



IMPACT REPORT

FISCAL YEAR 2011-2012

Sustainable Solutions for Preventing
Cervical Cancer in Coffee-Growing Communities

Dear Friends and Supporters,

I am thrilled to say that a new era has begun for addressing cervical cancer.

Cervical cancer prevention in low-resource areas has evolved from relying on an expensive and technology-dependant screening method (Pap smear) to incorporating exciting innovations that can be effective in even the most remote settings. New options such as vaccination, screening with Visual Inspection with Acetic Acid (VIA) and rapid HPV testing, and immediate treatment with cryotherapy mean that now, more than ever, hundreds of thousands of lives can be saved.

Although cervical cancer kills roughly 230,000 women in resource-poor settings, “prevention” often remains an abstract idea in areas where it’s needed most. Simply developing new services and technologies does not mean that they will be used. There are many unique challenges to educating and mobilizing communities to prevent a problem when there are so many immediate issues demanding attention and resources.

For 16 years, Grounds for Health has championed creating a community-based system that ensures all women at risk are screened, and that those who need treatment are ensured life-saving follow-up care. In our model, coffee cooperatives and their communities provide the infrastructure and human capital to ensure long-term success of cervical cancer prevention programs. Their involvement and leadership have been essential to saving women’s lives.

Most importantly, our lessons learned can be applied well beyond the world of coffee, and Grounds for Health is being recognized on a global level for our integrative community approach. During this fiscal year, Grounds for Health was invited to become part of the World Health Organization’s Technical Advisory Group on Cervical Cancer and we have also received invitations to present our work at global health forums from Montreal to Rome. We are honored and enthusiastic to share what we have learned with the world.

The burden of cervical cancer remains huge, but the momentum is growing to stop the suffering from this preventable disease. Grounds for Health is ready to contribute our knowledge and experience and we look forward to a new era when the high toll from cervical cancer will be a thing of the past.

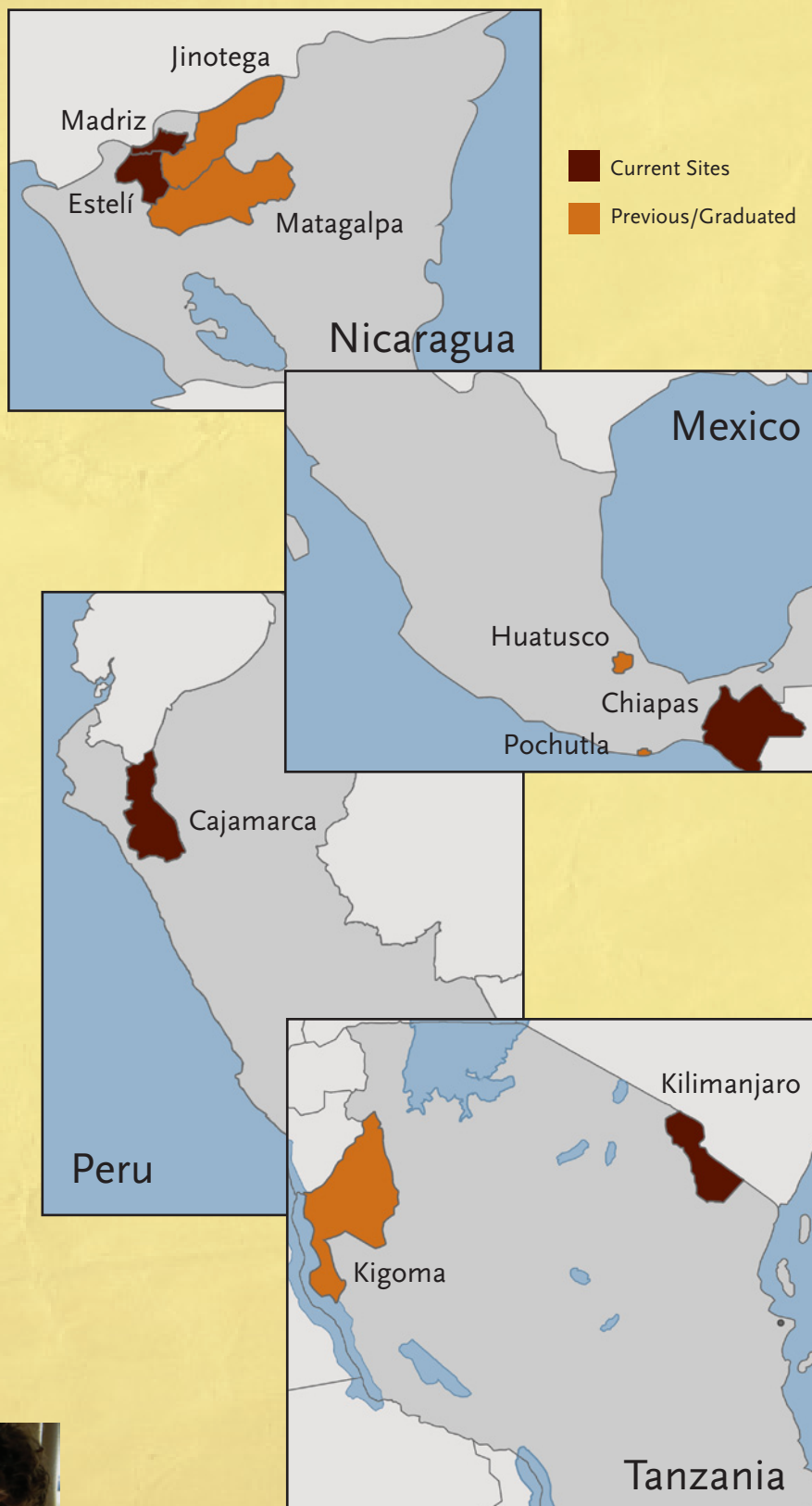
Thank you to all of our supporters for making our work possible.

