

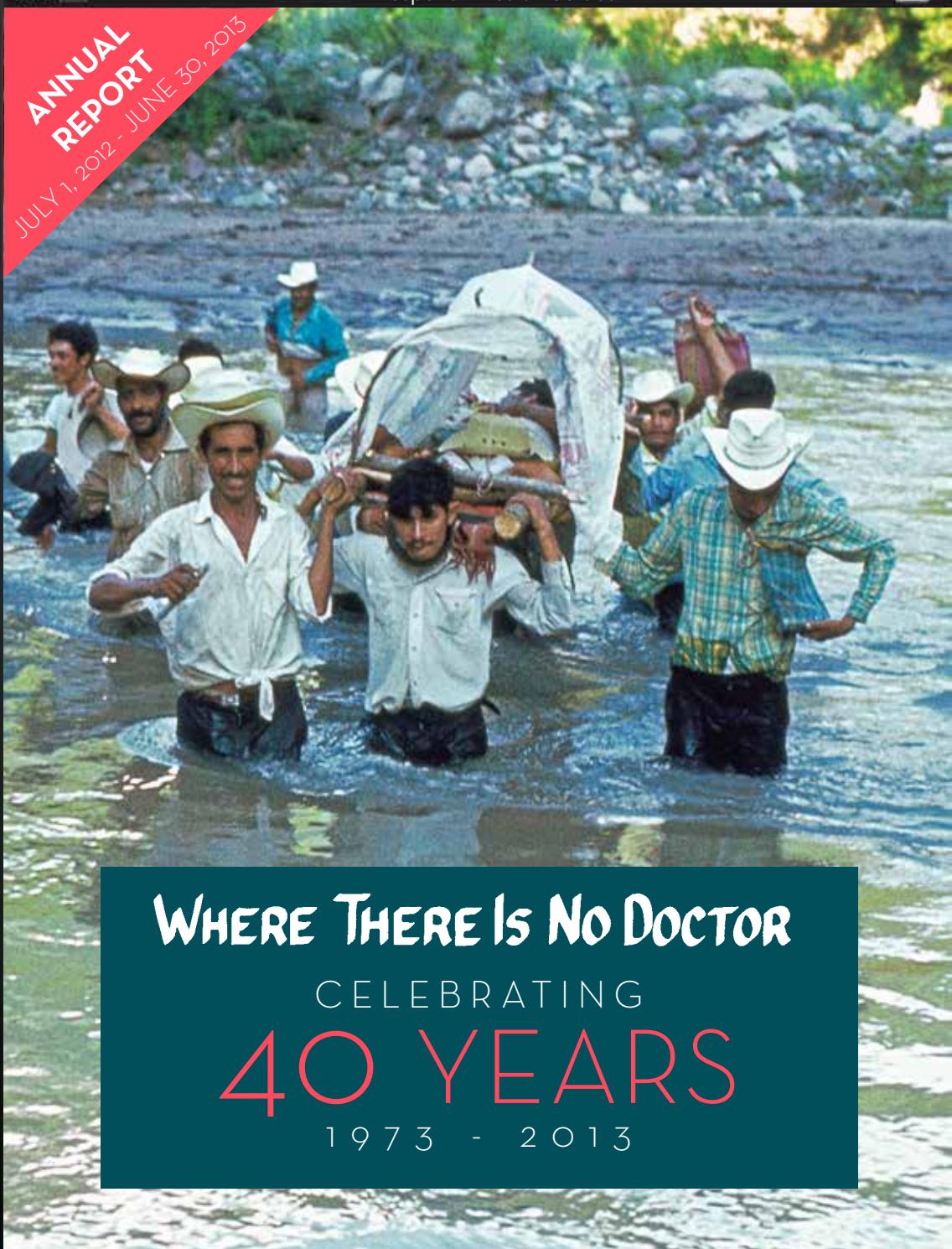


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Hesperian Health Guides

**ANNUAL
REPORT**

JULY 1, 2012 - JUNE 30, 2013



WHERE THERE IS NO DOCTOR

CELEBRATING

40 YEARS

1973 - 2013

Dear friends,

In 1973 when *Where There Is No Doctor* was first written, it took hours of driving on a slow, potholed dirt track from the remote hamlet of Ajoya in Mexico's Sierra Madre to reach the nearest doctor, health clinic or hospital. There was no guarantee that once villagers arrived at a health post there would be personnel or adequate funds or medicine to get the care they needed.

