

ANNUAL REPORT
JULY 1, 2011 - JUNE 30, 2012



hesperian
health guides



Dear friends,

This has been an incredibly productive year for Hesperian and our partners around the world! Under our new name, Hesperian Health Guides we have launched several new initiatives to better reach the communities we are committed to serve: those without access to adequate health care; those denied the basic services, conditions, and social justice to enable them to lead healthy lives; and those working at a community level to support them.

This annual report showcases our new website and the innovative health outreach efforts it projects. We are excited to be delivering more new and updated health materials to more health promoters in more languages.

Studies by Johns Hopkins University and New York University have documented how each Hesperian Health Guide distributed reaches an average of 60 people as information is shared and acted upon to improve health.

Hesperian's new digital tools launched this year are increasing exponentially this "multiplier effect." With our partners, our website has launched books in 26 languages available for free download—and those numbers are still growing. Our first mobile phone app is reaching new audiences, especially younger ones. Hesperian Images and our HealthWiki are empowering health promoters to more easily adapt and share critical health information.

Of course we still update and reprint our books (7 this year!), and we are closing in on the publication of 2 important new titles.

Our hardworking, enthusiastic staff and a breathtaking array of Hesperian volunteers (donating an astounding 37,000 hours over the past 2 years) have collaborated to build these new digital tools. We count on your support to open even more channels through which information for health and justice will flow.

Sincerely,

Sarah Shannon, Executive Director



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The New Hesperian.org

Hesperian’s new website is designed to provide health information to meet a variety of needs. Like most organizational websites, our site introduces Hesperian, our philosophy, and our work to first-time visitors. But we don’t stop there. The site is also a hub through which community health workers, volunteers, supporters, friends, and partners can access resources to support their work.

These lifesaving health resources span a wide range of topics— from how to stitch a wound to how to build a safe toilet. They are available in an incredible number of languages, from Arabic to Kreyol to Lao. And they can be explored and adapted in a variety of new formats that rise to meet the demands of an increasingly “digital” world.



Visit the [Bookstore](#) to buy **Where There Is No Doctor** & all our other books!



Global Reach

In 2011, people in **216 countries** out of the **230 countries** in the world downloaded our materials



Hesperian Materials in:

Spanish **Español**
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This content is from the
Advance Chapters of the

New Where There Is No Doctor

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In other languages

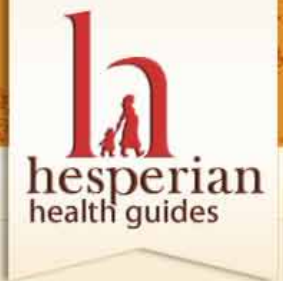
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New Where There Is No Doctor

In the past year, Hesperian has made remarkable progress on developing the *New Where There Is No Doctor* so it will meet current needs and health issues. New chapters were developed on Pregnancy, Newborns and Breastfeeding, Good Food for Good Health, Caring for Children, Water and Sanitation, and Belly Pain, Diarrhea and Worms.

These 6 chapters were field-tested and reviewed by dozens of individuals and organizations on every continent, and have been published online in a variety of forms: as PDFs of book pages for download or reading on the web, and as easy-to-access or copy text in an online “wiki” format. Several of these chapters are already available in these formats in multiple languages. You can find Newborns and Breastfeeding, for example, on our website in 10 languages!





Welcome to Hesperian Images

Hesperian illustrations are often described as beautiful, practical, thought-provoking, compassionate, or funny. Drawn by artists around the world, these illustrations are one of the most beloved features of our books, and for decades health workers and trainers have traced or copied the images to use in their own flyers, posters, and curricula.

To make re-use, re-purposing, and local adaptation even easier, we created Hesperian Images, an online library of over 10,000 drawings from our books, each labeled with descriptive keywords such as “child,” “fever,” and “Asian.” Visitors to our website can use these keywords to search for and download the art they need for their local health materials.



How to Help

People like you helped us build this library.

