



I want to, 
I can

IMIFAP

Annual Report 2009



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Letter from the President

At IMIFAP, 2009 marked our 25th anniversary and a year of definitive transitions. This year marked the renewed prominence of personal development in our work and we chose this year to rebrand our programs, “Yo quiero, yo puedo” (I want to, I can). “I want to, I can” seeks to



awaken the potential of each individual, improving his or her quality of life. In emphasizing the role of the individual in bringing about personal growth and change, “I want to, I can” has become a springboard for our redirected focus to interacting at an individual, and more personal level, with our community. We launched a distinct website designed to facilitate access to the “I want to, I can” materials and workshops we offer. And of course we’ve continued with our signature “I want to, I can” workshops in Mexico and abroad. The movement itself is based on IMIFAP’s extensive research and emphasizes the power of individuals to shape their lives and to develop the life skills necessary to reach their full potential.

As part of emphasizing how each individual can bring about change, this year we worked to establish a closer connection with our collaborators. We launched a monthly online newsletter that can be easily accessed through social media like Facebook, as well as through our website. In addition, we launched an online giving platform and joined GlobalGiving, an online forum that allows individual prospective donors to gain insight into our program with rural women microentrepreneurs and our program for children left behind by migratory

parents, and to easily give a recurring or one-time gift. Thanks to the overwhelming support from IMIFAP’s friends, we won GlobalGiving’s Challenge, receiving donations that totaled 4 times our goal! In continuation of our recent initiatives to explore new media outlets, we have launched a Twitter account for IMIFAP (@imifap) and myself (@susanpick) and increased our YouTube presence.

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 2009. More and more we are also partnering with government in order to scale up our programs. Finally, we continue to focus on introducing new ideas. In 2009, under the auspices of the Mexican Ministry of Social Development, we developed and piloted in Mexico a scale to measure personal agency and intrinsic empowerment, concepts critical to sustainable development. Results showed that that only 44% of respondents had personal agency regarding their health. We are now looking to implement this scale on other continents.

Overall, 2009 has been a year of great importance for IMIFAP, as we have strived to evolve and to find new and captivating ways to expand the reach of our programs to communities and individuals in need. Our renewed emphasis on reaching participants more personally will provide an exciting challenge. Our new focus on involving individual donors provides a new way in which you can be involved in the “I want to, I can” movement. I invite you to read our report and to collaborate with us as we embark in promising new directions.

Sincerely,

A handwritten signature in black ink, appearing to read "Susan Pick". The signature is fluid and cursive, written over a light grey background.

Susan Pick, President

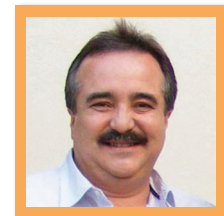


Martha Givaudan,
Executive Vice President

This year we are working very enthusiastically on life skills programs that focus on school performance. The emphasis on academic success is essential given that it is a mitigating factor to substance abuse, teen pregnancy and depression. These projects open a new line of research-action from which we will derive innovative programs and psychosocial research. And this year will see the culmination of a program based on this research: "I want to, I can ... be successful in school," supported by the Inter-American Development Bank, the Japan Special Fund, and Mexico's National Council for Science and Technology (CONACYT). We trust that this will be the first step in our effort to contribute to the quality of education in our country.

As a whole, 2009 was a year that posed many challenges to IMIFAP's creativity. Among other things, we redoubled our efforts to secure funding, we created new proposals for potential donors, and we emphasized the dissemination of our activities.

Internally, we had to do more with less as we attempted to enact additional savings measures in all possible areas, striving to become even more efficient. It was a challenge that ultimately further strengthened our procedures and now allows us to address the coming years with greater optimism.



Héctor Pérez,
Vice President of Administration
and Finance

About IMIFAP “I want to, I can”

“Yo quiero, yo puedo” or “I want to, I can” is a movement that seeks to awaken the potential of each individual, improving his or her quality of life. The “I want to, I can” philosophy is based on the principle that every person can, and wants to, take control of her own life, make her own decisions and be responsible for her own health, productivity, and personal development. No more handouts or having our destinies dictated by others. No more being educated with fear, shame, obedience, and memorization. The movement capitalizes on Mexico’s latent desire to become a mature society, full of individuals capable of making choices and facing the consequences of their decisions—a country of responsible Mexicans.

