



# Agents of change for individual and community growth

education · health · citizenship · productive projects



# Outline

Mission

Methodology

Background

Prizes and Recognition

Programs

Program structure

Focus Areas

Social development through individual growth:

Education · Health · Citizenship · Productivity



# mission

## mission

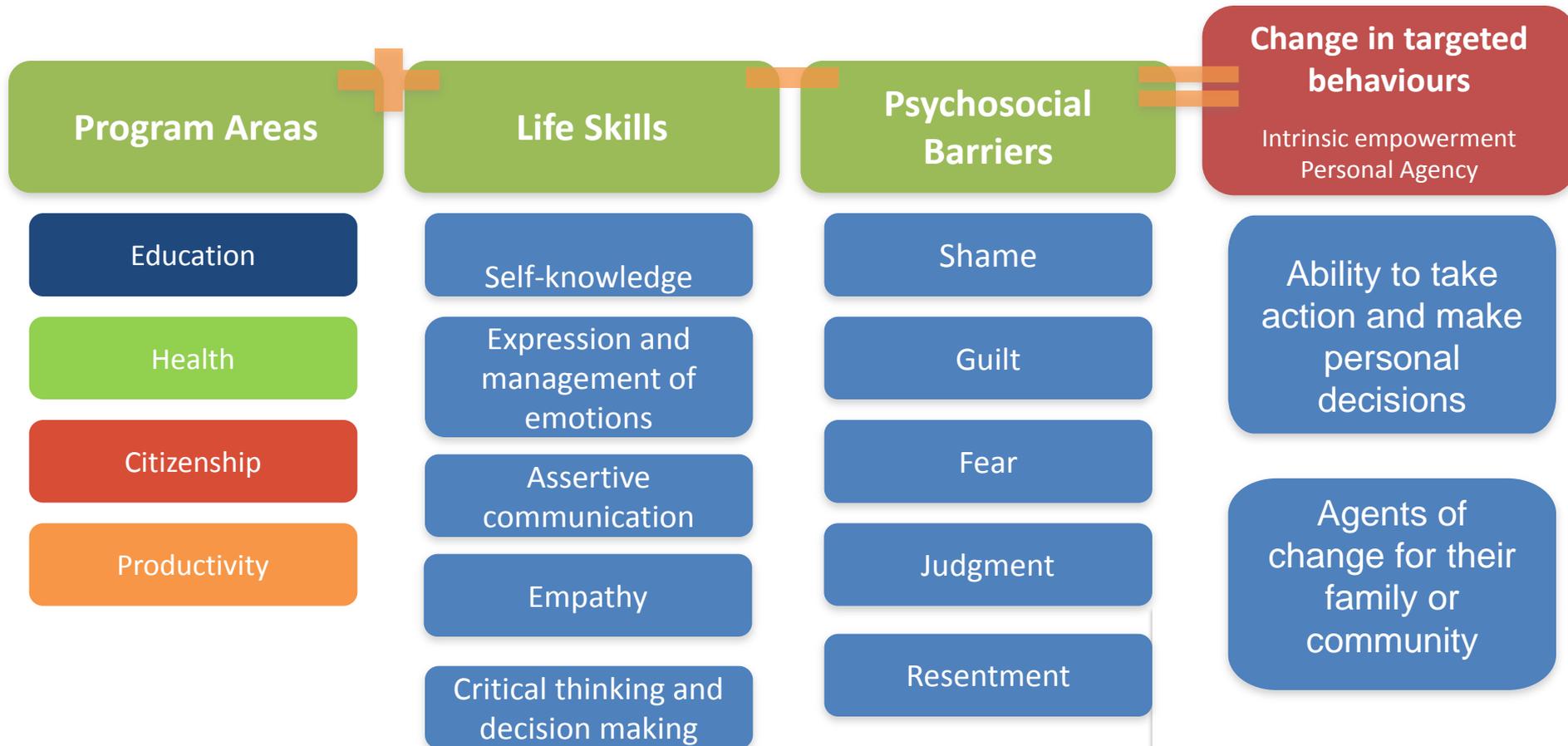
« To facilitate life skills that allow individuals to develop or strengthen behaviours and become agents of change, improve their wellbeing and that of their communities »





