education workshop. We then provide training in the practical skills needed to run a successful community bank and small-scale business. We have maintained a particular focus on female entrepreneurs because we feel that this program is a key tool for achieving gender equity.

Title: A Microfinance Program for Rural Women Living in Extreme Poverty in the Mixteca

Donor: Rabobank Foundation

Year: 2006-2009

Location: The Mixteca, Oaxaca state, Mexico

Project objective: To promote and facilitate the creation of integrated, sustainable business and savings initiatives in the region.

Project outcomes: Ten community banks have been opened, over \$20,000 USD loaned, with a return rate of 97%. The interest generated from these loans – over \$1,500 USD – has allowed for the continuing growth of 17 existing small businesses and the creation of 33 new ones in areas including crafts, jewelry, carpentry, clothing and a variety of different food types, to name just a few.

	Year	Project	Location	Donors
Other 2008 projects	2005-2008	Microenterprise Development and HIV/AIDS Awareness Program for Low Income Persons in Mexico	Benito Juarez District and Nezahualcoyotl Municipality, Mexico City, Mexico	• Johnson & Johnson Company
	2006-2008	Microfinance and Health Program for Impoverished Women in Oaxaca, Mexico	Oaxaca state, Mexico	• Fundación ADO
	2006-2008	Microfinance and Health Program for Impoverished Women in Oaxaca, Mexico	Oaxaca state, Mexico	• Geneva Global
	2007-2008	Collaboration of Civil Society Organizations in Mexico, Guatemala and Honduras for Comprehensive Development of Human Capabilities	Honduras and Guatemala	• W. K. Kellogg Foundation
	2007-2009	Development of Microenterprises in the Mexican State of Hidalgo	Hidalgo state, Mexico	• Procter & Gamble
	2008-2009	Microenterprise Development in Tuxtepec, Oaxaca	Oaxaca state, Mexico	• Fundación Grupo Modelo



A variety of beans, spices and other dry ingredients awaits buyers at a local market in Mexico. Many parts of the country still suffer from poor nutritional practices.

Nutrition

Poor nutrition is a pervasive problem in impoverished and marginalized areas, and also one of the most easily ameliorated. With a basic program that explains nutritional principles, IMIFAP provides the foundation for a healthier community that is more able to take on larger issues. Upon completion of the course, participants demonstrate a much better understanding of nutritional concepts and are able to apply them in their daily lives, reporting increased consumption of vegetables and fruits, as well as lower intake of fatty foods and soft drinks.

Title: I want to, I can ... care for my health and exercise my rights

Year: 2002-2008

Donor: United Nations Population Fund (UNFPA), with co-funding from the Hidalgo and Chiapas state governments and from the IMSS-Oportunidades program

Location: 47 municipalities in Hidalgo state and 12 municipalities in Chiapas state, Mexico

Project objective: To teach best nutritional practices and help our participants apply them in their daily lives through an interactive, life-skills based approach.

Project outcomes: Nutrition was an important component of this comprehensive program, serving as a critical jumping-off point for the 300,000 recipient households, to be developed before other modules could be undertaken. Evaluation showed that participants had decreased consumption of unhealthy foods while at the same time taking in more fruits and vegetables and preparing meats and other foods in more nutritional ways.

"The program is lovely, practical and dynamic... it is very easy to communicate the main points... the women loved it..."

-Doctor from the health center at San Andrés Daboxta, Hidalgo state, Mexico



Obesity, Diabetes and Cardiovascular Disease

Diabetes causes more deaths in Mexico than any other single factor. This is due in large part to high consumption of dietary fats among impoverished and marginalized populations. Our program centers on educating adolescents and adults about diabetes and obesity and working toward healthy and preventive behaviors. Participants in the program demonstrate a positive change in their dietary habits, and increases in physical activity and improvements in biometric measurements and psychosocial skills.

Title: Prevention of Diabetes and Cardiovascular Disease along Mexico's Northern Frontier

Year: 2008-2009

Donor: Pfizer México S.A. de C.V.