- August Burns,
Executive Director



Executive Director August Burns

IMPACT: PROGRAM AREA



We don't want any more families crying over the illness of their loved ones. If a woman is healthy, she can accomplish many things, but if she is sick, that isn't possible.

Lucia Martinez, Vice President
UCA La Dalia Cooperative Nicaragua

FOCUS: PREVENTING CERVICAL CANCER

What We Do

Since 1996, Grounds for Health has partnered with coffee-growing communities to create sustainable programs for the prevention, early detection and same-day treatment of cervical cancer.



Mothers, sisters, wives and daughters are at the core of our mission.

Financial support from over 200 coffee companies makes everything we do possible.

In the past, women were afraid to get screened because if she tested positive, she thought she'd just die and that was that. No one supported her — often not even her husband — and she felt all alone with her problem: "If they find that I have cancer, I will die of cancer."

Now thanks to Grounds for Health, the woman knows she isn't alone. The cooperative, the community health promoters, all of us — we are all behind her.

And if she has a positive result, she knows that she will get the care she needs. Now she can be less afraid and more focused on becoming well. The change is tremendous.

Dra. Lupita Jovel
In-Country Coordinator, Mexico
Grounds for Health



Cervical cancer is the #1 cancer killer of women in developing countries.

Over **38,000 women*** have been screened for cervical cancer as a result of Grounds for Health programs.

*All figures are current as of October 2012

COMMUNITY: KEY TO REACHING WOMEN



Mobilizing the community helps reach women living in remote areas.

When we started to work here a few years ago, communicating to women that they needed to get screened was an enormous challenge, and we had problems with the husbands, who didn't want to let their wives have the exam.

So we trained the men of the community, and then continued on with the rest of the community ... and it was in this way, neighbor to neighbor that women and men's ways of thinking have changed.

I've known women who have died of cervical cancer. But that will happen less and less: we've achieved coverage of screening for almost every woman in the community who meets the criteria.

Sandra del Carmen Ramirez
Community Health Promoter
Corcasan Co-Op, Nicaragua

Community Health Promoters are local leaders who are trained by Grounds for Health to educate their friends and neighbors about cervical cancer, and the importance of screening and early treatment of pre-cancer. They play an essential role in mobilizing the community to prevent cervical cancer.

Training Curriculum: The Next Step

In early 2012, Grounds for Health began field-testing our Community Health Promoter Curriculum for cervical cancer prevention. The World Health Organization has expressed interest in including the training curriculum in its cervical cancer prevention materials, and many of our partners are eager to utilize the final product.

By standardizing our methodology and materials for community education and mobilization, and sharing our lessons learned with the global community, we can significantly increase our impact.

Grounds for Health has trained
500 Community Health Promoters.



A community health promoter gives a talk on cervical cancer screening using the new training curriculum.

TRAINING: SKILLS FOR LONG-TERM CHANGE

Over 270 local doctors and nurses have been trained by Grounds for Health.



Well-trained and equipped local providers are key to sustainability.

Grounds for Health specializes in a low-resource appropriate method — **Visual Inspection with Acetic Acid (VIA)** — to “see” pre-cancers, and then treat immediately with cryotherapy to freeze off these cells.

We train local health providers in the “**Single Visit Approach**” so they can continue screening women outside of Grounds for Health campaigns, potentially reaching thousands more women.