Where There Is No Doctor was written both to challenge the injustice of the health system in places like Ajoya and to demystify illness and health. Starting as a loose-leaf binder containing notes describing symptoms of health problems and how to treat them, it eventually developed into the printed book *Donde no hay doctor* and translations into 80 languages, including English. On average, 40 people read every book—which means that the three million copies in print have changed the lives of over 100 million of the world's poor!

And that's not counting the other formats in which the material has been presented: in leaflets, pamphlets and e-books, as radio programs, talking books, skits and plays, on mobile phones, tablets and the internet. We've taken advantage of every technological advance over the past 40 years but one thing hasn't changed: a huge number of people still need clear, easy-to-follow, practical health information.

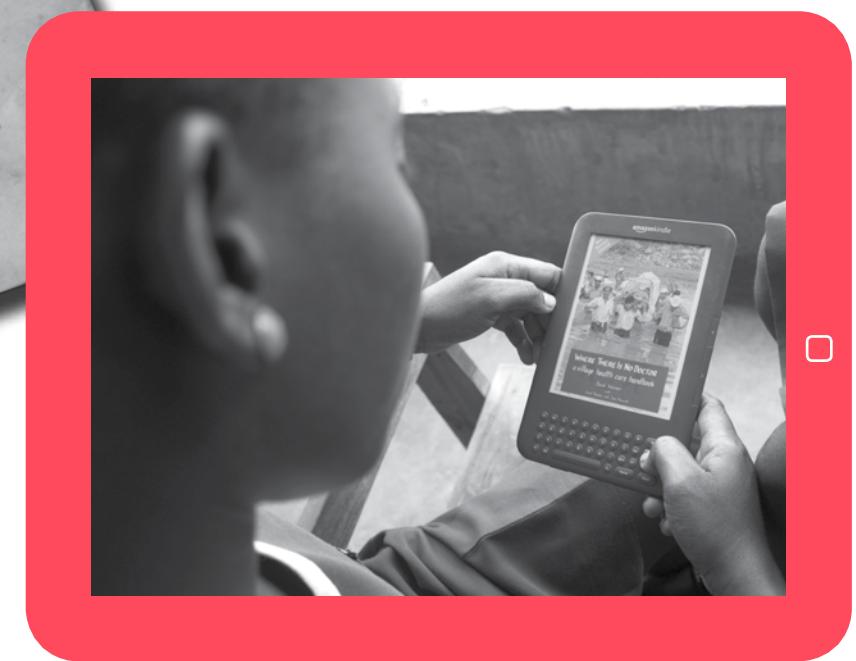
Unfortunately, health inequities throughout the world are growing, not shrinking, and the social injustice that creates and magnifies health problems has yet to be overcome. Without a doubt, Hesperian's health guides are needed more than ever.

There would be no books to distribute without your participation as volunteers, donors and staff, health educators and community organizers, field-testers, expert advisors and book reviewers, writers and readers, artists and activists. Thank you for putting your energy and your faith into Hesperian and *Where There Is No Doctor*. Together we're steadily approaching the goal that inspired the creation of that modest notebook 40 years ago: Health for All!

Sincerely,



Sarah Shannon, Executive Director



From notebook to eBook!