Location: 10 cities in Mexico's United States border region

Project objective: The project was designed to promote healthier behaviors in relation to cardiovascular disease, obesity and diabetes. The northern frontier region is where these diseases find their highest prevalence in Mexico.

Project outcomes: A total of 1,117 individuals at 72 different health clinics received training through the program. Healthful practices increased across the board: consumption of fast food, soft drinks and fatty foods decreased, while fruit and vegetable consumption went up. Physical activity was seen to increase. Self-efficacy and assertiveness also improved as a result of the course.

"I thank God, because I had high cholesterol and I found out in the tests, and also because I went to the talks and I can share what I learned with other people. ... they give us the chance to be informed and up to date; that's how we learn, and we help our children learn to take care of themselves as well."

-Program participant, Coahuila, Mexico



Economic, emotional and social wellbeing extends across generations through our “I want to, I can” programs.

Parenting

IMIFAP’s parenting program seeks to help parents to better understand and value their role in their children’s lives. Many parents are unaware of the profound effects their parenting has on their children. In particular the program targets parent-child communication, attitudes towards discipline, decision making within the family, and children’s independence. By helping parents raise healthier children, the program is a strong component of IMIFAP’s prevention approach.

Title: Comprehensive Human Development Program for Mothers, Fathers and Teachers of Adolescents in Marginalized Urban Areas of Monterrey

Donor: Fundación Axtel, A.C.

Year: 2008-2009

Location: Monterrey, Mexico

Project objective: To empower parents in marginalized urban areas in and around the city of Monterrey, Mexico to take charge of their lives, and to recognize and strengthen their own life skills knowledge and capabilities in order to understand and guide their adolescent children with the problems they face.

Project outcomes: Participants in this program noted that their families simply worked better after the workshop. Communication improved and parents began to look to their children as more active participants in the family; for example, rather than simply giving them orders, they started to hold family meetings to discuss important issues. This led, among other things, to better school performance, more assertiveness and active decision making, and better emotional management on the part of all family members.

[Interviewer]: Do you feel that changes have occurred in your family since the workshop?

[Participants]: (Group response) Yes!

[Individual participant]: It has helped a lot, one of my daughters says to me, “I think that the classes are helping us achieve things,” and I say, “Well that’s great, that’s great, keep paying attention because I am learning and I want you to benefit from this as well.”

-Program participants, Monterrey, Mexico

Other 2008 projects

Year	Project	Location	Donors
2008	Studying the Supervision of Centers in the “Network of Daycare Programs to Assist the Working Mother”	Mexico	<ul style="list-style-type: none"> Center for Economics Teaching and Research (CIDE) SEDESOL- Daycare Program



In the highlands of the Mixteca, Oaxaca state, Mexico, IMIFAP carries out community banking programs.

Quality of Services

In resource-scarce areas of Mexico, health care access is limited, and preventive care even more so. Poor doctor-patient relationships further contribute to diminished health outcomes. Conscious of this, IMIFAP has undertaken diagnostic studies to identify how to strengthen the provision of patient services. Using this research we have implemented a series of programs to train indigenous and institutional health care providers in patient care skills and health prevention techniques, as well as promote knowledge sharing between the two groups. Program results have included improved doctor-patient communication, increased patient trust, and increased patient understanding of prevention, diagnoses and treatment.

Title: Life Skills and Participatory Methodology Training for Health Personnel

Donor: Health Services of the Federal District, Mexico

Year: 2008

Location: Mexico City, Mexico

Project objective: To train social workers employed by the Health Ministry of the Federal District in the development of life skills and empowerment, with the goal of contributing to their personal and professional development.

Project outcomes: While the participants already had very high levels of understanding in many topics discussed during the course of the program, their emotional management capabilities were significantly impacted by the workshops. Ideas about gender equality also saw a very significant jump (15%) toward more equal ways of thinking. These changes affect the participants' work as social workers and will develop their ability to relate to their clients, improving care throughout Mexico City.