Along with the www.yoquieroyopuedo.mx website that is easily accessible to Spanish speakers and becoming integrated into IMIFAP’s longstanding channels of communication, “I want to, I can” offers workshops designed to reach a wide range of age groups and locations. Furthermore, there are books and manuals available for purchase, and their proceeds are funneled to our social programs in the country’s most marginalized areas.

The “I want to, I can” movement is extremely versatile and can be adapted to suit the particular needs of any community. IMIFAP created the movement as a result of its extensive scientific research and experience in various life skill training programs. In the past 25 years, our programs have benefitted more than 19 million people in 14 countries around the world.

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 way to create the perfect fit for each individual community. The program's structure is ideal because it fuses 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: Identification of social factors that influence the wellbeing of social program beneficiaries

Year: 2009

Donor: Ministry of Social Development (SEDESOL)

Location: Guerrero, Zacatecas, State of Mexico, and Nuevo Leon, Mexico

Project objectives: Develop a diagnostic process to identify and evaluate psychosocial risk factors in SEDESOL beneficiaries. Then, determine which factors can compromise beneficiaries' personal agency and lead to negative outcomes regarding their health and nutrition.

Project outcomes: The survey revealed a clear profile of the household and health characteristics of individuals receiving support from SEDESOL and served as an effective instrument to assess beneficiaries' personal agency. We found that beneficiaries' had low levels of personal agency, specifically locus of control, initiative, and self-efficacy. We also identified that personal agency, along with personal hygiene and domestic violence were significant risks to beneficiaries' psychosocial wellbeing.





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, detailed and reliable data related to the causes of traffic accidents are indispensable. 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 incorporate into the development of new transit safety policies. The data is then used to help policymakers and law enforcement officials reach new, improved solutions to the problem of traffic accidents to help reduce the frequency of these preventable tragedies.

Title: Mexico road traffic injury prevention program: Pilot study – Analysis and results of the second phase of data collection

Donor: National Center for Accident Prevention (CENAPRA), Ministry of Health, World Health Organization, and the Pan American Health Organization

Year: 2009-2010

Location: Guanajuato, Jalisco, Nuevo Leon and Mexico City, Mexico

Project objectives: Evaluate and analyze data to determine if the drinking and driving and seatbelt and helmet use interventions conducted by CENAPRA were effective, and to identify areas that should be prioritized in further interventions.

Project outcomes: The analyses showed that there was a 10% increase in seatbelt and car seat use, especially among children and adolescents, as a result of CENAPRA's work between 2008 and 2009. Nevertheless use is still much lower in states outside of Mexico City. An analysis of drinking and driving showed a slight decrease in the behavior. With respect to helmet use, we confirmed that motorcycle drivers generally use a helmet while passengers do not. However 38% of those using helmets don't use them adequately and/or they are insufficiently protected. We look forward to the 2010 round of data collection to identify priority areas for further intervention.

Other 2009 Projects

Year	Project	Location	Donor
2009	Development of a training manual aimed at the promoters who conduct the blood alcohol level monitoring program with drivers	Manual distributed country-wide	National Center for Accident Prevention (CENAPRA)
2008-2009	Mexican Initiative for Road Safety (IMESEVI): Construction of a baseline	Merida, Mexico	CENAPRA World Health Organization Pan American Health Organization



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 many communities lack information on these cancers, 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 basis of knowledge regarding cervical and breast cancer, dispelling the cultural myths that surround the diseases and providing women with the necessary tools to make sexual health decisions. Facilitators simultaneously encourage women to get Pap smears as they educate husbands about the importance of allowing their wives to attend gynecological appointments.

Title: A Cervical Cancer Prevention Program for Areas of Extreme Poverty in Rural Michoacan

Donor: Inter-American Development Bank

Year: 2006 – 2008

Location: Michoacan, Mexico

Project objectives: Contribute to a decrease in the incidence of cervical and breast cancer among women living in poverty. Specific objectives included improving the quality of cancer screening by strengthening the technical abilities of health personnel, developing life skills in health workers and patients that lead to greater awareness of health needs and improving the doctor-patient relationship.

Project outcomes: The "I want to, I can ... prevent cancer" workshops benefited 2,939 people including 176 health promoters, 80 health workers, 1,979 women of reproductive age and 70 men. Women significantly improved their knowledge about cancer, their attitudes toward prevention and their preventative behaviors. They also had greater personal agency. These indicators suggest that our cancer program contributes to more successful prevention of breast and cervical cancer among impoverished women.



