



# INMED Partnerships for Children

"Inspiring Communities, Creating Opportunities"

**Donate Now!**

[www.inmed.org](http://www.inmed.org)

May 2007

## INMED LAUNCHES CROSS-BORDERS YOUTH DEVELOPMENT INITIATIVE

### Bob Marley Foundation Hosts Dedication of Gibson "IAMusic" Program for Children at Risk

Through a new partnership developed with the foundation of the Gibson guitar company, INMED is introducing **IAMusic**, a program to promote self-esteem and develop opportunities for at-risk youth in Kingston and rural Jamaica; Port of Spain, Trinidad; Rio de Janeiro and Bahia, Brazil; and Compton, California. The program was officially launched on April 26, 2007 with a donation of 25 Gibson guitars at the Bob Marley home and museum in Jamaica. The late reggae legend's own guitars were Gibsons, and his foundation is dedicated to empowering youth through mentoring and music.

"INMED provides opportunities and experiences that would not otherwise exist," said Henry Juskiewicz, Chairman and CEO of Gibson Guitar. "It instills a positive and life-long impact that will help children living in extremely difficult situations develop into healthy, productive adults."

In Jamaica, two of the schools in the IAMusic program are located in Trench Town, where Marley grew up, a community noted for its poverty and violence. Those schools' principals took part in the launch event, as did Jamaica's Minister of Education and Youth, Hon. Maxine Henry-Wilson; general manager of the Bob Marley Foundation and Museum, Jacqueline Lynch-Stewart; Marley's daughter, Stephanie Marley; Marley's granddaughter, Donisha Prendergast; and representatives of partner organizations Organization of American States/Young Americans Business Trust and Rotary Club of St. Andrew. INMED President Dr. Linda Pfeiffer spoke on behalf of Gibson Guitar President Dave Berryman. The Selassie Gardens Marching Band and Cultural Group also performed a Bob Marley song at the event.

All of the partners have committed to the IAMusic program for the long term, and will work together to combine music instruction with messages promoting self-esteem, healthy lifestyles and violence prevention.

The Gibson Foundation has also donated an additional 45 acoustic and electric guitars for the IAMusic projects to be rolled out in Trinidad, Brazil and the U.S. later this year.



INMED's Robert Wright and Linda Pfeiffer (*left*) present one of 70 donated Gibson guitars to a representative of IAMusic participant organization Dallas Community Development Council (*center*), and to Dennis Kelly and Grace Smith (*right*), principals of the Trench Town high schools that will join the IAMusic program. Several other schools, youth group homes and community centers across Jamaica will also take part.

### INMED ACHIEVES FOUR-STAR CHARITY RATING

For the second consecutive year, INMED has received the coveted four-star "exceptional" rating for sound fiscal management from Charity Navigator, America's leading charity evaluator.

According to Charity Navigator, "Only 12% of the charities we've rated have received at least two consecutive 4-star evaluations, indicating that INMED Partnerships for Children outperforms most charities in America in its efforts to operate in the most fiscally responsible way possible. This exceptional designation from Charity Navigator differentiates INMED Partnerships for Children from its peers and demonstrates to the public it is worthy of their trust."



To read Charity Navigator's profile of INMED, visit [www.charitynavigator.org/index.cfm/bay/search.summary/orgid/5438.htm](http://www.charitynavigator.org/index.cfm/bay/search.summary/orgid/5438.htm).

## SAVING THE LIVES OF MOTHERS AND BABIES IN PERU'S AMAZON FOREST

Through a Child Survival cooperative agreement with USAID, INMED is working to improve access to and quality of maternal and newborn care among 100,000 families of women of reproductive age in the remote Ucayali region of Peru's Amazon forest. Through the **Healthy Babies** project, INMED and its partners—the Peruvian nongovernmental agency PRISMA and the American College of Nurse-Midwives—will strengthen local health services and train birth attendants to help save maternal and newborn lives.

Training in home-based life saving skills will begin with the Ministry of Health in June 2007, focusing on rural areas where access to hospitals and health centers is poor. Community-based health workers and local midwives (*parteras*) will be trained to ensure that women have either a skilled or trained attendant to minimize birth risks and infant and maternal mortality.