When *Where There Is No Doctor* (WTND) launched as an eBook for Kindle this year, it reached thousands of school children in Africa thanks to our partnership with Worldreader, a San Francisco-based organization that distributes Kindles in Sub-Saharan Africa to increase literacy. After receiving repeated requests for the book, Worldreader approached Hesperian in 2012 about distributing WTND for free on their devices in Africa. Currently, they have downloaded it onto more than 3,000 Kindles in 9 countries to an overwhelmingly positive response.

WTND is available for [Kindle](#), [Nook](#), [iPhone](#), [iPad](#) and [iPod](#) devices, a far cry from the original handwritten notebook of the 1970s. Whether delivered as low-tech paper or high-tech electronics, the goal remains the same: to address the underlying causes of poor health in communities around the world and stop the spread of preventable, treatable diseases.

AVAILABLE NOW

The expanding universe of the Hesperian Digital Commons

The collaborative, community-based process that led to the creation of *Where There Is No Doctor* 40 years ago continues to inspire and inform Hesperian's digital materials development. Far from leaving the print book behind, Hesperian provides an array of tools which allows health educators and practitioners to access health content in a combination of formats that best fits their needs—from printed books to eBooks, from single images to the comprehensive yet light-weight HealthWiki, from PDFs to mobile apps, and more. Over the past year, the Hesperian Digital Commons has grown exponentially in terms of content and has registered a 3-fold increase in numbers of visitors from around the world.

We have always relied on readers and users of our resources to send us feedback. New digital formats make sharing comments and ideas easier than ever.

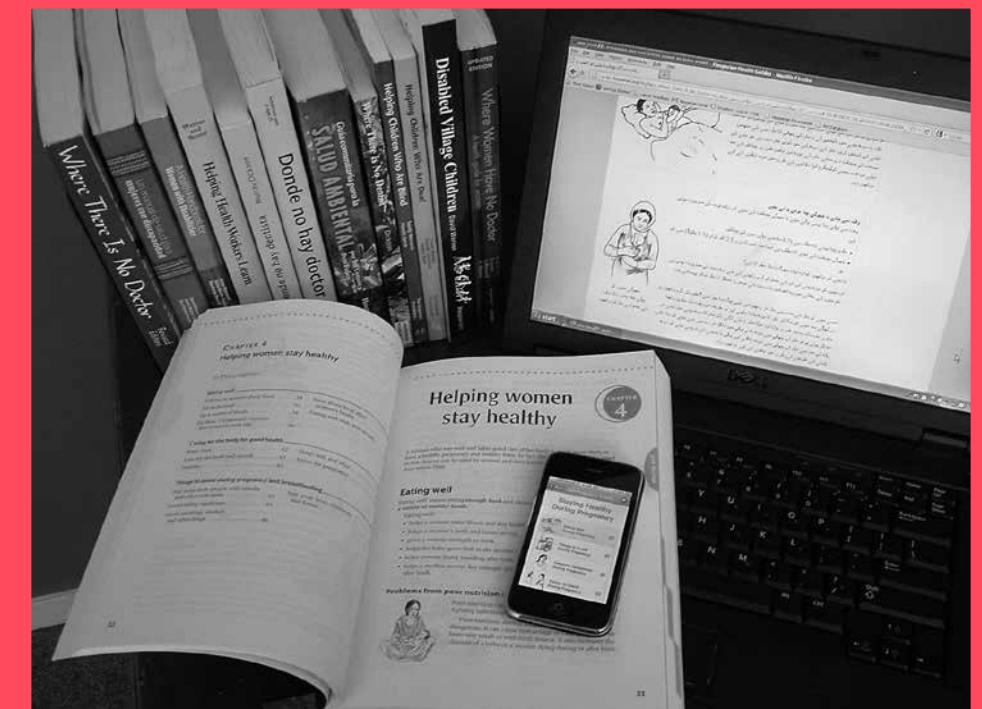
HESPERIAN HEALTHWIKI:

Visits to free web-based versions of Hesperian's books in the [HealthWiki](#) soared to 560,810 in the past year, with visits from Spanish-speaking countries increasing by more than 150%. Newly released titles include *A Community Guide to Environmental Health* in English and Spanish, as well as several advance chapters from the New *Where There Is No Doctor*. The HealthWiki currently hosts information in 12 languages with multilingual navigation, and is receiving visitors from every part of the globe.

