



ANNUAL
REPORT

July 1, 2010 –
June 30, 2011

*Accessing knowledge.
Accessing health.*



Dear Friends,

Three years ago, Hesperian embarked on a journey to expand our use of technology to better serve and reach the marginalized communities we have supported with print materials for over 3 decades.



These years of experimenting and field-testing have borne amazing fruit. Our website now pioneers examples of new and accessible technology that serves people working at the community level all over the world. These folks may not have reliable internet connections, personal computers, or fancy smartphones, but increasingly, they have cobbled together an ingenious patchwork of information technologies.

By transforming our proven, useful content for those technologies and adding ways people can produce and share their own content, we hope to further assist people to become protagonists of their own health. The idea is to encourage them to create their own health information, not just consume what already exists. Visit our website in the coming months to see how our new digital tools are making health materials accessible in more than a dozen languages. Try them for yourself, and see how others are using them.

Hesperian's incredible staff has developed new skills to reimagine the world's most effective health books into effective digital health materials. With the gift of help from some of the most forward-thinking and committed technology professionals (among hundreds of generous volunteers), Hesperian has created an unequalled platform from which to distribute materials internationally for health and social justice.

At the same time, we continue to release new books, update existing ones, and undertake new translations with our partners. Our digital efforts will help these new paper pages find electronic wings to make their way around the world.

We have also changed our name—to Hesperian Health Guides. It's a more accurate description of the work we've always done and will continue to do as we recommit ourselves to produce "*Knowledge for Action; Action for Health.*"

Thank you for your ongoing support as we work towards achieving the vision of health for all.

Sincerely,

A handwritten signature in black ink that reads "Sarah". The signature is fluid and cursive.

Sarah Shannon, Executive Director



Harnessing the Power of Community Knowledge

While “crowdsourcing” (relying on the knowledge of the crowd) is a new phenomenon in the tech world, it’s a familiar concept to Hesperian. Our version of crowdsourcing is called field-testing, and we’ve been doing it for 15 years.

This spring, we sent draft material for the *New Where There Is No Doctor* to 20 community health groups in 17 countries. They read and discussed the material, tried out the instructions, and shared their feedback with us, including strategies for managing the issues addressed in the new chapters.

One partner, The Team for the Support of Community Health and Education in Chiapas, Mexico, truly understands the value of the feedback process. Gabriel García Salyano, who facilitated the field-test, wrote us:

One compa asked if it was only here the field-test was occurring. I explained that this process was being carried out similarly in other places, and that this wasn't the work of a single person, rather of many, who with their different realities were producing materials useful for people and communities.

Through field-testing—or crowdsourcing—health workers around the world are sharing their knowledge and helping us develop this book.

Hesperian Fellow: Julie Cliff

Dr. Julie Cliff became intimately acquainted with Hesperian’s resources while developing a Portuguese-for-Mozambique edition of *Where There Is No Doctor*.

Onde Não Há Médico began as a translation project, but transformed into a larger endeavor as Julie’s awareness deepened about how it could best meet the needs of communities. In addition to translation and updating information, Julie oversaw the development of entire new chapters, such as ‘HIV and AIDS,’ and ‘Mental Health.’ This resulted in a beautiful book now being used all over Mozambique.

Julie recently spent a month at our offices in Berkeley as one of our first “Hesperian Fellows,” providing expert medical opinion on draft chapters of the *New Where There Is No Doctor*. The wisdom generated by our partners’ work informs everything we do, but Julie’s experience has proven especially helpful as we develop this new resource addressing the health challenges that affect communities world-wide.

A New Approach to Health at Work

Medicine has long considered Occupational Health to be a “restricted area,” fenced off from general health promotion efforts and concerns. However, our health issues do not “clock out” when we leave the workplace; we bring them back to our families and communities. Because health workers receive so little training about how work affects people’s physical, emotional, and mental health, workers’ health needs are often misunderstood, ignored, or forgotten.

At the request of some of our partners, Hesperian began developing a health manual for factory workers, *A Workers’ Guide to Health and Safety*. Written simply and heavily illustrated, *A Workers’ Guide* offers information about and solutions to common hazards found at work, particularly in the factories of global export processing industries such as clothing, shoes, and electronics. The book contains stories of successes and failures from groups large and small seeking to improve the health of working people inside and outside their factories.