A recent survey of Ucayali households showed that only 41% of women gave birth in a local health center, and that untrained individuals—including an eight-year-old child in one case—attended the births of 21% of the women who gave birth at home. The survey also revealed that many expectant mothers, particularly those in the local

indigenous population, often chose not to give birth at the government health centers because they were not allowed to give birth according to their customs. Acting on this information, INMED has worked with the Ministry of Health in Ucayali to convert the local birth center into one that is culturally acceptable to the community, which represents an early success of this vital project.



(above) A typical health post in the Healthy Babies project area highlights the need for investment in community health services.

(left) A community health worker weighs an infant as part of ongoing growth monitoring in the Healthy Babies project.

## FAMILY SUPPORT PROGRAM AMONG TOP PERFORMERS IN VIRGINIA

**MotherNet/Healthy Families Loudoun** is INMED's family support program for at-risk pregnant women and teens, new parents and their children in Loudoun County, Virginia, which is home to INMED's global headquarters. The program works to ensure that babies are born healthy, and that their parents are equipped with the skills, knowledge and confidence to provide a healthy, nurturing environment for their children's optimal development

MotherNet/Healthy Families Loudoun participates in an annual independent evaluation of our outcomes, which provides a comparison of our achievements with that of other Healthy Families programs across Virginia. In April 2007, we received our cumulative evaluation report for FY 2002-2006, which shows that MotherNet/Healthy Families Loudoun excels across all of its program domains, and is among the top-performing of all 39 of Virginia's Healthy Families programs. In fact, MotherNet/Healthy Families Loudoun's outcomes were among the highest ever achieved by such programs, which have a 15-year history in the Commonwealth.

## CREATING COMMUNITY CHANGE TO REDUCE OBESITY IN SOUTH LOS ANGELES COUNTY

In the disadvantaged community of Compton, California, INMED's **MotherNet L.A.** program is conducting a comprehensive needs assessment to document factors contributing to the local rates—the county's highest—of overweight and obesity in children and adults.

Surveys of local residents and service providers revealed these key facts:

- 75% believe that obesity is a "huge problem" in the community
- 58% report eating healthy foods "sometimes," "rarely" or "not at all"
- 96% report serving their families fast food as a meal at least once a week
- 50% report not getting any exercise

A community-wide partnership led by the MotherNet L.A. program will address the highest-priority issues identified in the surveys to create positive change across the city:

- Increase local access to healthy foods
- Improve neighborhood safety measures to increase opportunities for outdoor physical activity
- Increase availability of low-cost physical activity services for families (access to gyms, youth sports leagues, etc.)



**Donate Now!**

## Support Families and Communities Served by INMED

Your Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
Telephone Number: \_\_\_\_\_ E-mail: \_\_\_\_\_

Please make your check payable to INMED Partnerships for Children and mail to INMED Partnerships for Children, 45449 Severn Way, Suite 161 Sterling, Virginia 20166. If you would like your contribution allocated to a specific project, please indicate the project on the memo line of your check.

**Thank you for your support!**

## FIGHTING HUNGER THROUGH SCHOOL GARDENS IN BRAZIL AND SOUTH AFRICA

### Successful Model in Brazil Transferred to South Africa in Partnership with Monsanto Fund

#### BUILDING COMMUNITY CAPACITY TO IMPROVE NUTRITION, ACHIEVE “ZERO HUNGER”

Since 2004, INMED and a broad-based alliance of corporate and government partners including the Monsanto Fund, Johnson & Johnson, GE, El Paso Energy and USAID, among many others, have implemented the **Horta Brasil** (Garden Brazil) project in 15 of Brazil's poorest communities across eight states.