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Safe Pregnancy and Birth Mobile App

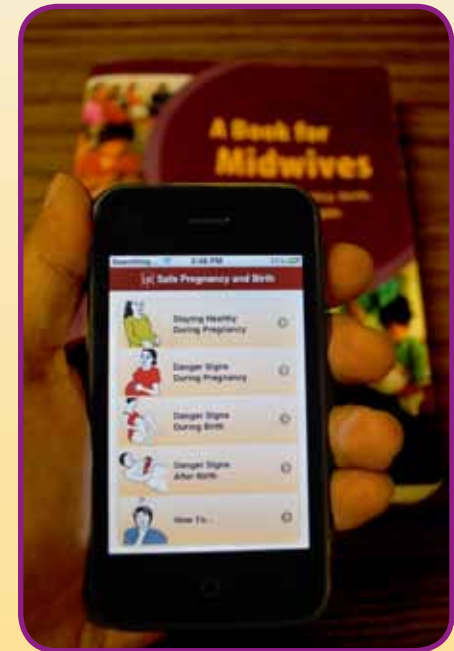


FREE

Recognizing the growing use of mobile phones around the world, and the potential they have to reach community health workers and others in poor or remote areas, Hesperian developed our first mobile phone application: “Safe Pregnancy and Birth.” The app is available for free download on both iPhones and Android phones, and features information on how to stay healthy during pregnancy, and what to do in emergencies during birth.

In designing the app, we were challenged to translate Hesperian’s trademark accessible style into a format that works on a small screen. Input from over 40 community reviewers emphasized that a successful app needs to have an encouraging tone, step-by-step instructions, and a healthy ratio of images to text.

The app has now been downloaded in 155 countries. We encourage others to adapt the app, whether by translating it into other languages or adapting it to other platforms and devices.





BOOKS AND RESOURCES

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Reprints

The work of keeping Hesperian Health Guides up-to-date is crucial to our mission to provide accurate medical information for those who need it most. Having our books in these new electronic formats has enabled us to update them more easily and rapidly. This year we updated:



Where There Is No Doctor



Donde no hay doctor



Where Women Have No Doctor



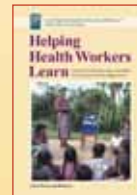
Donde no hay doctor para mujeres



Where There Is No Dentist



A Community Guide to Environmental Health



Helping Health Workers Learn



Updated editions of **Where There Is No Doctor** and **Where There Is No Dentist** are now available - get them hot off the press!



Give to **Gratis Books** to send books to a community in Africa, Asia, or Latin America that needs them but cannot afford to buy them.

For the latest reprint of *Where There Is No Dentist*, we added a section on how to fill cavities without using a dental drill—a method called Atraumatic Restorative Treatment (ART) first pioneered in Tanzania in the mid-80s and now used in many parts of the world. Dentists working in Brazil, Burma, Cambodia, France, Laos, and the US shaped the new section with their advice and feedback

We also rely on our readers and users to send us feedback, and we hope the new digital formats of our books will make it even easier for you to share your comments and ideas with us.



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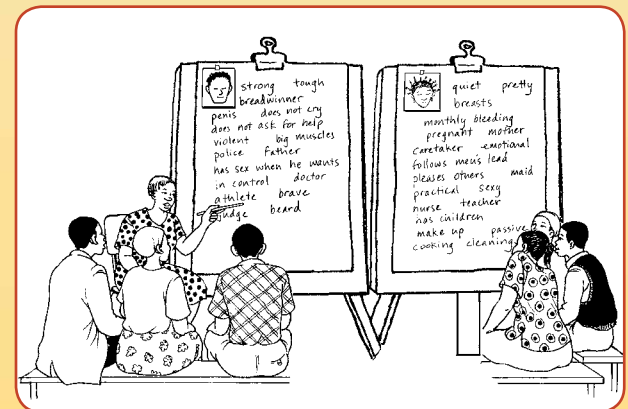
Health Action Guide for Women and Girls

With feedback from 43 community-based partners in 23 countries, the *Health Action Guide for Women and Girls* is nearing completion! This companion volume to *Where Women Have No Doctor* includes activities, like storytelling, role plays, and games, to make it easier for community-based health promoters to tackle difficult discussions about sexuality, family planning, unsafe abortion, HIV, violence against women, and how gender affects women’s and girls’ health. Input from male organizers and men’s groups has enabled us to present strategies for working on these issues with men, too.

Our global partners have shared with us a wealth of strategies—far more than we can include in a book. After the book is published, these supplemental materials will be made available for download on our website, and together with Hesperian Images, health promoters and organizers will be able to access a rich set of materials with which to develop resources tailored to their own situations.