Other 2008 projects

Year	Project	Location	Donors
2008-2009	Training of Volunteers and Community Promoters in Life Skills, Prevention of Illness and Prevention of Addictions	Tlaxcala state, Mexico	• The Dow Chemical Company



School Performance

Mexico's reading and math scores are far below averages for the Organization for Economic Co-operation and Development despite Mexico's above-average financial investment in education. IMIFAP understands that the way to a productive education is through a participatory approach that builds students' ability to think for themselves in complex ways.

Title: The Children Left Behind: Researching the Impact of Migration on the Development of Children and Developing a Program

Donor: Bernard van Leer Foundation

Year: 2007-2008

Location: Zimapan and Ixmiquilpan municipalities, Hidalgo state, Mexico

Project objective: To develop, pilot and evaluate a school program to help Mexican preschool students and their caregivers and teachers cope with the consequences of parents' migration and to overcome the disadvantages that this situation presents to the children's cognitive, linguistic, and life-skills development.

Project outcomes: Children in the program were better able to come to terms with the absence of their parents, and exhibited more self-confidence and better ability to interact with peers, as well as more respect for their classmates.

"My son told me: 'When you yell at me, I start to cry, and I start to yell!' And he then told me: 'if you talk to me quietly and calmly, I will also be calm.' That is what he told me!"

- Caregiver who participated in the project, Hidalgo, Mexico

Other 2008 projects

Year	Project	Location	Donors
2007-2009	I want to, I can ... learn and have fun in preschool	The districts of Benito Juarez, Miguel Hidalgo and Azcapotzalco, Mexico City, Mexico	• BEA Foundation
2007-2009	Strengthening of Local Capabilities to Increase Academic Achievement in Aguascalientes and Guanajuato	Aguascalientes and Guanajuato states, Mexico	• Inter-American Development Bank • Japan Special Fund Poverty Reduction Program (JPO)
2008	Tools: Diagnostics and Solutions	Morelos state, Mexico	• Colegio Marymount Cuernavaca
2008- 2009	An Empirical Study of the Effects of the "I want to, I can" Program in School Achievement and Drop-Out Rates	Guanajuato state, Mexico	• CONACYT



Fairs such as this one at a middle school in Mexico encourage children to avoid getting involved with drugs.

Substance Abuse

Drug use is on the rise in Mexico. Dramatic increases have been recorded in both the number of people who admit to having tried drugs and the number of addicts. This is widely believed to contribute to overall drug violence in a country already in the grip of a violent drug war. One of IMIFAP's substance abuse prevention projects is aimed at 3rd, 4th and 5th grade students. After going through the program, participants reject harmful substances by more than 90% as compared to students who did not take part in the workshops, who reject such substances by 60%. IMIFAP's other substance abuse projects focus on adolescents and adults, addressing topics such as preventing substance abuse, overcoming addictions and dealing with drugs in the workplace.

Title: Healthy Workplaces Project

Donor: Mexican National Institute of Public Health (INSP)

Year: 2008-2009

Location: The cities of Guadalajara, Monterrey and Mexico City, Mexico

Project objective: To train promoters (both employees and employers) at different companies in psychosocial competencies and capabilities, so that they will serve as catalysts among their coworkers to bring about the prevention of tobacco consumption and improve health practices in the workplace.

Project outcomes: While this project is still in its initial phases, IMIFAP promoters have already visited several offices to give workshops and conferences. It is our hope that this project will serve as a catalyst for the reduction or complete elimination of smoking in workplaces throughout the three target cities.

Other 2008 projects

Year	Project	Location	Donors
2008-2009	The Alcohol, Human Rights, and Violence Prevention Education Project	Mexico City and Washington, DC	• International Center for Alcohol Policies (ICAP)

Violence

Despite federal laws meant to lower the incidence of domestic violence in Mexico, gender violence is still a serious problem throughout the country. Sixty-seven percent of women over the age of 15 report having experienced mistreatment, and in the past five years cases of domestic violence have increased by 12%. IMIFAP's violence prevention approach reflects our belief that domestic violence is a community issue. Our programs aim to train women, men, adolescents and health professionals to recognize violence as a problem and to respond to abused individuals in a supportive rather than judgmental way.