Information not yet available in the HealthWiki can still be accessed as free PDF downloads via the Digital Commons, which hosts all 20 Hesperian titles in English and Spanish. PDF downloads of several titles are also available in an additional 30 languages.

MOBILE APPS:

Since its release, Hesperian's mobile app, [Safe Pregnancy and Birth](#), has been downloaded 87,922 times. Once downloaded, the app does not require internet access for community health



workers to look up more than 20 step-by-step “how-to” instructions for essential health skills. The Spanish version launched in March and has been downloaded 7,405 times with the highest number coming from Spain, Mexico, and Chile. The app won the “She Will Innovate” award, chosen by Intel Corporation and Ashoka Change-makers from 292 submissions from 54 countries, recognizing it as “an innovative digital tool that helps women and girls live healthier and more meaningful lives.”

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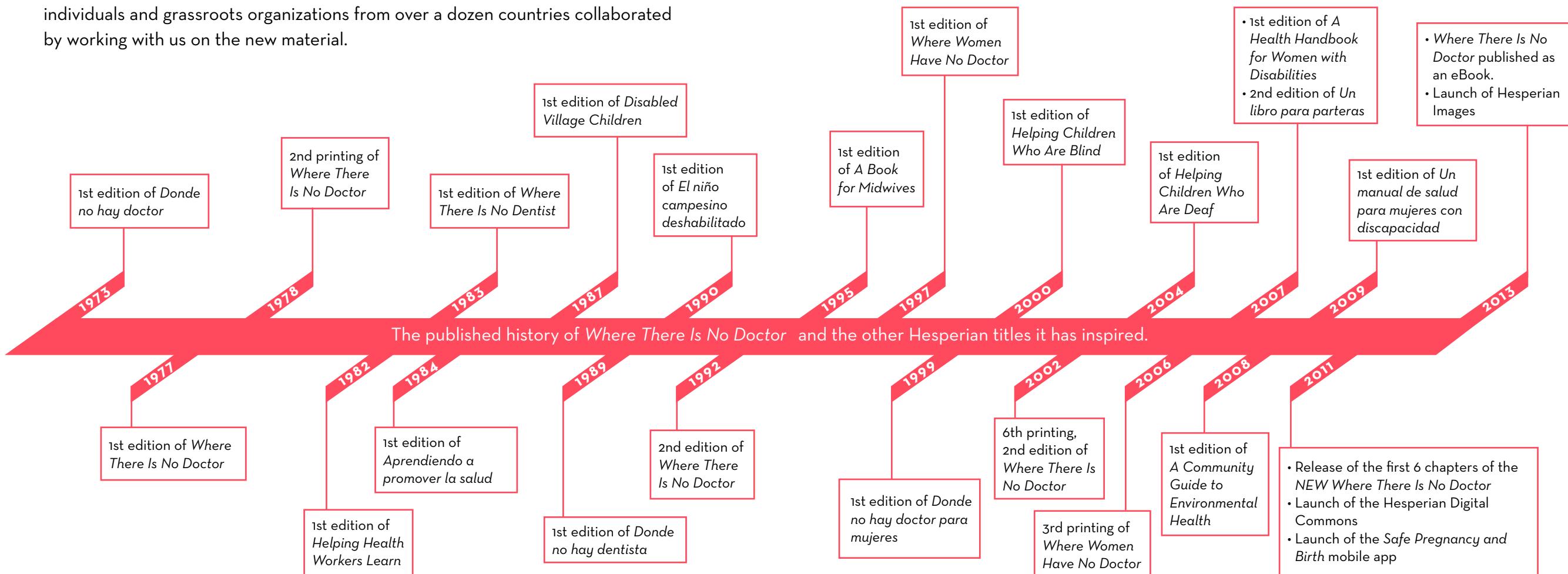
Since moving from the beta version to launching our publicly accessible database of over 12,000 illustrations, community health workers and educators around the world have written to share how useful this resource is to their work. With every image from Hesperian's 20 in-print titles available to download, [hesperianimages.org](#) is a one-of-a-kind resource. Organizations and individuals pay on a sliding scale, while grassroots health workers can request free images via our Gratis Images Program.