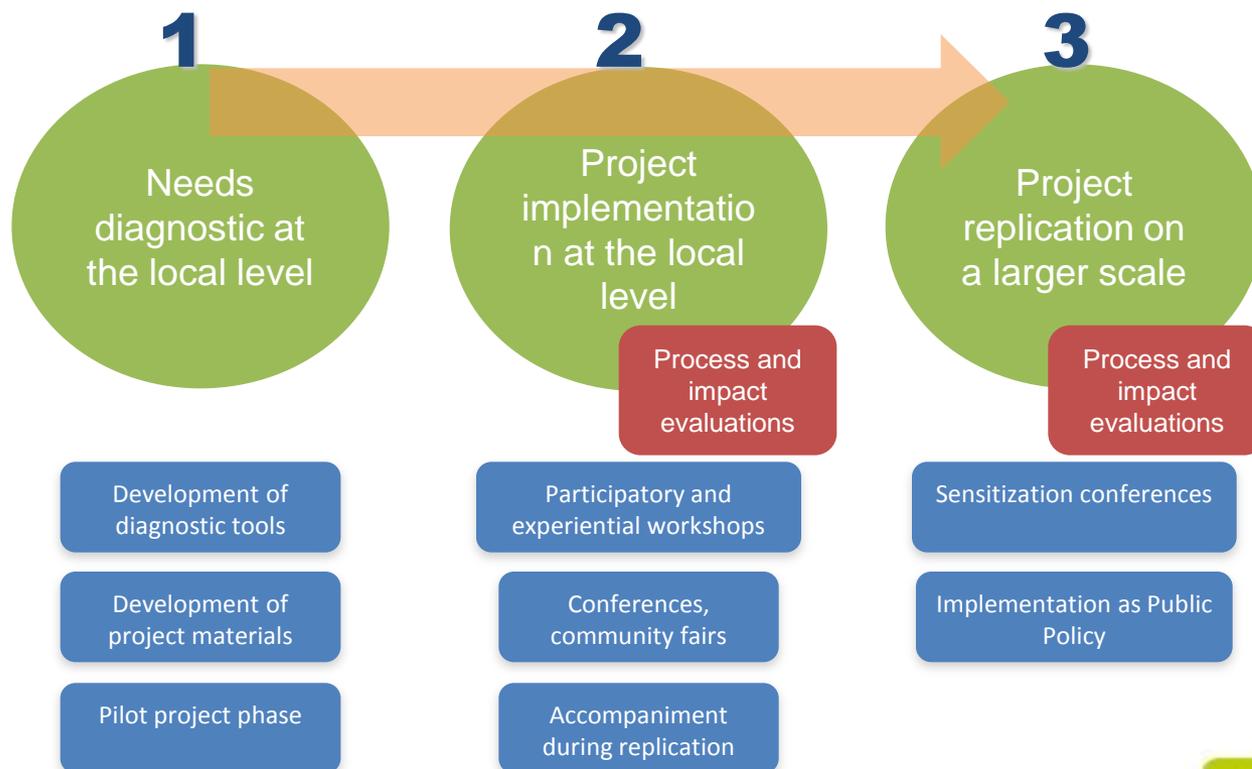
# methodology

Our **methodology** is *experiential and participatory, empowering* individuals and generating *social development* in their communities.