Using the popular education approach for which Hesperian is well-known, the book provides tools for organizing and leading labor and occupational health campaigns among workers and their communities. It demystifies information about the processes and chemicals employed in these industries that often lead to illness. It also highlights the problems caused by “social hazards” such as sexual harassment, migration, child labor, etc., as well as strategies to reduce them.

Hesperian has developed this book section by section, making them freely available online as they are finished. In the coming months, we will develop and field-test two sections dealing with work hazards in shoe and electronic factories. We will then edit together all the sections and produce the final book which is slated for publication and distribution in 2012. If you are interested in learning more about the project, the groups that participated in it, and how you can help, please write to miriam@hesperian.org.





Resources for Relief

Natural disasters have the most devastating effects on those with the fewest resources. Typical top-down emergency relief approaches fail to adequately recognize local needs and ignore local capacity, leaving communities dependent on outside aid. By providing health information in local languages, Hesperian supports community health workers as first responders and promotes a bottom-up model that empowers communities to respond effectively to emergencies and disasters.

July 2010 saw the worst flooding in Pakistan in over 80 years. Hesperian reached out to the Pakistan Forum on Women's Health and the Trust for Rural Development. They allowed us to upload their editions of *Where There Is No*

Doctor in Sindhi and the chapter on 'Refugees and Displaced Women' from *Where Women Have No Doctor* in Sindhi and Urdu. A cholera fact sheet and a clean water guide in Sindhi and Urdu were also made available. These resources were downloaded thousands of times in the months following the floods, and people in affected areas continue to access them.

In October 2010, Haiti, a nation still reeling from the earthquake 10 months earlier, was struck by a cholera epidemic. Hesperian and a handful of translation partners updated our fact sheet on cholera. Made available online in English, French, Haitian Kreyol and Spanish, this was distributed widely.

In March this year, an earthquake occurred off the coast of Japan's Tohoku region, generating a devastating tsunami. To support survivors, Hesperian made the most recent Japanese translation of *Where There Is No Doctor* (translated by SHARE) available for free download from our website. By the end of July 2011, 'First Aid' and other chapters from this book had been downloaded over 100,000 times.

Hesperian continues to be a partner in grassroots efforts to establish health and safety after natural disasters.

Information Reitalized

This year, Hesperian updated and reprinted *Where There Is No Doctor*, *Where There Is No Dentist*, and *Aprendiendo a promover la salud* (the Spanish edition of *Helping Health Workers Learn*). All these books have been in great demand for over 25 years. Part of the reason for their popularity is the process of review and updating they receive every 12 to 18 months to reflect evolving global health realities such as changes in availability and effectiveness of medicines, and World Health Organization recommendations.

As a result, the most recent updating and reprinting of *Where There Is No Doctor* now includes how signs of heart

attacks in women differ from those in men, new recommendations for Anti-Retroviral Therapy for people with HIV, and prevention of mother-to-child transmission of HIV during birth and breastfeeding. Also included are WHO's recent guidelines for the use of artemisinin-based drugs, the most effective and accessible additions to the arsenal of medicines used against malaria.

We also updated *A Book for Midwives* in English and Spanish (*Un libro para parteras*) in preparation for their digital release, making this the latest addition to our growing library of bilingual books on CD.