Title: Violence "Cineminuto"

Years: 2008, ongoing

Donor: Cinépolis, DIF Oaxaca, DIF Campeche, Ministry of Education, Culture and Sports of the State of Campeche, Association of Non-Governmental Organizations Honduras, European Union, ING, Ives von Gunten Medleg (video work and production), María de los Ángeles Ayuso (acting), Benny Weiss Steider (makeup)

Location: Cinépolis movie theaters across Mexico

Project objective: To sensitize teens and their communities to the issue of dating violence.

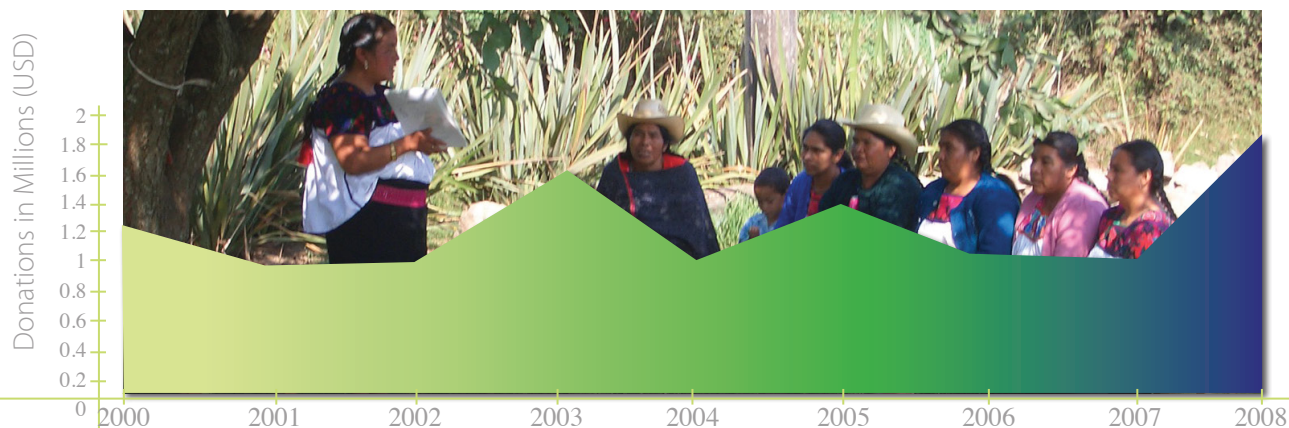
Project outcome: IMIFAP created a one-minute video, "Prevention of partner violence", which has aired with movie previews across the country as part of the Cineminuto program, as well as through YouTube and Facebook campaigns.

	Year	Project	Location	Donors
Other 2008 projects	2007-2008	I want to, I can ... prevent violence: Informative Program for High School Youth in the States of Mexico, Puebla, Jalisco and the Federal District	Toluca, Puebla, Guadalajara and Mexico City, Mexico	• Mary Kay Ash Charitable Foundation
	2007-2009	I want to, I can ... prevent violence: Preventing Gender-Based Violence Among High-Risk Adolescents in Southern Mexico and the Copan Region of Honduras	Northwest Honduras and the Mexican states of Oaxaca and Campeche	• Delegation of the European Commission in Mexico
	2008	Program to Prevent Violence	Ciudad Juarez, Merida, and Mexico City, Mexico	• Mexican Chamber of Deputies, LX Legislature
	2008	I want to, I can ... prevent violence: Informative Program for High School Youth in the Mexican States of Jalisco, Mexico and Puebla and the Federal District	States of Mexico, Puebla and Jalisco, and the Federal District, Mexico	• Mary Kay Ash Charitable Foundation • National School for Professional Technical Education (CONALEP)

Financial Statement

IMIFAP operated with a \$23.9 million Mexican peso (\$1,794,260.96 U.S. dollar) annual budget in 2008. The complete audited financial statements for IMIFAP can be obtained by calling (+52 55) 5611-5876 ext. 106, or by sending an e-mail to hector@imifap.org.mx.