# Implementation strategy

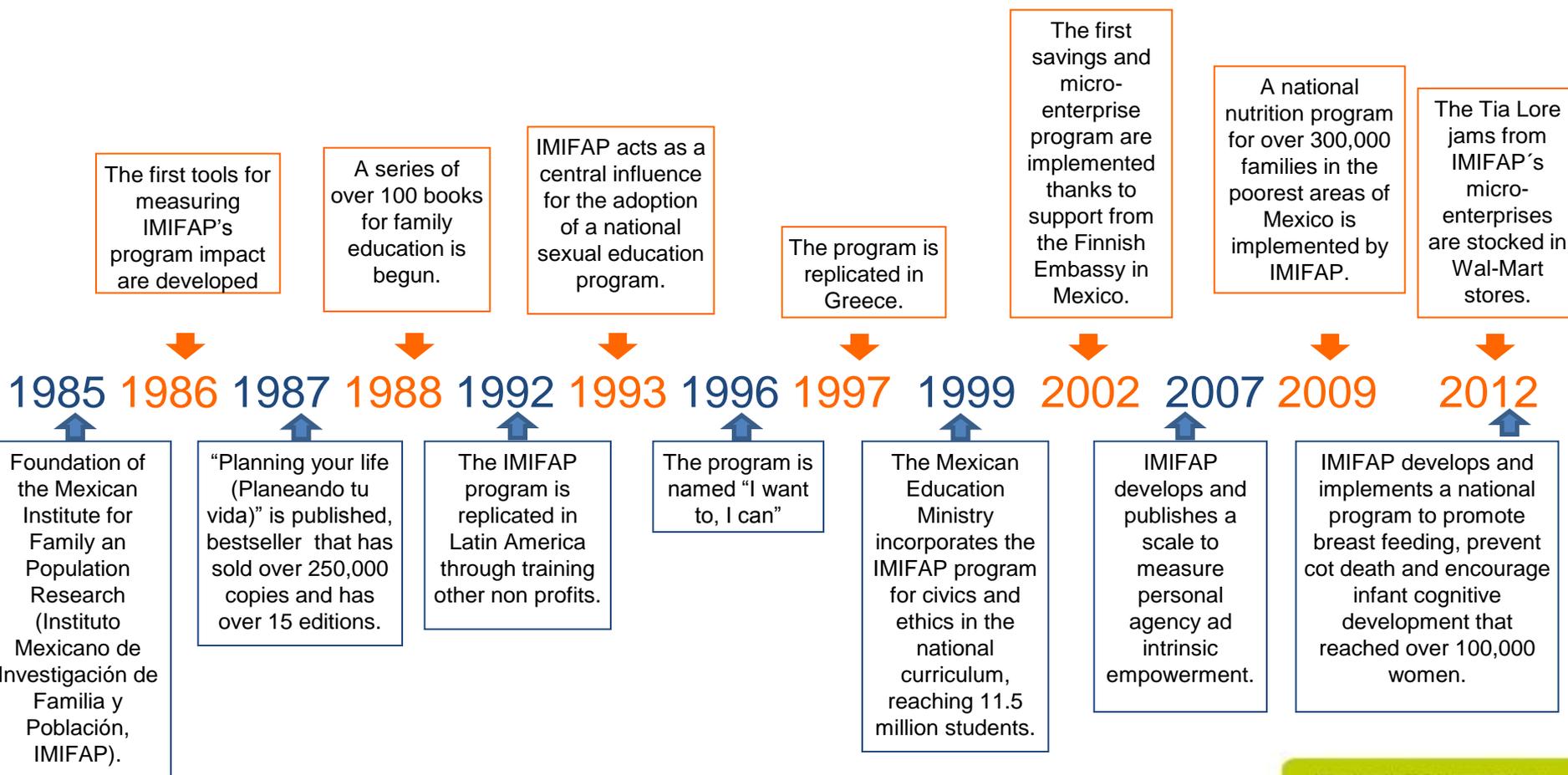
We group the areas we work into: **Education, health, citizenship and productivity**. Each area has its foundation in the development of **life skills** that enable individuals to achieve their maximum potential.





# background

# timeline





# recognition

# recognition



**Banco  
Interamericano  
de Desarrollo  
(IDB)**

**2011** Inter American Development Bank, Merit Prize for Regional Development in Latin America and the Caribbean.

**2011** Inter American Prize for Psychology.

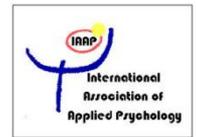
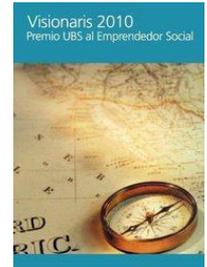
**2010** Finalist for the Visionaris Prize from USB.

**2010** International Prize for the Prevention of Addictions from the Mentor Foundation and Queen Silvia of Sweden.

**2006** Prize for Applied Psychology, from the *International Association of Applied Psychology*.

**2006** Prize for “Creation of Social Psychology” from the Mexican Association of Social Psychology.

**2005** The *Florence Denmark* Prize for Women’s development programs.



ASHOKA FELLOW



Sociedad Interamericana de Psicología



PSI CHI. THE INTERNATIONAL HONOR SOCIETY IN PSYCHOLOGY



# programs



## Education (school-based)

We strengthen **self-knowledge** and **decision-making** skills as protective factors against different **psychosocial risks**.

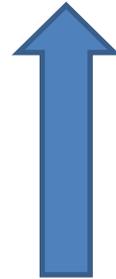
We involve both **teachers and parents** in the development of the students.

### Focus areas:

- Academic achievement
- Prevention of school drop-outs
- Prevention of addictions
- Obesity prevention
- Violence prevention
- Health

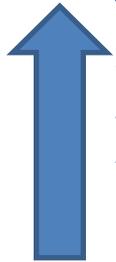


## Significant increases:



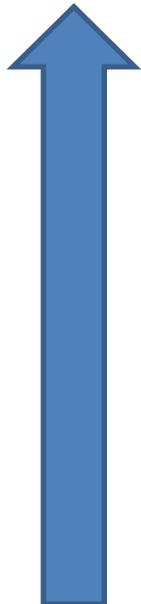
### Parents

- 37% Attitudes and knowledge about preventing school drop-outs.
- 25% Knowledge about obesity prevention.
- 10% Knowledge about preventing cardio-vascular illnesses.