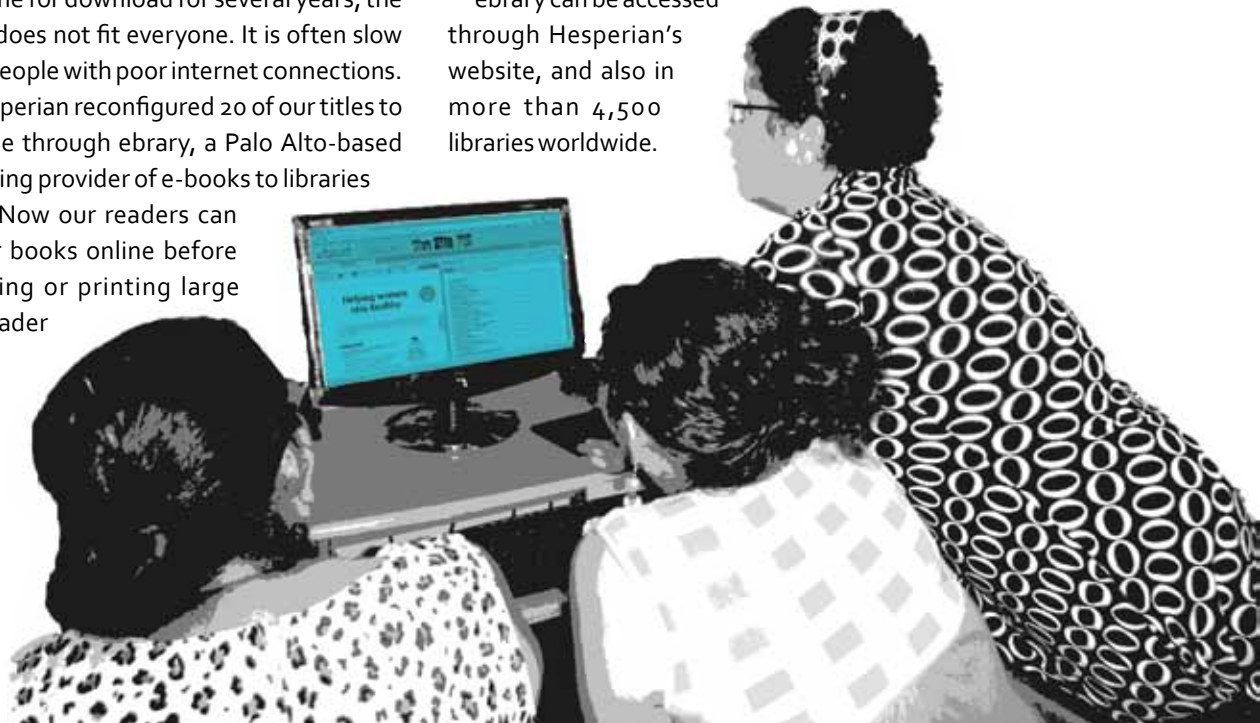
Another Way to Access Hesperian Online

Digital information, like clothing, is made for different styles, uses, and sizes. While Hesperian has made our books available online for download for several years, the PDF digital format does not fit everyone. It is often slow and frustrating for people with poor internet connections.

In April 2011, Hesperian reconfigured 20 of our titles to make them available through ebrary, a Palo Alto-based company and a leading provider of e-books to libraries around the world. Now our readers can browse or read our books online before buying, downloading or printing large files. The ebrary reader lets you browse through pages and chapters, just like you would a paper book, and you can print any

number of pages or chapters right from your web browser, without having to download the book first.

ebrary can be accessed through Hesperian's website, and also in more than 4,500 libraries worldwide.

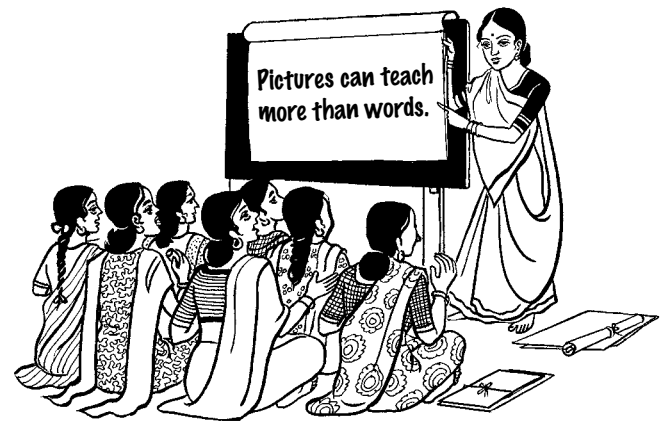


Images that Inform

In the past, when grassroots partners wanted to use illustrations or diagrams from Hesperian books, they painstakingly copied or re-drew them by hand. Now, anyone can visit Hesperian Images, an online searchable library, and download Hesperian's unique line drawings to use for flyers, pamphlets, posters, training materials, and other projects.

Images are a crucial component of Hesperian's style, and play a vital role in facilitating an understanding of the text for readers with minimal formal education. We are proud to make these images easily accessible and look forward to seeing old images in new health resources.

This online library will continue to grow, to include illustrations from more Hesperian books, previously unpublished illustrations, photographs, and images from Hesperian partners. As the library grows, so will the ways in which illustrations support action for health.



Building Hesperian Images with the Tag Team

Volunteers attached search terms (a process called "tagging") to illustrations from 8 Hesperian books, totaling nearly 10,000 images. Their "tags" enable library users to easily search for and select images.

