



## ASOCIACIÓN VIVIR REPORT OF THE ACTIVITIES JUNE - DECEMBER 2006

### I. Social Impact Follow up

Quantitative Indicators	Oct	Jan/ Jun	Jun /Dec	Jan/ Jun 2007	Jun/ Dec. 2007	Jan/ Jun 2008	Total
	2005	2006	2006				
Number of patients	-	1575	2600				1575
Number of capacity building sessions			46 sessions				
Number of Direct Beneficiaries	739	400	550				1139
Number of indirect beneficiaries	2956	1600	1250 families				4556
4. Number of public and private institutions with which we have formed alliances	6	3	3				9

- The number of patients does not only imply the use of the medical service, but it encompasses the change of habits from a passive to an active roll that also includes nutritional changes, personal knowledge. At the same time the doctor's visit end up being a space for reflection and empowerment in ones health
- We have asked our patients who come from distant areas their reasons for attending our Center. 80% of them answer that it is because of the treatment they receive, the time the doctors invest on them, they feel that they are listened. They say that our major problem is the waiting time, but after they are seen by a doctor, they come out satisfied.
- In our capacity building programs, this period we worked with INNFA (National Institute for the Family and Children), that has a national structure with community leaders in charge of the replication of the knowledge acquired. These replicators attended our programs and ended up expanding our health model within their communities of influence.
- We also worked in Day Care Centers in the North western part of the Pichincha Province. We worked with mothers, teachers and other personnel to diversify the menus in the Day care centers. Thus, the idea of better nutrition and its influence on our health was received in a practical method.



## Qualitative Indicators

- 90% of the people who participate in our programs demand a follow up of the program. That is why it is imperative the elaboration of our case guides, in order to train local h promoters” , who will be in charge of the follow up. That is why we need to systematize our experience and assure the correct replication of our model.

## **IB. Impacts achieved**

**Day Care Centres from INNFA .-** We influenced the whole institution by imparting our training in the VIVIR model, which triggered a huge replication group along communities in Guayaquil.

**Ibarra Municipality.-** We supported a huge educational program in this local government, by living training to their personnel in our methodologies, so that they will eventually elaborate their own programs, within the local area.

**PACTO School Alliances .-** Our proposal aims to build health within the different spaces that people live. Schools are one of these spaces, especially for the development of children’s education and conception of what health really is. We worked with teachers and parents in the promotion of our model and the importance of empowering children in concepts of health.

## **II. ACHIEVEMENTS**

### **IIA. Operative Achievements**

We are in the process of certification to the Universal Health Insurance that the National government has been implemented as a way to ensure National health insurance for the less privileged. It is very important for us that this Program has been interested in incorporating within their Services the use of alternative medicine, the incorporation of Health promotion, and the promotion of better health habits.

Thanks to the support coming from the Municipal Water and Sewage Enterprise, that donated 45.000 dollars for the Wellness Marketplace, we have been able to start the construction of a water collector that will also facilitate the market’s construction. Meanwhile, we have been doing fundraising for the plaza and we hope to eventually gather all the needed funds to start the project.

**Systematization of the VIVIR model:** We have designed a systematization proposal of our 16 years of experience in the construction and proliferation of our health model that changes the traditional concept of health to a much more holistic and systemic view. The proposal has been sent to different organizations in order to raise funds for its elaboration, especially for the elaboration of the methodological guides by cases, which will ensure the correct replication of the model.



**Social Corporate Responsibility:** We have been working in this area with different enterprises to promote SCR within them, especially in the areas of Internal Clients and Community Relationships. As a way to promote this, we have created the program VIVIR/RSE (in Spanish) to expand the concept of CSR and work with enterprises that are interested in our proposals. We are also part of the Ecuadorian Organization for Corporate Social Responsibility

During this period we have worked with Kraft Foods Ecuador in a program that included our two lines of intervention in CSR. We gave training in nutrition and health to 80 of their factory workers in Ambato, and to teachers and mothers of 13 Day Care Centers along the country.

**Corporate Volunteering:** Mushoq, a private internet company, formed by eight young entrepreneurs, has adapted the VIVIR model and started a program called “Computers for all”. They selected a group of six young women to give them training with the sole objective of living them tools to enhance their culture, create self esteem and a change of mentality. Other young entrepreneurs have been contacting us to get involved in these type of programs. The next one will be conducted by one of the best cyclist in the country, where he will promote the importance of sports by also giving them tools to promote their social development.

### **TV Program**

The proposal has been extended by a TV channel. We made a pilot program that has been approved and we are waiting for the actual designation of a day and time for the broadcasting that will start in April

### **Political Achievements**

Health Council of Tumbaco: As part of this Council, we have designed a proposal to form “Health Promoters” in conjunction with other institutions present in the Valley, such as Universities, Parrish organizations, etc. This project starts the 20<sup>th</sup> of January and Vivir will be allowed to train people on its methodology. Vivir has become the political coordinator within the council.

### **Recognition Achievements**

- Mariana Galarza has been invited to different institutions, such as the Andean Parliament, and National Council of Health to talk about the new health approach
- We have been part of the coordinating team to draft the annual plan for the National Council of Health.
- We have participated as part of the coordinating team in the drafting of National Policies in Promotion of Health in the National Council of Health
- The San Francisco Radio recognized Mariana Galarza as one of its top expositors of the “Think Tank” Program and exposed its interviews on its web page.

### **Achievements recognized in the media**

- Different Radial interviews
- Advancement in the negotiations to launch a pilot TV program. We conducted three different focal groups to evaluate the program.



## **GOALS, CHALLENGES AND NEEDS**

### **Goals for the end of 2007**

- Funds raised and systematized the Vivir model, as well as the publication of the different methodological guides.
- Financing and construction of the Physical structure of the Wellness Marketplace (Plaza del Buen Vivir)
- Organize the VIVIR RSE (Social Corporate Responsibility) Program. We have trained two people to become consultants on this field. We are also remodeling the web page to emphasize this program
- Execute the project of incorporating the Vivir Health Model in 6 municipalities of the country
- Start the process of elaboration and fund raising for the Project “Center for Nutrition and Prevention of Chronic Diseases”.
- Design, elaboration and fund raising for the pilot Project “Healthy Neighborhood” that pretends to implement a Promotion of Health approach in it. We are trying to work with enterprises within the concept of Corporate Responsibility.
- Fund raising for the opening of the Vivir Healthy Shop as a way of auto financing Vivir.

<b>Challenges</b>	<b>Needs</b>
Replicate the Vivir model	Sistematize the experience of 16 years of work in the health field. Design and publish the methodological guides
1- Implementation of the Project Plaza del Buen Vivir  2- Center for Nutrition and Prevention of Chronic Diseases as a preventive center.  3- Positioning as an institution with expertise in implementing Corporate Social Responsibility Programs in Ecuador.	1- Despite the existent funds, we still need to raise more funds  2- Fundraising  3- Form a technical team and organize the program.