### Teachers

- 89% Believe that IMIFAP's programs should be part of the national curriculum.
- 27% Attitudes about prevention school drop-outs.
- 20% Knowledge about diabetes prevention.
- 15% Attitudes about prevention cardio-vascular illnesses.



### Students

- 43% Behaviours to prevent addictions (secondary school level)
- 30% Knowledge about the effects of addictions (4th, 5th and 6th grades in primary school).
- 24% Expression of feelings (4th, 5th and 6th grades in primary school).
- 24% Scientific interest.
- 22% Motivation and personal responsibility for educational achievement.
- 22% Prevention of primary and secondary school drop outs.
- 24% Analytic thinking.
- 11% Self-knowledge and self-acceptance.

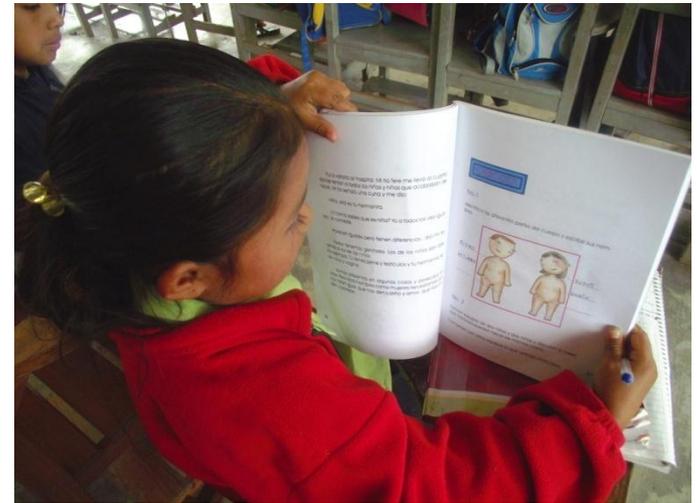
## Health (community-based)



We promote the development of healthy habits and the **prevention or early detection** of different health problems such as malnutrition, diabetes and cancer. We **strengthen the quality of health services** by working with community health promoters.

### Some of our focus areas:

- Hygiene and nutrition
- Obesity prevention
- Diabetes prevention
- Cervical cancer prevention.
- Maternal-infant health (lactation, early childhood development and prevention of cot death).
- Sexual and reproductive health
- HIV/AIDS prevention
- Quality of health services.



## Significant Increases:

### Health workers:

- 57% Recommend putting infants to sleep on their backs.
- 45% Recommend putting infants to sleep in their own cot.
- 28% Recommend that mothers exclusively breast-feed for the first 6 months.
- 10% Empathy
- 8% Personal agency
- 7% Intrinsic empowerment

### Girls, boys and adolescents

- 90% Knowledge about contraceptive use.
- 80% Favourable attitudes about contraceptive
- 66% Responsible sexuality
- 46% Rejection of drugs, alcohol and tobacco
- 25% Knowledge about hygiene and sanitation
- 19% Knowledge about healthy nutrition

### Parents

- 85% Improved communication with their children on difficult subjects (addictions, sexuality, violence)
- 75% Willingness of women to get a Pap smear test.
- 35% Intention among mothers to exclusively breast feed during the first 6 months.
- 31% Put infants down on their backs without a pillow to prevent cot death.
- 25% Knowledge about preventing obesity and cardio-vascular illnesses.
- 16% Knowledge about healthy portions and a balanced diet food.



## citizenship

We focus on community solidarity, to encourage the development of **participatory citizens**.

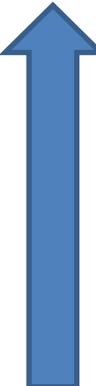
We achieve positive change through the fostering of **decision-making skills and responsibility**, engagement and exchange between leaders and the community, and the **prevention and detection** of violence. Our programs also encourage citizens to take **responsibility for the environment**.

### Focus areas:

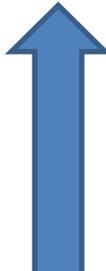
- Participatory citizenship
- Citizenship and a culture of legality
- Natural Disasters
- Prevention of different types of violence
- Integral community development
- Strengthening of community social fiber
- Prevention of family conflict



Significant  
Increases:



Health works and community promoters:  
80% Attitudes towards gender equality  
16% Healthy management of emotions  
13% Empathy  
9% Self-knowledge  
8% Assertive communication



Women and men:  
80% Knowledge and attitudes about taking precautions and preparations for natural disasters or flooding.  
61% Responsible decision-making  
56% Healthy management of emotions and conflict resolution  
45% Adequate management of waste materials



Adolescents:  
35% Identify jealousy as a form of partner violence  
38% Detection of different types of violence and how to properly exercise power and control



## productivity

Through experiential workshops in **psychosocial skills and business acumen** to individuals living in poverty, we encourage **savings** and the formation of **community banks** and **successful microenterprises**.