Citizenship and Culture of Legality

The objective of the Citizenship and Culture of Legality program is to promote the development of a participatory citizenry from an early age. This 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. As in all of our school-based programs, teachers are directly trained by IMIFAP personnel and then replicate the program with their students during classes. We have developed interactive Civics and Ethics textbooks for each grade level and a training program for teachers. The textbooks' content covers such topics as participating in civic life, the constitution, democracy, values and substance abuse prevention. IMIFAP's Civics and Ethics curriculum is now mandatory in Mexican public secondary schools. More than 11.5 million students have used our Civics and Ethics textbook since 1999.





Disaster Relief

In the fall of 2007, unusually heavy rains caused rapid, heavy and widespread flooding in the Mexican states of Chiapas and Tabasco. Nearly 80% of Tabasco and half of its population were affected, leaving half a million people homeless and jobless. Many people lacked sufficient access to potable water, and lived 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 coping strategies in situations of environmental risk.

Title: Health and disease prevention program for children and adolescents affected by the floods in Tabasco, Mexico

Donor: Pfizer México S.A. de C.V.

Year: 2009

Location: Tabasco, Mexico

Project objectives: Help children, adolescents, and families develop the knowledge, skills, and psychosocial competencies that will allow them to improve their health, prevent diseases, and manage their emotions in situations of risk—specifically in natural disasters.

Project outcomes: During the project, “I want to, I can ... care for myself in the case of a natural disaster” workshops were carried out with school principals, teachers and health promoters, who replicated the program with 25,580 children, adolescents, parents, and community members. These participants developed psychosocial competencies to improve coping mechanisms in situations of stress. They also acquired knowledge on taking sanitary and safety precautions and taking advantage of strong social cohesion when confronted with these situations.

“We played games and did a drawing about how to look after babies and how to look after everyone and we also did a drawing ... where it explained what disasters are and what can help us when natural disasters strike”

-Fernando, 11 years of age

Other 2009 Projects

Year	Title	Location	Donor
2009-2010	Program to promote water conservation	Tulum, Quintana Roo, Mexico	Friends of Sian Ka'an



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 prevalence 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: A health, empowerment and life skills program in the State of Mexico

Donor: Alcatel-Lucent Foundation

Year: 2008-2009

Location: State of Mexico, Mexico

Project objectives: Improve the health, wellbeing and life chances of young women and their families in marginalized areas of the city of Cuatitlan Izcalli through fostering women's psychosocial competencies and life skills.

Project outcomes: 88 promoters, 2,142 adolescents and indirectly an additional 6,436 community members have benefited to date. Through the "I want to, I can ... care for my health and exercise my rights" workshops, they increased their knowledge of sexuality and contraception, and changed their attitude towards the use of drugs. Participants also demonstrated improvements in their ability to manage their emotions, communicate assertively, and engage in constructive problem solving.

"Well, I think that most importantly what we are missing is sexuality education because we are seeing a lot of STIs and I hear a lot of talk about people with AIDS and herpes. I also think it would be important for people to learn about how to take care of themselves in order not to get pregnant."

-Luis, 15 years of age

Other 2009 Projects

Year	Title	Location	Donor
2008-2009	Life skills, sexual and reproductive rights and the interruption of pregnancy for women in Mexico City	Mexico City, Mexico	Brush Foundation The Resource Foundation Milpa Alta Delegation



HIV/AIDS

Within Mexico, taboos on HIV, sexuality and drug use impede open discussions on HIV/AIDS. As such, HIV/AIDS awareness among the population is low and prevention practices are not widespread. IMIFAP's HIV/AIDS program seeks to inform individuals from all sectors of Mexican society about the disease, methods of prevention, and to help individuals make the changes necessary to stop the disease's proliferation. We have implemented programs in schools at the primary and secondary levels, as well as with parents and health professionals, in a comprehensive approach to tackle the problem.

Title: Building capacities in administration and social management for Latin American non-governmental organizations working in the field of HIV/AIDS

Donor: Merck, Sharp and Dohme Research Laboratories

Year: 2009

Location: Mexico City, Mexico

Project objectives: Design and evaluate a training program that provides information, skills and networking to professionalize the work of Latin American NGOs focused on fighting HIV/AIDS.