Our diverse "tag team" included students from San Jose State University, moms working from home, a graduate student in Georgia, 2 recent high school graduates, a volunteer from the Hesperian book-packing team, and a young Berkeley resident just returned home after volunteering in India for environmental projects.

The volunteer manager provided training, gave immediate feedback and direction through email and phone calls, and produced the Tag Team newsletter to inform all of us about database issues, tagging questions, and to foster team spirit.

The team creatively faced the challenge of describing images effectively with keywords and other search terms. Prior experience with image databases by some volunteers made their work particularly invaluable.

The "taggers" enjoyed their work, especially because they understood how important these illustrations are for improving health worldwide.

PUBLIC LIBRARY SEARCH

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Expanding the Reach of Environmental Health:

Guía comunitaria para la salud ambiental

In June 2011, Hesperian released *Guía comunitaria para la salud ambiental*, the Spanish-language edition of *A Community Guide to Environmental Health*. While translating and adapting the book, we worked with over 50 partner organizations in Latin America and the US, representing a wide variety of perspectives and experience with environmental health struggles.

One of the challenges of translation is to make sure the Spanish reflects the diversity of regional vocabulary throughout the Americas, while maintaining the simple, accessible style characteristic of Hesperian's books. The Spanish edition also reflects the legal and political landscape of Latin America, including expanded information about recent UN declarations on the right to water and rights of indigenous peoples, as well as the role of the Organization of American States (OAS) and the Interamerican Commission on Human Rights. Some partners also suggested a more political presentation of communities' struggles to protect their environmental health and rights in the face of large oil, mining, and agribusiness interests.

A few ways in which *Guía comunitaria para la salud ambiental* is currently being used:

- to train health promoters in Latin America by the University of British Columbia Global Health Research Program;
- to educate farmers and community members on the harmful effects of pesticides, to encourage better agricultural practices, and to improve waste management in Antioquia, Colombia;



- to educate people through excerpts in a community newspaper in Intag, Ecuador.

In addition to Spanish, since publication in English in 2008, *A Community Guide to Environmental Health* has been translated and adapted into an ever-growing list of other languages, including Pashto, Indonesian, and Mongolian.

This book galvanizes us to act as individuals and, united and organized, to care for our health and to protect and improve the world that shelters us.

—Mirta Roses Periago, Director,
Panamerican Health Organization (PAHO)