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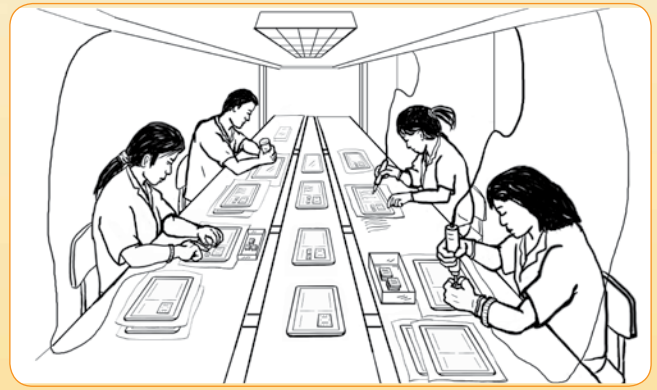
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Workers' Guide to Health and Safety: Safer Electronics

Not only has Hesperian been working to make our materials accessible on computers and cell phones, in our *Workers' Guide to Health and Safety* we've also been working toward providing a needed resource for workers who make those devices.



In the past year, as Hesperian staff were researching and writing about hazards in electronic factories, conditions in that industry were suddenly all over the news. Explosions and a rash of suicides in China, cancer clusters in Korea, and multiple poisonings in Mexico all challenged the reputation of this supposedly "clean" industry.

These events, and many others less widely reported, highlight the importance and need for actionable materials for workers and organizers in electronics factories. Our chapters on "social hazards" are already in circulation in English, Spanish and Chinese; and our materials on work hazards in the electronics industry are currently in field-testing and review.

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Financial Activity 2011-12

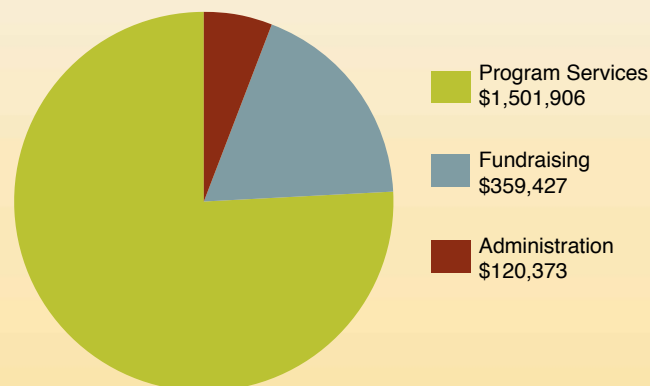
For the fourth time, Hesperian received a 4-Star rating (the highest given for sound fiscal management) from Charity Navigator, America's most-utilized independent evaluator of charities.

Hesperian closed the fiscal year with assets totaling \$1,037,936, including \$363,415 in unrestricted assets. Funding from new and existing foundation sources totaled \$945,987—an increase from the previous year. Individual donations, a vital component to every nonprofit's fiscal survival and health, totaled \$226,016—a healthy 84% of which was unrestricted.

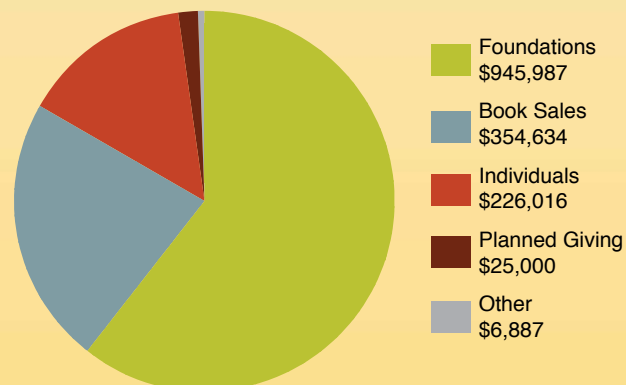
In addition, Hesperian received the valuable gift of 15,843 volunteer hours from 228 volunteers who helped the organization in various capacities ranging from working on the HealthWiki to book packing.

Hesperian successfully concluded the 3-year restricted grant from the Bill and Melinda Gates Foundation in December 2011, spending the remaining project funds during the first half of the fiscal year. This was a busy and productive year for Hesperian. We thank you all—our donors, volunteers, book buyers and well-wishers—for your invaluable support.

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(510) 845-1447
www.hesperian.org
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