Project outcomes: Staff from 19 NGOs and 8 Mexican states participated. Participants stated that as a result of the program, their network of NGOs working on HIV/AIDS is now strengthened and their knowledge of administration and social management improved. Participants have improved attitudes and increased motivation towards their work.

"It changed my attitudes, allowing me to improve my work"

-Program participant

Other 2009 Projects

Year	Title	Location	Donor
2009	Development of a life skills curriculum for the Dominican Republic to address HIV/AIDS prevention	Dominican Republic	Academy for Educational Development



Hygiene and Sanitation

The hygiene and sanitation program is a foundational IMIFAP program and is often the first one that will be implemented in a community, laying the foundation for future workshops in more advanced topics like school performance or microenterprise development. Personal cleanliness and hygiene 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.





Microenterprise

IMIFAP microenterprise programming initially focuses 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 equality. More than 130 community banks have developed as a result of our microfinance program, and 1,364 women have developed microenterprises.

Title: Comprehensive program to strengthen and develop personal and business skills to improve the quality of life of 150 rural women living in marginalized areas of Oaxaca's Mixteca region

Donor: National Institute of the Woman (INMUJERES)

Year: 2008 – 2009

Location: Four communities in the Mixteca, Oaxaca, Mexico

Project objectives: Empower women in impoverished areas to become economically independent through training and educational workshops and by organizing community banks.

Project outcomes: A total of 10 community promoters were trained in the social and technical skills necessary to organize small-scale community banks. A further 175 women took part in training workshops and improved their spending and saving habits, their level of empowerment within their households, and their ability to pursue their own businesses through the support of the community banks formed in this project.

Other 2009 Projects

Year	Title	Location	Donor
2008-2009	Development of microenterprises in Tuxtepec	Tuxtepec, Oaxaca, Mexico	Fundación Grupo Modelo, A.C.
2008- 2009	Development of microenterprises in Hidalgo	Three municipalities in Hidalgo, Mexico	Procter & Gamble
2005-2010	A microfinance program for rural women living in extreme poverty in the Mixteca	The Mixteca, Oaxaca, Mexico	Rabobank Foundation
2009-2011	I want to, I can ... start my own business	Oaxaca, Mexico	Embassy of Finland
2009-2010	Creation and consolidation of productive projects in Oaxaca	Five municipalities in Oaxaca, Mexico	The Marilyn and Mike Grossman Foundation The Resource Foundation
2009-2012	Program for community banks, microenterprise development, and productive projects for marginalized populations	Two municipalities in Hidalgo, Mexico	Inter-American Foundation
2008-2010	Development of microenterprises in Tuxtepec, phase II	Tuxtepec, Oaxaca, Mexico	Fundación Grupo Modelo, A.C.



Nutrition

As with hygiene and sanitation, IMIFAP programming includes nutrition as a basic component in many programs, and has specific initiatives devoted entirely to the topic. Poor nutrition is a pervasive problem in poor and marginalized areas, and also one that can be easily targeted. With a basic program that explains nutritional principles, IMIFAP provides the foundation for a healthier community that is more equipped to address larger issues. Although each nutrition program is slightly different, since it can be paired with different topics according to the needs of the community, all programs focus on increasing participants' awareness of the basics of nutrition and providing them with the life skills and other tools needed to undertake changes in their food choices to bring about a healthier lifestyle. 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.

"In the workshop we learned to take care of ourselves properly, not to eat junk food like chips and soda. To eat healthy, like fruits and vegetables, chicken soup, meats. If someone gets sick, to take them to the health service center to get checked."

-Daniela, 11 years of age



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 preventative behaviors. Participants in the program demonstrate a positive change in their dietary habits, increases in physical activity and improvements in biometric measurements and psychosocial skills.

Title: Health education and life skills program focused on obesity, diabetes, and cardiovascular disease prevention in preschool and primary school children, their teachers, and their parents in Querétaro state

Donor: Kellogg's Corporate Citizenship Fund, The Resource Foundation

Year: 2009 – 2010

Location: Twenty-four primary and pre-schools in Queretaro, Mexico

Project objectives: Promote life skills and a healthy lifestyle in school children and their parents and teachers for the prevention of obesity, diabetes, and cardiovascular diseases. Specific goals were: changes in diet, changes in level of exercise, and the adoption of healthy habits.