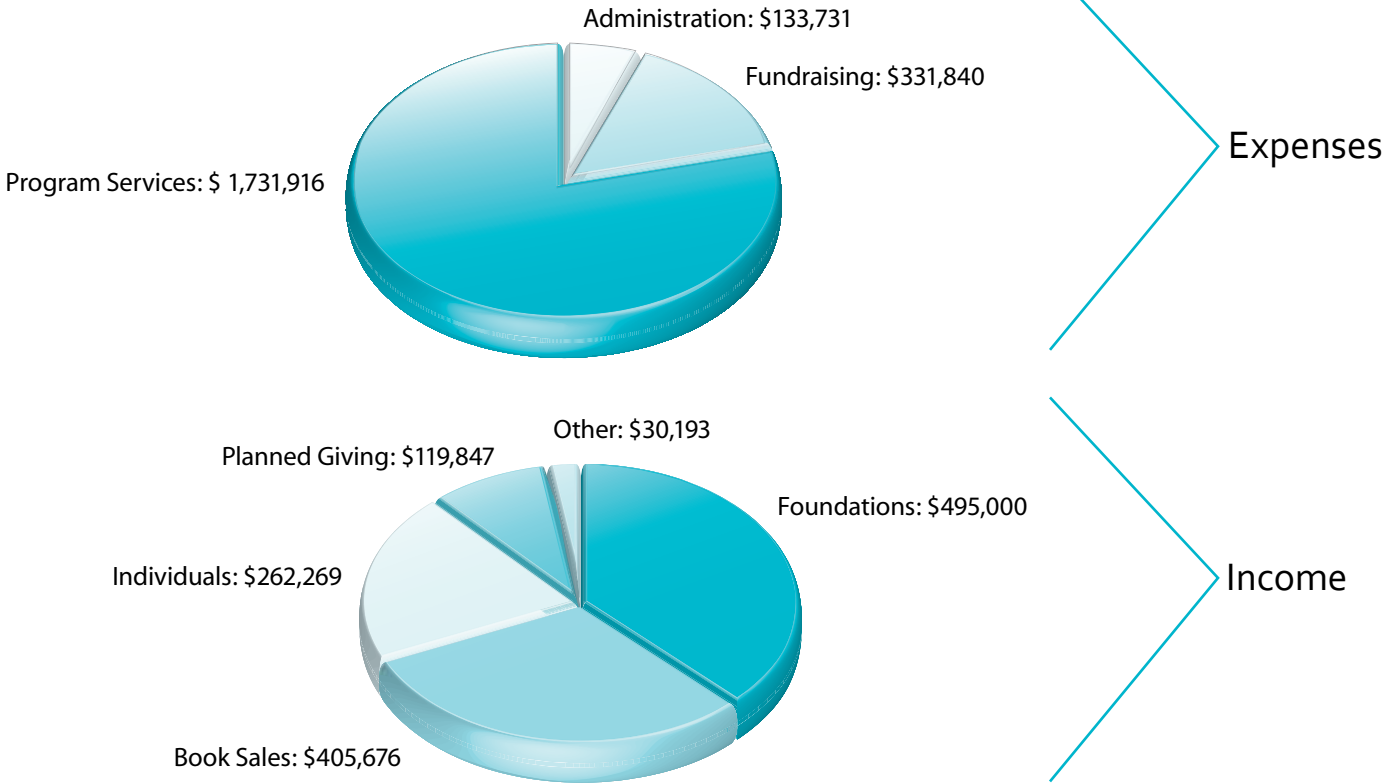
Financial Activity 2010-2011

Hesperian ended the fiscal year with assets totaling \$1,461,118 including a healthy \$646,135 in unrestricted assets. The 3-year restricted grant from the Bill and Melinda Gates Foundation, ending in Dec 2011, was spent down as project work continued on track. We continue to keep our overhead expenditures low—at 21%—and Hesperian again received a 4-Star rating (the highest given for sound fiscal management) from Charity Navigator, the most-utilized independent evaluator of charities in the U.S.

Unrestricted income from individual gifts is a key to Hesperian’s long-term stability. Almost 80% of our individual donors renewed or increased their support.

Hesperian also benefitted from the enthusiasm of **398 volunteers who contributed a staggering 21,012 hours**—an all-time high.

We are grateful to all our donors and volunteers for believing in and supporting Hesperian’s work.



Hesperian's International Partners in 2010-2011

Hesperian gratefully acknowledges the assistance received from the following organizations around the world that collaborated with us to develop, translate, review, field test, or adapt our publications.