Preparing Where There Is No Doctor for the next 40 years

As we celebrate 40 years with *Where There Is No Doctor* (WTND) and reflect on the incredible impact this book has had on community health around the world, we are also working so it will continue to save lives and empower health workers for another 40 years. This past year, Hesperian made great progress on the *New Where There Is No Doctor*—our major revision of this classic book—to better address the health challenges the world's poor now face.

The First Aid chapter is among the most widely used and depended upon material in WTND, and this year we released a brand new version of the chapter full of updated protocols and new information on emergency topics, and reorganized to assist community health workers responding to accidents and injuries. More than 40 individuals and grassroots organizations from over a dozen countries collaborated by working with us on the new material.

Preparing Where There Is No Doctor for another 40 years means not only developing new content, but also finding new ways to deliver it into the hands of those who need it. Hesperian's new Digital Commons allows us to publish this life-saving content on the internet even before the book is complete. This year, the new First Aid chapter joined 6 other advance chapters of the New WTND on the Digital Commons. All are available as PDFs for free download, as well as in the flexible HealthWiki format. Attesting to the deep impact of Where There Is No Doctor, these 7 new chapters are some of the most sought-after content on the Digital Commons and during this past year were accessed by over 135,000 unique visitors.



Helping Children Live with HIV

Many communities, especially those in Sub-Saharan Africa, have been devastated by the HIV/AIDS epidemic. Among the least visible yet most affected have been children, from birth to adolescence, when they are growing and developing most rapidly and most dependent upon care from mothers, who may be sick themselves. To support caregivers in their day-to-day responsibilities for children affected by HIV, Hesperian is producing *Helping Children Live with HIV*, a new book in our Early Assistance series.

Working with experienced partners in Africa and elsewhere to produce a practical resource that both recognizes challenges and builds on existing knowledge and strengths, this book will cover the diagnosis of HIV in children; how to prevent and treat health problems including the prevention of HIV infection in children; how to use medicines and provide comfort care; how to talk with children about HIV, death, illness, grief, and social stigma; and the necessity to organize support for caregivers and children in need.



Health Action for Women

Inspired by requests from grassroots groups struggling to deal with issues such as sexuality, safe abortion, and gender-based violence in their communities, *Health Action for Women* provides practical strategies for working to improve women's health. Designed as a companion to *Where Women Have No Doctor*, this book collects activities and methods (storytelling, role plays, games, etc.) that enable community health activists to spark discussion and action on often controversial topics.

Incorporating feedback from community-based groups and reviewers from more than 20 countries has significantly enriched this new resource. Over 1,400 women and men of all ages participated in discussions, tried out activities, and told us what was most important to them and their communities.



Workers' Guide to Health and Safety coming in 2014!

As Hesperian completes our landmark *Workers' Guide to Health and Safety*, we have been testing an accessible yet comprehensive new section to help workers identify the chemicals they are exposed to daily and understand how chemicals affect health, both immediately and in the longer term. Chemical resource pages are one of the many innovative tools our *Workers' Guide* will provide to help workers and their advocates improve the physical and social conditions in factories and achieve the right to safe, fair, healthy, and fulfilling work.

