

## What We Do and How We Do it

In the poor rural villages in Mexico, the nearest doctor is often hours away. To guarantee long-term health, Tia trains local health care workers and gives them the essential tools necessary to treat common illnesses and injuries.

- Use local doctors and medical students to treat Mexican villagers and provide hands-on training for the Community Health Workers
- Fill gaps in access to pharmaceuticals, care, and supplies
- Establish and promote health and sanitation awareness among the villagers
- Set up a self-maintaining pool of resources for training and supplies that is locally driven
- Provide age-appropriate lesson plans for local schools on subjects related to health, nutrition and sanitation
- Create Community Gardens to teach villagers how to fill in nutritional gaps



*Community Health Worker (Promotora) Graduating Class from El Reparó, Jalisco, Mexico. They each greatly value their diploma and their fully stocked medical kits.*

*A Thunderbird School of Global Management field study found a **four fold drop in immigration** from areas in Mexico that benefited from rural community development programs. Thus, an indirect result of Tia's program efforts encourage people to remain in their home communities and invest in the future of Mexico*

*Did you know that Tia's permanent, sustainable programs **cost less than \$5 per person**? We make good use of investments of every size!*



*The Tia Foundation provides health development strategies in rural Mexico. With our field partners, we train and equip Community Health Workers (Promotoras) to care for their neighbors, thus giving them the means to provide for themselves.*

## The Tia Foundation

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The Tia Foundation has been registered as a 501(c)3 Tax-Exempt Charitable Organization since 2005. We are also registered as a Charitable Organization in Mexico.

## The Tia Foundation

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



## Juana's Story



Juana, the best student in her Promotoras class, in El Salvador, Mexico took copious notes and walked two hours each way to her daily class. She chose to pursue a challenging path, and her dedication to help her community inspires all who meet her. Juana had to forego her education as a young girl to help support her family, but her dreams of becoming a nurse became a reality when her community nominated her to the Promotora program. She studied the medical manual constantly to ensure that she could provide the best care possible. The gift of a medical kit she received soon became a lifesaver for her small village of El Cóbano, Jalisco.

Only one week after her graduation, a serious emergency tested Juana's new skills. Her best friend's husband pounded on Juana's door in the middle of the night. Due to give birth in a few weeks, Juana's friend had gone into early labor and the baby was breech. Armed with only her Promotoras training and her customized medical kit, Juana successfully turned the baby around, delivered a healthy baby and treated a post-birth hemorrhage with anti-bleeding drugs and an IV, until the nearest doctor arrived several hours later. Because of Juana, both her friend and the baby are alive today.

Today, Juana's hopes for herself and her community have grown. After saving five lives in just her first few months as a Promotora, Juana now lobbies for the government to provide continuing education classes for adults. She hopes to one day realize her childhood dream of becoming a registered nurse.

## Teach Them to Fish



### Sustainable, Measureable Results

- Increased **blood pressure checks** from **once or twice a year to once a week** for those suffering from HBP or diabetes
- Increased from **0% to 52%** the number of villagers who **brush their teeth** at least daily (twice daily for 50% of the children) and who **wash their hands**
- Increase from **0% to 76%** the number of households participating in our **village education** programs on important health topics

### Best Practices Model

Our model is based on extensive research on best practices of sustainable, health development programs around the world. Self-development remains the ultimate goal to which every international development program aspires. Concrete, spontaneous examples occurring in Tia's communities include:

- Villagers lobby for needed services (education, social services) from their local governments.
- Villagers meet to resolve local problems together.
- People pool their money to send a neighbor to town to buy vegetables and meat, normally unavailable or expensive where they live.
- Residents realize that setting goals as a group and working together, they can do almost anything.

## Adoption Programs

**We have a program to fit any budget:**

- \$20 Large Supply of Bandages
- \$40 Textbook "Where There is No Doctor"
- \$100 Baumanometer (Blood Pressure Cuff)
- \$500 A Fully Stocked Medical Kit
- \$1,000 Adopt a Promotora (Community Health Worker)
- \$5,000 Adopt Medical Kits for a Village Cluster
- \$10,000 Adopt an Entire Cluster of Villages

**It's Easy to Invest in Our Programs!**

- Make a **secure, online donation** right now with your credit card on our website at [www.tiafoundation.org](http://www.tiafoundation.org) and click on the red Donate Now button
- **Mail your donation check today to:** The Tia Foundation, Voris Bldg., 1 Global Place, Glendale, AZ 85306
- Call us to discuss a mutually beneficial **corporate sponsorship partnership**

The Tia Foundation is a 501(c)3 Tax-Exempt Charitable Organization. Verify our good standing or the status of other charities at [Guidestar.org](http://Guidestar.org).

