Agents of change for individual and community growth

education · health · citizenship · productive projects

IMIFAP: Instituto Mexicano de Investigación de Familia y Población, A. C.
Outline

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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.
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
Foundation of the Mexican Institute for Family and Population Research (Instituto Mexicano de Investigación de Familia y Población, IMIFAP).

1985

“The Planning your life (Planeando tu vida)” is published, bestseller that has sold over 250,000 copies and has over 15 editions.

1986

A series of over 100 books for family education is begun.

1987

IMIFAP acts as a central influence for the adoption of a national sexual education program.

1988

The program is replicated in Greece.

1992

The first savings and micro-enterprise program are replicated in Latin America through training other non-profits.

1993

The program is replicated in Greece.

1996

The program is replicated in Greece.

1997

The program is replicated in Greece.

1999

The program is replicated in Greece.

2002

A national nutrition program for over 300,000 families in the poorest areas of Mexico is implemented by IMIFAP.

2007

IMIFAP develops and implements a national program to promote breast feeding, prevent cot death and encourage infant cognitive development that reached over 100,000 women.

2009

The Mexican Education Ministry incorporates the IMIFAP program for civics and ethics in the national curriculum, reaching 11.5 million students.

2012

IMIFAP develops and implements a national program to promote breast feeding, prevent cot death and encourage infant cognitive development that reached over 100,000 women.
recognition
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.
programs
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:

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.

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

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 breastfeed 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.

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

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.

Parents
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25% Knowledge about preventing obesity and cardio-vascular illnesses.
16% Knowledge about healthy portions and a balanced diet food.
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
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:
- **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.
<table>
<thead>
<tr>
<th>Program element</th>
<th>Objective</th>
<th>Duration</th>
<th>No. of participants</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Interactive conferences</td>
<td>Facilitate the acceptance of a life skills based program and reduce psychosocial barriers to change.</td>
<td>2 hours</td>
<td>From 15 to 100 people</td>
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<tr>
<td></td>
<td><strong>sensitize + preparation for action + targeted behaviour change.</strong></td>
<td></td>
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</tr>
<tr>
<td>2. Interactive community fair</td>
<td>Facilitate the acceptance of and engagement with a life skills based program and reduce psychosocial barriers to change through full community engagement.</td>
<td>6 hours</td>
<td>From 15 to 100 people</td>
</tr>
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<td></td>
<td><strong>sensitize + preparation for action + community interaction + targeted behaviour change.</strong></td>
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</tr>
<tr>
<td>3. Introductory workshop</td>
<td>Facilitate life skills, breakdown psychosocial barriers to change and increase knowledge to generate changes in perception, attitude and behaviours.</td>
<td>40 hours</td>
<td>From 15 to 30 people</td>
</tr>
<tr>
<td></td>
<td><strong>sensitize + preparation for action + change in attitudes + sustained targeted behaviour change.</strong></td>
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<tr>
<td>4. Subject-specific workshops</td>
<td>Facilitate targeted behaviour changes (education, health, citizenship and productivity)</td>
<td>20 hours</td>
<td>From 15 to 30 people</td>
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<tr>
<td></td>
<td><strong>NB: Only for individuals who have taken the introductory course</strong></td>
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</tr>
<tr>
<td></td>
<td><strong>sensitize + preparation for action + change in attitudes + sustained targeted behaviour change + skill-building</strong></td>
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<tr>
<td>5. Workshop for replicators</td>
<td>Training in strategies and tools that enable participants to become promoters of the program themselves.</td>
<td>30 hours</td>
<td>From 15 to 30 people</td>
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<td></td>
<td><strong>NB: Only for participants who have taken a subject-specific workshops putting workshops into practice + replication + community impact.</strong></td>
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<td>Academic achievement</td>
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<td>Obesity &amp; diabetes</td>
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<td>Breastfeeding</td>
<td>Cervical and breast cancer</td>
<td>Reproductive &amp; sexual health</td>
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<tr>
<td>Nutrition</td>
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<td>Maternal-infant health</td>
<td>HIV/AIDS</td>
<td>Health services</td>
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<td>Addictions</td>
<td>Participatory citizenship</td>
<td>Culture of legality</td>
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<td>Family conflict</td>
<td>Planning your business</td>
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<td>Legally registering your business</td>
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**Children**
- Financial education: X
- School drop-outs: X
- Academic achievement: X
- Parenting school: X
- Nutrition: X
- Obesity & diabetes: X
- Breastfeeding: X
- Cervical and breast cancer: X
- Maternal-infant health: X
- Reproductive & sexual health: X
- HIV/AIDS: X
- Health services: X
- Addictions: X
- Participatory citizenship: X
- Culture of legality: X
- Community development: X
- Family conflict: X
- Social tissue/fiber: X
- Gender equality: X
- Savings & starting a business: X
- Planning your business: X
- Commercialization & sales: X
- Basic economics & accounting: X
- Legally registering your business: X