*Horta Brasil* supports Brazil's national *Fome Zero* (Zero Hunger) program through its work to:

- Reduce hunger by increasing the availability of nutritious produce through school gardens
- Treat children for intestinal parasitic infections that rob them of vital nutrients and for micronutrient deficiencies that compromise their physical and cognitive development
- Teach children, parents and cafeteria workers about good nutrition and preventive health, hygiene and sanitation measures
- Increase access to clean drinking water

The successes to date are clear:

- 105,000 children have received nutrition and gardening education, as well as more nutritionally balanced school lunches
- 80% of schools incorporate at least two vegetables into lunches daily
- 80% of teachers and 75% of students scored at least 85% on tests of their nutrition knowledge
- 100% of project sites that lacked access to clean water now utilize the solar water disinfection technique introduced through the project
- Government and community participation in the project is strong and committed for the long term
- Participants are sharing health and nutrition lessons with others in their communities

(right) Students in Orange Farm eat the sorghum-based porridge that constitutes the daily lunch provided through the local school feeding program. Through the Healthy Futures South Africa project, these children will soon enjoy the addition of a variety of nutritious produce to their lunches.

#### SUPPLEMENTING ESTABLISHED SCHOOL FEEDING PROGRAM WITH FRESH PRODUCE

Building on the success of the *Horta Brasil* program model, INMED and the Monsanto Fund have replicated the project in South Africa. The **Healthy Futures South Africa** project will help eliminate hunger and malnutrition among 11,000 school children ages 3-14 in Orange Farm, a marginalized community of informal settlements near Johannesburg, South Africa.

Through the project, students will receive gardening and nutrition education, build and maintain vegetable gardens on or near school grounds, and benefit from nutritionally enhanced school lunches, supplementing the existing school feeding programs operated by INMED's partner agency, Joint Aid Management.

In Orange Farm, malnutrition rates are high and school attendance rates are low. Among the children who do attend school, many arrive hungry, and for most, their only solid meal of the day is the lunch they receive through the school feeding program. Even though the school meal provides approximately 70% of the recommended daily allowance of key nutrients, fresh produce is lacking.

By providing fresh fruits and vegetables to supplement and increase the nutritional value of the school meal and by introducing home gardening as a means to reduce food insecurity and generate household income, the program addresses factors that will have a critical impact on the health, nutritional status and self-sufficiency of local children and families.



## VIEWPOINT

It was the suffering of children without medical care and essential medicines and a belief in the power of partnerships that prompted the founding of INMED more than 20 years ago. It is a determination to prevent the loss of children at any point along their path to adulthood—whether through disease, neglect or lack of education or opportunity—that guides our work today and inspires the way forward.

Bringing about real change and opportunities for children at risk requires commitments from us all. We invite you to join us—as a donor or as an advocate for our cause—as we work to ensure that present and future generations of children get the healthiest possible start in life and have the opportunity to maximize their potential as healthy, responsible, creative individuals—fully prepared to benefit from educational opportunities when they enter school and as they shape their own future and contribute to their community and the world.



Linda Pfeiffer, Ph.D.  
President and CEO

### Get to Know INMED Partnerships for Children

Since 1986, INMED has worked in more than 100 countries to give children the healthiest possible start in life, to build a strong foundation for children's lifelong learning, to inspire communities to invest in their children's futures, and to create new opportunities for children to maximize their potential and achieve lifelong success.

INMED develops its programs within four priority areas, creating a continuum of care across the prenatal, early childhood, youth and adolescence, and adulthood life stages:

#### Maternal and Child Health

Babies are born healthy, families are strengthened, communities become more resilient, and children enter school ready to learn and succeed.

#### Disease Control and Management

Children are at the center of an action-oriented educational process that cultivates the tremendous potential they hold as catalysts for positive change in health behaviors.

#### Childhood and Community Education and Skills Building

Participatory programs lay the foundation for lifelong learning and economic productivity by strengthening academic, vocational, leadership and life skills.

#### Humanitarian and Development Needs

Partnerships and purchasing power deliver essential medicines, equipment and supplies for everyday needs and global crisis response.

Within each of INMED's priority areas, our programs create lasting impact by addressing crosscutting factors that influence the health, lives and opportunities of vulnerable, underserved and hard-to-reach populations, by encouraging community collaboration, and by inspiring self-advocacy and self-reliance.



Your donations make a difference! Help INMED create a brighter future for children like these in the U.S. and around the world.