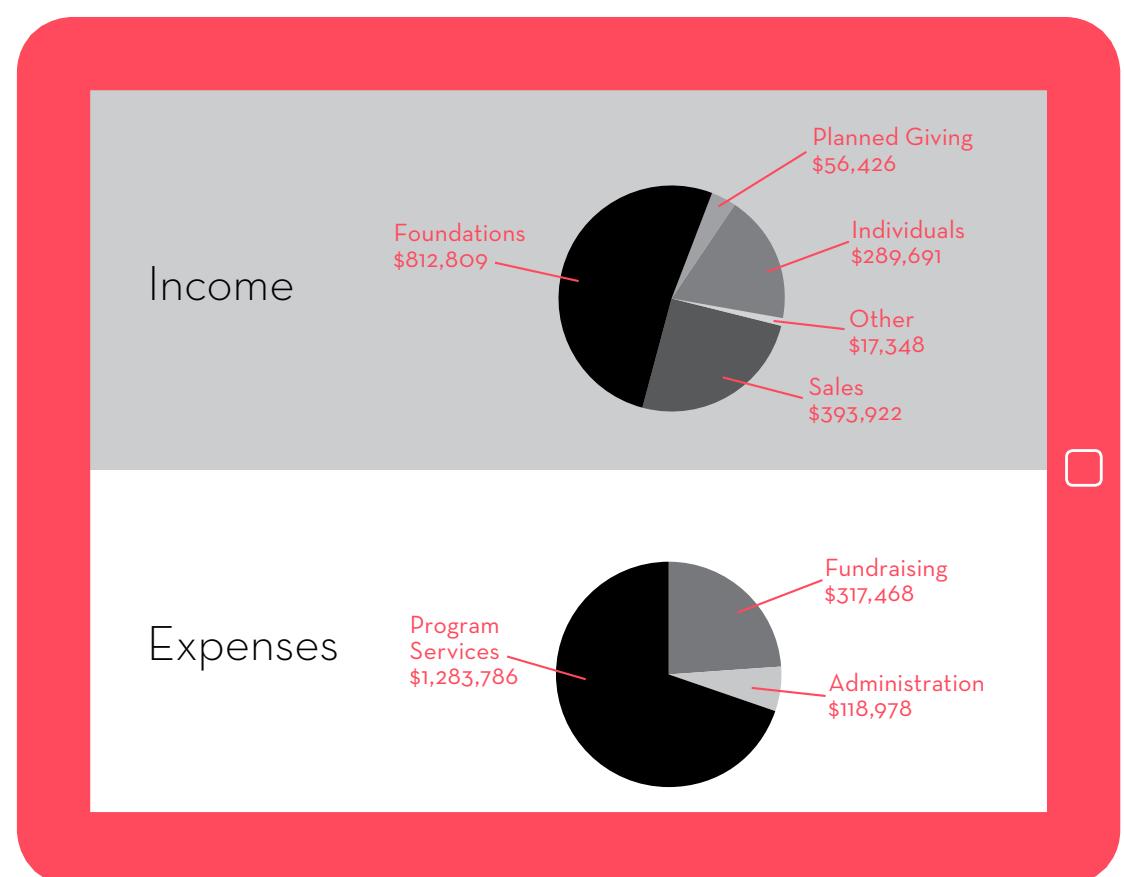
Financial Activity 2012-2013

Once again Hesperian received 4 Stars (the highest rating for fiscal management) from Charity Navigator!

Hesperian closed FY 2013 with assets of \$887,899 including \$340,140 in unrestricted assets. Individual donations, vital to our fiscal health, totaled \$289,691—an increase from the previous year. Revenue generated by book and product sales also increased to \$393,922. Foundation funding totaled \$812,809 and Hesperian also received \$56,426 as bequests and planned gifts.

In addition, Hesperian received the valuable gift of 14,472 volunteer hours from 1,203 volunteers working around the world as researchers and reviewers, book packers, field testers, translators, website and mobile app coders, and data analysts.

We thank you all—our donors, volunteers, book buyers and well-wishers—for your invaluable support.



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