The training of health providers in VIA and cryotherapy has been vital. Cervical cancer screening with VIA is linked directly with gender issues and specifically primary care for women. I’ve seen that the theory and skills that Grounds for Health-trained doctors and nurses learn in the conference and clinical training are quickly implemented by the providers. They do this for the well-being of women.

Grounds for Health has made it possible to expand the skills and training of health workers. And they have demonstrated a model of care that the providers will continue in their own practices into the future.

Dra. Ligia Nurinda, Director
Matagalpa Ministry of Health
Nicaragua

Continuum of Care

No woman is turned away — even if she is not a member of the co-op. When her tests show she needs treatment, she gets it immediately. When she shows signs of advanced cancer that require more aggressive treatment, she is referred for more care.



Globally, fewer than **25% of women*** who screen positive for cervical pre-cancer ever receive treatment.

Across all Grounds for Health campaigns, **83% of women** who test positive receive same-day treatment.

The remaining **women return later** or are referred to local healthcare partners for follow-up care.

In less than three years, Grounds for Health-trained clinicians have screened nearly 20,000 women on their own, outside of formal campaigns.

*Luciani & Winkler, PAHO 2006

ADVOCACY: GOING GLOBAL



A team from the WHO joined Grounds for Health to revise guidelines on cervical cancer prevention.

An important part of Grounds for Health's work is sharing what we've learned with the global health community. With 16 years experience working in coffee-growing communities, Grounds for Health has unique insight into what makes programs effective and sustainable. The global health community has embraced our message with open arms.

The World Health Organization recently invited Grounds for Health Executive Director August Burns to join its Technical Advisory Group in revising and updating **Cervical Cancer Control: A guide to essential practice**. The "TAG" sets guidelines to reduce the burden of cervical cancer in the developing world.



Executive Director August Burns (center row, center in white), at WHO headquarters in Geneva.

The testimonial by August on Grounds for Health's ability to deploy the single-visit strategy in real-world conditions and using local community leadership was a turning point in the discussions at the WHO meeting in Geneva.

It then became clear to the experts that training healthcare providers and empowering communities in Latin America and Africa is a great example of a sustainable model to prevent cervical cancer in the poorest countries of the world.

Dr. Eduardo Franco
Department of Oncology
McGill University

Global Health: Presenting Our Model

Grounds for Health presented at the UICC World Cancer Congress in Montreal, and was also invited by the Global Health Council, the Pan American Health Organization, and the Federation of International Gynecology and Obstetrics (among others) to present our model as an example of a sustainable program that is making a measurable difference.



Senior Program Officer Rebecca Singer presenting at the UICC World Cancer Conference in Montreal, where fewer than 5% of abstracts were accepted.

Grounds for Health is at the leading edge of a global movement focused on preventing cervical cancer in low-resource settings.

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John Pietz
Ruth Stanton, CNM

Grounds for Health partners with coffee-farming communities to cultivate **locally sustainable programs** that reduce the unacceptably high rate of cervical cancer in rural areas.

FINANCIALS – UNAUDITED

INCOME

Donations/Interest	\$622,904.34
Coffee Auction	\$103,419.76

Earned Income: \$726,324.10

Volunteers In-Kind	\$103,840.00
Other In-Kind	\$17,035.00

In-Kind: \$120,875.00

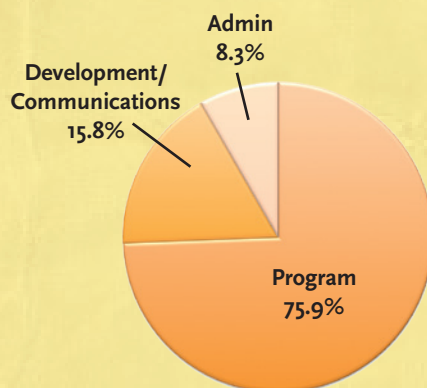
TOTAL INCOME: \$847,199.10

EXPENSES

Program	\$586,231.80
Development/Comm.	\$121,826.99
Administration	\$64,457.02

Total: \$772,515.81

EXPENSE BREAKDOWN



I am thankful that Grounds for Health accepted our co-op's invitation to start a project, and appreciate the support they have shown for me and my colleagues during this process.

I also wish to thank the funders of Grounds for Health. There are many women who cultivate, harvest and process coffee so that it arrives into hands far away—so someone can enjoy a good cup of coffee. And as part of this quest for the best cup, the funders contribute back to improve the health of rural women.

On behalf of all women and families who are part of the coffee supply chain, thank you for your support. We ask you to continue to support Grounds for Health because the work that they do is excellent. They don't waste your donations, but spend them wisely, focusing on the health of rural women.



Yuritt Zeledon
Project Coordinator for CECOCAFEN
Matagalpa, Nicaragua



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