Project outcomes: With just a few months remaining in the project, we have directly reached 960 students, 960 parents, 48 teachers, and 32 university students with our "I want to, I can ... prevent obesity, diabetes and cardiovascular disease. The project participants have showed marked improvements in their life skills and level of control over their health. They also succeeded in developing healthy behaviors and an increased awareness about their health needs. We estimate that 6,000 individuals have benefited indirectly from the project.





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. 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 preventative approach.

Title: Integral 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 objectives: Empower parents in marginalized urban areas in and around the city of Monterrey, Mexico to recognize and strengthen their own life skills, knowledge and capabilities so as to better understand and guide their adolescent children with the problems they face.

Project outcomes: Participants in the "I want to, I can ... be a better mother and father" workshops noted that their families simply interacted 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 giving 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



Quality of Services

In poorer areas of Mexico, health care access is limited and preventative 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 to 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: Psychosocial impact of the H1N1 influenza epidemic on patients, family members, and health personnel in Mexico City: An exploratory study

Donor: Ministry of Health

Year: 2009

Location: Mexico City, Mexico

Project objectives: Evaluate the psychosocial impact of the H1N1 influenza epidemic on medical personnel, patients with the disease and their families, and patients diagnosed with other illnesses. Develop recommendations on ways to protect the mental health and wellbeing of those affected by H1N1 or other epidemics in the future.

Project outcomes: Through interviews, a number of psychosocial effects of H1N1 were found. Uncertainty and fear were the most frequently reported emotions by all types of persons, with medical personnel also expressing exhaustion and anger. These emotions were linked to a perceived lack of support from the government and superiors in protecting themselves against the disease. Recommendations include improving the training of health workers to increase their resilience in emotionally draining circumstances and maintain an empathetic connection with their patients, and producing innovative informational programs for hospitals on how to avoid infection.

Other 2009 Projects

Year	Title	Location	Donor
2008-2009	Situational diagnostic of local health committees and proposals for lines of action	Mexico City, Mexico	Mexico City Public Health Services (SSPDF)



School Performance

Mexico’s reading and math scores are far below average among the Organization for Economic Co-Operation and Development (OECD) 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. Our school performance programs focus on making this more effective learning experience the prevailing model in Mexico’s school system, working with students, teachers and parents to address the problem from all angles.

Title: Empirical research into the effect of the “I want to, I can” program on the school performance and desertion of 6th grade students in rural and indigenous populations of Chiapas state

Donor: National Council for Science and Technology (CONACYT)

Year: 2008-2009

Location: Chiapas, Mexico

Project objectives: Implement the “I want to, I can ... succeed in school” program with teachers and parents in Chiapas, who can then replicate the program with their students and children. Through this program, improve life skills and academic achievement and reduce school dropout rates, all of which are strong protective factors against substance abuse.

Project outcomes: Positive impacts for both teachers and students resulted from this project. Teachers’ communication skills improved and students and teachers reported a better classroom atmosphere after the program. Students found significant improvements in self-knowledge and efficacy, motivation to study, and family support. Importantly, 87% of the students who participated in the program went on to enroll in secondary school while only 68% of other students did so.

Other 2009 Projects

Year	Title	Location	Donor
2009-2010	Field data collection for the evaluation of the experimental phase of the Information Classrooms Project	Thirteen states in Mexico	IDEA Foundation
2007-2009	Local capacity building to improve educational performance	Guanajuato and Aguascalientes, Mexico	Inter-American Development Bank Japan Special Fund
2009-2014	Development of an action model for the care of and attention to children 0 to 8 years of age in rural areas with high migration rates	Ixmiquilpan, Hidalgo, Mexico	Bernard van Leer Foundation
2009	Systemization to evaluate “I want to, I can ... learn and have fun in preschool”	Ixmiquilpan, Hidalgo, Mexico	Bernard van Leer Foundation



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 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.

“I think they were able to reflect on the impact of assertiveness, a skill most of us do not use to enforce our rights, but one that can be used very easily for better negotiations between smokers and nonsmokers.”

