



**Grounds  
for Health™**

## CERVICAL CANCER PREVENTION PROGRAMS

SINCE 1996 | 9 COUNTRIES



9,355 Treated | 114,833



549 Doctors & Nurses Trained

### **Program Approach:**

- Engage local and national health authorities and the local population as active partners in cervical cancer prevention
- Increase awareness about cervical cancer by training and supporting community health promoters
- Train local doctors and nurses in effective, low-resource appropriate methods for screening and treatment
- Provide equipment and technical assistance to local clinics
- Organize screen-and-treat campaigns in local health facilities
- Introduce emerging technologies to stay on the cutting edge of service delivery

### **About Grounds for Health**

Cervical cancer is one of the few preventable cancers. Yet worldwide, it claims more women's lives than pregnancy and childbirth. The overwhelming majority of these premature deaths occur in low- and middle-income countries where access to basic preventive health services is limited.

Grounds for Health is working to change that. Since 1996, we have partnered with coffee cooperatives and companies, as well as local and national health authorities to combat cervical cancer through screening and preventive therapy. Partners throughout the supply chain play key roles in engaging community leaders, increasing awareness, and providing logistical support for training and service delivery.

We strive for continuous improvement in order to serve more women with efficiency and quality. For years, we have championed the *Single Visit Approach*, which combines appropriate, low-cost screening and treatment in a single visit at local health centers. We see great potential for new technologies and delivery models, such as HPV testing, automated diagnostics, modern treatment devices, digital information systems, and mobile services.

Our vision is of a world in which all women are protected from the threat of cervical cancer by timely and high-quality prevention services.

**Please join us!**



Our model is centered on the fundamental principle that to be effective, screening must be linked to treatment.



# Ethiopia: 2014 - Present

In 2014, Grounds for Health, the Sidama Coffee Farmers' Cooperative Union, and Zone and Regional Health Bureaus partnered to bring cervical cancer screening and treatment services to women in coffee-growing communities. The program established high-quality services and created demand by engaging existing networks of community health promoters.

In 2015, we joined the Pink Ribbon Red Ribbon partnership to support the government of Ethiopia's plans to scale up cervical cancer prevention services.

Services expanded to Oromia Region in 2016 through funding from PEPFAR CDC CARDNO, and primarily targeting HIV+ women via fixed and outreach services.

In 2018, with the financial support of METAD and other donors, Grounds for Health expanded its program into Gedeo Zone, another important coffee growing area.



3,607 Treated  
39,189 Screened



79 Doctors &  
Nurses Trained

## SITES & PARTNERS

- 2 Sites: Sidama and Oromia Zones
- Sidama Coffee Farmers Cooperative Union representing 80,000 members
- Zonal & regional health authorities
- Marie Stopes International Ethiopia
- Pink Ribbon Red Ribbon Alliance

## Additional Impact

- Established the first screening and treatment services at district-level health facilities in Ethiopia
- Developed effective referral linkages at the start of the program, resulting in 95% treatment rate for women with screen-positive results within first three months of implementation



# Kenya: 2016 - Present

## SITES & PARTNERS

- 3 subcounties within Nyeri County
- Nyeri County Health Dept., coffee cooperatives and coffee funders

Grounds for Health launched its first program in Kenya in 2016 with support from multiple funders in the coffee industry. The program began small and continues to grow with the support of dedicated staff and the Nyeri County Health office.

Integrated cervical cancer screening and treatment services have been established at Kiganjo Health Center, Kiamabara Health Center and Mukerweini Hospital.

## Additional Impact

- Engaged Nyeri County Health Department as implementing partners and coffee coops as mobilization partners
- Earned respect from local health authorities for the quality of our clinical training



1,866 Treated  
9,943 Screened



22 Doctors & Nurses  
Trained



# Previous Programs: Tanzania, Mexico, Nicaragua, Peru & Beyond

Grounds for Health was in Mexico from 1996 to 2012, Nicaragua from 2007 to 2016, Tanzania from 2008 to 2013, and Peru from 2012 to 2017. The work has evolved from a mission-based model centered around large-scale, highly visible campaigns staffed predominately by US medical volunteers to multi-year programs focused on building local capacity and catalyzing community engagement around cervical cancer prevention.

In addition to our full programs, Grounds for Health has also led one-week training/screening campaigns in Guatemala, Equatorial Guinea and the Pacific Island nation of Kiribati.

## PREVIOUS SITES & PARTNERS

- Full Programs: Tanzania, Mexico, Nicaragua and Peru
- 1-Week campaigns: Guatemala, Equatorial Guinea, Kiribati
- 15 Co-ops representing 34,600+ members
- Local and national health authorities in Tanzania, Mexico, Nicaragua & Peru
- INEN (Peru National Cancer Institute)
- Jane Goodall Institute
- ICAP
- EGPAF

## Additional Impact

- Providers originally trained by Grounds for Health in Kigoma, Tanzania now act as national trainers, instructing doctors and nurses throughout the country.
- Cooperatives in Mexico established their own long-term plan for basic health projects.
- Peruvian Ministry of Health adopted our screening and treatment methods nationally







# TESTIMONIALS



*I'm proud of what we've accomplished. Now many people within and outside the cooperative know about the importance of cervical cancer. Despite the machismo, you even have men counseling each other: "My wife tested positive and she got treated. She is fine now. Send your wife for treatment, it is important." This is part of the impact of the project.*

Lucia Martinez  
Vice President of UCA La Dalia (Nicaragua)

*GFH has been remarkably successful at implementing screen and treat programs for cervical cancer in poor rural areas of Africa and Latin American where the women receive the least attention. As a small organization it has been efficient and innovative. GFH punches far above its weight and is considered by the global cervical cancer community to be an effective and important player.*

Sally Cowal  
Senior Vice President, Global Cancer Control  
American Cancer Society



*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. 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. The change is tremendous.*

Dr. Guadalupe Jovel Sánchez (Mexico)

*I have learned about work ethics and commitment from Grounds for Health! They have been giving support to us even if my health post is far away from the city. They are ready to hear about our challenges and give ways to overcome shortcomings.*

Menebere Solomon  
Community Health Promoter  
Wonsho, Ethiopia



*You have to introduce sustainability, if you don't, programs are useless. Grounds for Health was unique in that it started training service providers who are now excellent regional trainers. These men and women shuttle across the country providing supportive supervision. Grounds for Health was the first to do this.*

Mary Rose Giattas, Jhpiego  
Cervical Cancer + Prevention Program  
Senior Technical Advisor (Tanzania)