- Ability-in-Disability Initiative, Nigeria
- Acción Ecológica, Ecuador
- Adaiyaalam, India
- Adventist Development and Relief Agency (ADRA), Cambodia
- Africa University, Zimbabwe
- African Birth Collective, US
- African Medical & Research Foundation (AMREF), Kenya
- AGALL, Guatemala
- Agate Center for Women with Special Needs, Armenia
- AIDA, Colombia
- Albanian Group of Intellectual Disabled Women, Albania
- Alianza Global por Alternativas a la Incineración (GAIA), Argentina
- Aprovecho Research Center, US
- Arab Resource Collective (ARC), Lebanon
- Asia Monitor Resource Center (AMRC), Hong Kong
- Asian Network for the Rights of Occupational and Environmental Accident Victims (ANROEV), Philippines
- Asociación Civil de Comadronas Tradicionales (ACOTCHI), Guatemala
- Asociación de Mujeres Defensoras de la Vida (AMDV), Honduras
- Asociación de Servicios Comunitarios de Salud (ASECSA), Guatemala
- Asociación para la Promoción de la Salud Unidos para Vivir (APROSUVI), Guatemala
- Asociación de Trabajadores de Desarrollo Rural- Benjamin Linder (ATDER-BL), Nicaragua
- Association for the Rehabilitation of Physically Disabled (ARPD), Pakistan
- Association of Disabled Female International (ADFI), Liberia
- AZUR Development, DR Congo
- Berkeley Free Clinic, US
- Bookshare.org, US
- Casa de la Cultura Obrera (CCO), México
- Catholic Relief Services, India
- CBM, South Africa
- Center for Environmental Research and Children's Health (CERCH), US
- Center for Public Health and Environmental Development (CEPHED), Nepal
- Center for Research and Promotion of Community Health (CRPCH), Turkey
- Central Action on HIV/AIDs (CAHA), Zambia
- Central General de Trabajadores (CGT), Honduras
- Centre for Health Education, Training and Nutrition Awareness (CHETNA), India
- Centro Agronómico Tropical de Investigación y Enseñanza (CATIE), Costa Rica
- Centro de Derechos de Mujeres (CDM), Honduras
- Centro de Desarrollo en Energía Solar (CEDESOL), Bolivia
- Centro de Desarrollo Integral Campesino de la Mixteca (CEDICAM), México
- Centro de Estudios y Apoyo Laboral (CEAL), El Salvador
- Centro de Estudios y Promoción Afroperuano (LUNDU), Peru
- Centro de Información para Trabajadoras y Trabajadores (CITTAC), México
- Centro de Innovación en Tecnología Alternativa A.C. (CITA), México
- Centro de Servicios Educativos en Salud y Medio Ambiente (CESESMA), Nicaragua
- Centro Ecuménico de Integración Pastoral (CEIPA), Guatemala
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- Centro Salvadoreño de Tecnología Apropiaada (CESTA), El Salvador
- Chetana Charitable Trust, India
- CHF, Honduras
- Children's Rights Centre, South Africa
- Chinese Working Women's Network (CWWN), Hong Kong
- Christian Society for the Prevention of Blindness and Rehabilitation of the Blind, Philippines
- Climate and Development Initiatives, Uganda
- Clínica de La Raza, US
- Coalición Mundial por los Bosques, Paraguay
- Colectiva Feminista Binacional (CFB), México
- Colectivo de Obreras Insumisas, México
- Comité Fronterizo de Obreras (CFO), México
- Committee for Asian Women (CAW), Thailand
- Communities for a Better Environment (CBE), US
- Community Based Initiatives in Health, Water and Sanitation (COBIHESA), Tanzania
- Community Health Service (CHS), Cameroon
- Comprehensive Rural Health Project, India
- Comunicación Comunitaria (Vida Laboral), Honduras
- Concern America, US
- Consejo Internacional de Tratados Indios, US
- Consultoría en Agroecología, Agricultura Urbana y Saneamiento Ecológico Sustentable (CAAUSES), México
- Coordination of Humanitarian Assistance (CHA), Afghanistan
- CREST, India
- Cultural Survival, US
- Defensa y Conservación Ecológica de Intag (DECOIN), Ecuador
- Dejen Health Center, Ethiopia
- Dimagi, US
- Disability and Women Development Strategies (DWDS), Kenya
- Elizabeth Glaser Pediatric AIDS Foundation, US
- Environment and Development Action in the Third World (ENDA), Senegal
- Equipo de Apoyo en Salud y Educación Comunitaria (EAPSEC), México
- Equipo Maíz, El Salvador
- Estación Experimental "Indio Hatuey" Universidad de Matanzas, Cuba
- Estamos, Mozambique
- Family Health Centers, US
- Family-Centered Initiative for Challenged Persons (FACICP), Nigeria
- Firelight Foundation, US
- First Aid Center in the Chamber of Medicine of Izmir, Turkey
- Food First, US
- Foro Ciudades para la Vida, Perú
- Foundation for Women's Dignity (FOWODI), Uganda
- Frente Popular Darío Santillán, Argentina
- Fundación Abril, Bolivia
- Fundación EPES, Chile
- Fundación para el Ecodesarrollo y la Conservación (FUNDAECO), Guatemala
- Fundación Popol Nah Tun, Honduras
- Ghana Community Partnership for Health and Development, Ghana
- Girls Empowerment Network, Malawi
- Global Strategies for HIV Prevention, US
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- Hong Kong Workers Health Center (HKWHC), Hong Kong
- Huicholes y Plaguicidas, México
- Human Development Centre "Tree of Life," Kyrgyzstan
- Human Development Foundation, India