**Adolescents**
- Financial education: X
- School drop-outs: X
- Academic achievement: X
- Parenting school: X
- Nutrition: X
- Obesity & diabetes: X
- Breastfeeding: X
- Cervical and breast cancer: X
- Maternal-infant health: X
- Reproductive & sexual health: X
- HIV/AIDS: X
- Health services: X
- Addictions: X
- Participatory citizenship: X
- Culture of legality: X
- Community development: X
- Family conflict: X
- Social tissue/fiber: X
- Gender equality: X
- Savings & starting a business: X
- Planning your business: X
- Commercialization & sales: X
- Basic economics & accounting: X
- Legally registering your business: X

**Women**
- Financial education: X
- School drop-outs: X
- Academic achievement: X
- Parenting school: X
- Nutrition: X
- Obesity & diabetes: X
- Breastfeeding: X
- Cervical and breast cancer: X
- Maternal-infant health: X
- Reproductive & sexual health: X
- HIV/AIDS: X
- Health services: X
- Addictions: X
- Participatory citizenship: X
- Culture of legality: X
- Community development: X
- Family conflict: X
- Social tissue/fiber: X
- Gender equality: X
- Savings & starting a business: X
- Planning your business: X
- Commercialization & sales: X
- Basic economics & accounting: X
- Legally registering your business: X

**Men**
- Financial education: X
- School drop-outs: X
- Academic achievement: X
- Parenting school: X
- Nutrition: X
- Obesity & diabetes: X
- Breastfeeding: X
- Cervical and breast cancer: X
- Maternal-infant health: X
- Reproductive & sexual health: X
- HIV/AIDS: X
- Health services: X
- Addictions: X
- Participatory citizenship: X
- Culture of legality: X
- Community development: X
- Family conflict: X
- Social tissue/fiber: X
- Gender equality: X
- Savings & starting a business: X
- Planning your business: X
- Commercialization & sales: X
- Basic economics & accounting: X
- Legally registering your business: X

**Teachers**
- Financial education: X
- School drop-outs: X
- Academic achievement: X
- Parenting school: X
- Nutrition: X
- Obesity & diabetes: X
- Breastfeeding: X
- Cervical and breast cancer: X
- Maternal-infant health: X
- Reproductive & sexual health: X
- HIV/AIDS: X
- Health services: X
- Addictions: X
- Participatory citizenship: X
- Culture of legality: X
- Community development: X
- Family conflict: X
- Social tissue/fiber: X
- Gender equality: X
- Savings & starting a business: X
- Planning your business: X
- Commercialization & sales: X
- Basic economics & accounting: X
- Legally registering your business: X

**Health workers**
- Financial education: X
- School drop-outs: X
- Academic achievement: X
- Parenting school: X
- Nutrition: X
- Obesity & diabetes: X
- Breastfeeding: X
- Cervical and breast cancer: X
- Maternal-infant health: X
- Reproductive & sexual health: X
- HIV/AIDS: X
- Health services: X
- Addictions: X
- Participatory citizenship: X
- Culture of legality: X
- Community development: X
- Family conflict: X
- Social tissue/fiber: X
- Gender equality: X
- Savings & starting a business: X
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- Basic economics & accounting: X
- Legally registering your business: X
Social development through individual growth:
Education · Health · Citizenship · Productivity

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