### Focus areas:

- How to start a business
- Planning your business
- Commercialization and sales
- Economics and basic accounting
- Legally registering your business



Community Banking:



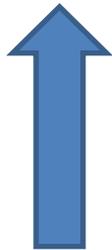
105 Community banks established

14% of participants are engaged in productive activities

98% of loans are paid back on time

95% of participants are women

Microenterprises:



11% increase in knowledge about key factors to consider before creating a microenterprise

30% of microenterprises created employ at least 3 people

Production results:

17,232 jars of jam in shops in Wal-Mart, Superama, Supercenter, Pastelería “Tulipanes”, Farmacia “Bioboutique” and in Yo quiero, yo puedo’s (IMIFAP) Christmas catalogue.

700 kg of chocolate, commercialized in Yo quiero, yo puedo’s (IMIFAP) Christmas catalogues.

Water purifying plant in Hidalgo that distributes 400 5-gallon-bottles of drinkable water each week.



# program structure

To promote an **integral development** in our focus areas of education, health, citizenship and productivity, each program has a number of elements:

- Interactive conferences
- Interactive community fairs
- Introductory workshops
- Subject-specific workshops
- Workshop for replicators

These **five elements** each utilize methodologies that are participative and experiential.

Program element	Objective	Duration	No. of participants
1. Interactive conferences	Facilitate the acceptance of a life skills based program and reduce psychosocial barriers to change.  <b>sensitize + preparation for action + targeted behaviour change.</b>	2 hours	From 15 to 100 people
2. Interactive community fair	Facilitate the acceptance of and engagement with a life skills based program and reduce psychosocial barriers to change through full community engagement.  <b>sensitize + preparation for action + community interaction + targeted behaviour change.</b>	6 hours	From 15 to 100 people
3. Introductory workshop	Facilitate life skills, breakdown psychosocial barriers to change and increase knowledge to generate changes in perception, attitude and behaviours.  <b>sensitize + preparation for action + change in attitudes + sustained targeted behaviour change.</b>	40 hours	From 15 to 30 people
4. Subject-specific workshops	Facilitate targeted behaviour changes (education, health, citizenship and productivity)  <i>NB: Only for individuals who have taken the introductory course</i>  <b>sensitize + preparation for action + change in attitudes + sustained targeted behaviour change + skill-building</b>	20 hours	From 15 to 30 people
5. Workshop for replicators	Training in strategies and tools that enable participants to become promoters of the program themselves.  <i>NB: Only for participants who have taken a subject-specific workshops</i>  <b>putting workshops into practice + replication + community impact.</b>	30 hours	From 15 to 30 people



# focus areas

	Education				Health								Citizenship						Productivity						
	Financial education	School drop-outs	Academic achievement	Parenting school	Nutrition	Obesity & diabetes	Breastfeeding	Cervical and breast cancer	Maternal-infant health	Reproductive & sexual health	HIV/AIDS	Health services	Addictions	Participatory citizenship	Culture of legality	Natural disasters	Community development	Family conflict	Social tissue/fiber	Gender equality	Savings & starting a business	Planning your business	Commercialization & sales	Basic economics & accounting	Legally registering your business
<b>Children</b>	x	X	X		X	X				X	X		X	X	X	X	X	X	X	X					
<b>Adolescents</b>	X	X	X		X	X				X	X		X	X	X	X	X	X	X	X					
<b>Women</b>	X			X	X	X	X	X	X	X	X		X	X	X	X	X	X	X	X	X	X	X	X	X
<b>Men</b>	X			X	X	X	X	X	X	X	X		X	X	X	X	X	X	X	X	X	X	X	X	X
<b>Teachers</b>	X	X	X		X	X				X	X		X	X	X	X	X	X	X	X					
<b>Health workers</b>					X	X	X	X	X	X	X	X	X			X	X		X	X					



Social development through individual growth:  
Education · Health · Citizenship · Productivity

**Contact:** [informes@yoquieroyopuedo.org.mx](mailto:informes@yoquieroyopuedo.org.mx)

Málaga Norte No. 25, Col. Insurgentes Mixcoac  
Delegación Miguel Hidalgo, CP 03920, México D.F.  
Tels. +52 (55) 5611.5876, 5598.5673  
01800.0175900 | Fax +52 (55) 5563.6239

[www.yoquieroyopuedo.mx](http://www.yoquieroyopuedo.mx)