- Humanitarian Assistance for Women and Children in Afghanistan (HAWCA), Afghanistan
- Ihangane Project, Rwanda
- Institute for Occupational Health & Safety Development (IOHSD), Philippines
- Institute for Research and the Promotion of Alternatives in Development (IRPAD AFRIQUE), Mali
- Instituto de Abogados para la Protección del Medio Ambiente (INSAPROMA) Inc., República Dominicana
- Instituto para la Superación de la Miseria Urbana (ISMUGUA), Guatemala
- International Computer Science Institute (ICSI), UC Berkeley, US
- International HIV/AIDS Alliance, UK
- International Relief Development, Swaziland
- Iraq Community Action Program, Iraq
- Jagruti, India
- John Dau Foundation, Sudan
- Kabati Women, Kenya
- Kentalis International, Netherlands
- Laboratorio de Energía Solar, Universidad Nacional, Costa Rica
- Las Méridas, El Salvador
- Likhaan Center for Women's Health, Philippines
- Local Initiatives for OSH Network (LION), Indonesia
- Local Solutions Foundation, Mongolia
- Mahila Sarvangeen Utkarsh Mandal (MASUM), India
- Maquila Health and Safety Solidarity Network (MHSSN), US
- Maquila Solidarity Network (MSN), Canada
- Mennonite Central Committee (MCC), Laos
- Mercy Corps, US
- Merit Witness, Pakistan
- Midwives For Haiti, US
- Midwives on Missions of Service (MOMS), Sierra Leone
- Migrant Health Promotion, US
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- National Institute for Environment and Agriculture (NIEA), India
- Native Journey Woman, Choctaw Nation, US
- Nguyen dink Chieu School for Blind, Vietnam
- Nishtar Medical College, Multan, Pakistan
- One Africa Research & Education Project, Ghana
- Operation Mercy, Tajikistan
- Otros Mundos, México
- Pakistan Medical Association, Pakistan
- Pan American Health Organization (PAHO), Latin America
- Partners in Health, Haiti, Rwanda & US
- Planet Drum Foundation, US
- Planning, Empowering, Advocating for Community Endeavors (PEACE), Liberia
- PRAN, Nepal
- Princess Center for the Protection of Girls and Young Women's Rights, Mongolia
- Pro-biodiversity Conservationists in Uganda (PROBICOU), Uganda
- Programa de Fuentes Alternas de Energía, Nicaragua
- Proyecto Integral de Salud y Tecnología Apropiada (PISTA), México
- Public Health Institute, US
- Ratmalana School for the Blind, Sri Lanka
- Red Vida/Food and Water Watch, Bolivia
- Rural Health Education Service Trust (RHEST), Nepal
- SafAIDS, South Africa
- Salgyk, Turkmenistan
- Salud Pública Internacional, Ecuador
- Salud sin Daño, Argentina
- Sarar Transformación, México
- Save the Children, US
- Self-Employed Women's Association (SEWA), India
- Silliman University, Philippines
- Sindicato de Trabajadores de la Industria Textil (STIT), El Salvador
- Society Of Christian Service, Malaysia
- Socios en Salud, Perú
- Solidarity Center, US
- Southern African Development Community Support Agency, Zimbabwe
- Stars of Hope Society, Palestine
- Streehitakarini, India
- Supporters for the Health and Rights of People in Semiconductor Industries (SHARPS), Korea
- Swat Youth Front, Pakistan
- Tan Ux'il, Guatemala
- Tathapi Trust, India
- Teaching Aids At Low Cost, UK
- Touro University, US
- Towards Women International Network (TWIN), Guinea
- Trust for Reaching the Unreached, India
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- Village Exchange Ghana (VEG), Ghana
- Village Health Worker and Community Based Management Project, Vanuatu
- WEM Integrated Health Services (WEMIHS), Kenya
- Women Development Association of Liberia (WODAL), Liberia
- Women Organized to Respond to Life-threatening Diseases (WORLD), US
- Women Solidarity Inc. (WOSI), Liberia
- Women Working Worldwide, UK
- Women's Action to Gain Economic Security (WAGES), US
- Women's Humanitarian Organization (WHO), Lebanon
- World Health Organization (WHO), Switzerland
- World Vision, International
- Yayasan Bhakti Luhur, Indonesia
- Yunnan Health and Development Research Association (YHDRA), China

Hesperian's 2010-2011 Donors

Hesperian is deeply grateful to the individual and organizational donors whose gifts supported our shared vision of health for all.

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★ = Giving for a decade or more

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Included in this list are associates like freelance writers, technical contractors, and financial advisers as well as interns, and some of the hundreds of volunteers who have donated their time and wisdom to help us do our work. We offer them our wholehearted thanks.

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