Assets		(USD)
Current Assets		\$371,564.51
Fixed Assets		\$28,290.35
Total Assets		\$399,854.86
Liabilities and Net Assets		(USD)
Short-term Liabilities		\$186,178.35
Net Assets		\$213,676.51
Total Liabilities and Net Assets		\$399,854.86
Donations and Revenue		(USD)
Private Foundations		\$1,174,801.50
Public Organizations		\$354,125.28
Government Agencies		\$280,269.75
Other		\$15,385.12
Total Donations and Revenue		\$1,824,581.65
Expenditures	(USD)	Percentage of total costs
Program Expenses	\$1,275,076.24	71%
Travel Expenses	\$139,696.08	8%
Salaries	\$282,963.39	16%
Management and Administration	\$96,525.25	5%
TOTAL (USD)	\$1,794,260.96	





Publications

Articles

Givaudan, M., Leenen, I., Pick, S., Angulo, A. & Poortinga, Y. (2008). "Enhancement of underused cervical cancer prevention services in rural Oaxaca, Mexico". *Pan American Journal of Public Health*, 23(2), pp. 135-143.

Leenen, I., Venguer, T., Vera, J., Givaudan, M., Pick, S. & Poortinga, Y. (2008). "Effectiveness of a Mexican health education program in a poverty-stricken rural area of Guatemala". *Journal of Cross-Cultural Psychology*, 39(12), pp. 198-214.

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Pick, S., Sirkin, J., Ortega, I., Osorio, P., Martínez, R., Xocolotzin, U. & Givaudan, M. (2008). "Escala para medir las capacidades de agencia personal y empoderamiento (ESAGE)" [Scale for the measurement of personal agency and empowerment (ESAGE)]. *Revista Interamericana de Psicología*, 41(3), pp. 295-304.

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Anaya, M., Leenen, I., Givaudan, M. & Pick, S. (2008). México-Centroamérica: Educación en sexualidad, salud y habilidades para la vida [Mexico-Central America: Education in sexuality, health and

life skills]. Phase III. Final report presented to the World Bank, Washington DC, United States.

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the United Nations Population Fund (UNFPA), Mexico City.

Osorio, P., Santamaría, F., Rodríguez, A. & Pick, S. (2008) Formación en microcréditos para mujeres indígenas y rurales en Oaxaca [Training in microcredit for indigenous and rural women of Oaxaca]. Final report presented to the Embassy of Finland in Mexico and the Fund for Local Cooperation, Mexico City.

Pick, S., Romero, A., Arana, D. & Givaudan, M. (2008). Programa formativo para prevenir la violencia a nivel primaria y secundaria en Mérida, Cd. Juárez y el Distrito Federal [Formative program to prevent violence at the elementary and middle school levels in Merida, Juarez City and the Federal District of Mexico]. Final report presented to the Special Commission to Knowing the Politics and Obtaining Justice Related to Femicide in the Country, LX Legislature, Chamber of Deputies, Mexico City.

Tacher, A., Beltrán, M., Givaudan, M. & Pick, S. (2008). Colaboración de organizaciones México-Guatemala-Honduras para el fortalecimiento de capacidades humanas [Collaboration of organizations in Mexico, Guatemala and Honduras for the strengthening of human capabilities]. Phase I. Final report presented to the W. K. Kellogg Foundation, Battle Creek, United States.

Donors and Partner Institutions

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In order for us to continue changing lives, we count on the generous support of individuals who are committed to development and helping our beneficiaries take their lives into their own hands.

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Plan a Viaje con Sentido: IMIFAP organizes service-learning trips to expose individuals to the communities in which we work. Trip participants have the chance to hear directly from the beneficiaries how our programs are contributing to their personal health and social and economic development. Visit the members of a growing community bank in the mountains of Oaxaca or see a health promotion program in Michoacán. To learn more about participating in a service trip or find out how you can share your professional expertise with IMIFAP's beneficiaries, please contact imifap@imifap.org.mx.

If you are a member or a representative of an organization and would like to learn more about supporting or collaborating with IMIFAP, please contact imifap@imifap.org.mx or (+52 52) 5598-56-73.

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