- Female facilitator

Title: Training of volunteers and community promoters in life skills, disease prevention, and addiction prevention

Donor: Dow Chemical Company Foundation, The Resource Foundation

Dates: 2008 – 2009

Location: Apizaco and Tetla de la Solidaridad in Tlaxcala, Mexico

Project objectives: Strengthen the life skills and psychosocial competencies related to health education and substance abuse prevention.

Project outcomes: Through this “I want to, I can ... prevent addictions” program, over 70% of the participants acquired and then maintained the targeted knowledge and attitudes. Over 55% of the participants demonstrated statistically significant increases in their knowledge and behavior in regard to substance use and abuse, demonstrating that they were able to expand and change their attitude and habits positively during the workshops.

Other 2009 Projects

Year	Title	Location	Donor
2008-2009	Children of the world and Mexican society	Thirteen cities in Mexico	The Research Institute
2008-2009	“I want to, I can ... prevent second-hand smoke for healthy workplaces”	Mexico City, State of Mexico, and Morelos, Mexico	National Institute of Public Health (INSP)



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 reports 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: "I want to, I can ... live in peace"

Donor: Fundación Cinépolis, A.C.

Year: 2009

Location: Five cities in Michoacan, Mexico

Project objectives: Promote a culture of peace in Michoacan by developing life skills as a tool for the promotion of coexistence. Follow in the vein of the culture of peace promoted by the United Nations, focusing on the areas of management of conflicts, negotiation processes, communication of thoughts and emotions, the different forms of violence, and healthy relationships.

Project outcomes: Ten awareness workshops were conducted focusing on the construction of peace in five communities, which reached approximately 320 individuals.

"Before we start fighting we can arrive at an agreement without resorting to blows or bad words"

-High school student

Other 2009 Projects

Year	Title	Location	Donor
2007-2009	Program to prevent gender-based violence among high risk adolescents in the south of Mexico and the Copan region of Honduras	Oaxaca and Campeche, Mexico and Copan, Honduras	Delegation of the European Commission in Mexico
2009	Gender equality and mainstreaming of a gender perspective in the Ministry of Public Security and Protection of Campeche	Campeche, Mexico	Campeche National Institute of the Woman
2007-2009	Informational program aimed at high school youth in Puebla, Jalisco, and Mexico City	Puebla, Jalisco, and Mexico City, Mexico	Mary Kay Ash Charitable Foundation

Financial Statement

IMIFAP operated with a \$10.6 million Mexican peso (\$782,099 U.S. dollar) annual budget in 2009. 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		\$231,239.61
Fixed Assets		\$7,041.28
Total Assets		\$238,280.88
Liabilities and Net Assets		(USD)
Short-term Liabilities		\$171,644.25
Net Assets		\$66,636.63
Total Liabilities and Net Assets		\$238,280.88
Donations and Revenue		(USD)
Private Foundations		\$713,613.92
Government Agencies		\$92,231.81
General Public		\$4,031.66
Total Donations and Revenue		\$809,877.39
Expenditures	(USD)	Percentage of total costs
Program Expenses	\$477,080.47	61%
Travel Expenses	\$148,598.83	19%
Salaries	\$117,314.87	15%
Management and Administration	\$39,104.96	5%
TOTAL (USD)	\$782,099.13	



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Articles

Givaudan, M., Barriga, M. and Gaál, F. (2009). "I want to, I can ... learn and have fun at nursery school": Strengthening Resilience in Communities with a High Migration Rate. *Early Childhood Matters*, 31, 47-51.

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Pick, S. (2009). "I want to, I can ... prevent violence": A program to promote gender equality for adolescents in Mexico and Central America. Final report presented to the Delegation of the European Commission, Mexico City, Mexico.

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\$25 will buy 2 school workbooks for a child.



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\$100

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In addition to monetary gifts, IMIFAP is sustained by the precious work of individual volunteers. Whether you work in the field, in our Mexico City headquarters, or even from your home or office, you can make a world of difference in the lives of many people by ensuring that our programs continue. We welcome volunteers of all ages and backgrounds.

Service-Learning Trips: See our health promotion program at work in Michoacan or visit the mountains of Oaxaca to witness the progress of a new community bank. IMIFAP organizes service-learning trips to expose individuals to the communities where we work. Trip participants hear directly from the people involved in our programs how their personal health and social and economic development has changed. To learn more about participating in a service trip or organizing one specifically for your organization, or if you are a professional willing to share your expertise with IMIFAP program 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 55) 5598-5673.



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