



**Grounds
for Health**™



Who we are

The mission of Grounds for Health is to reduce cervical cancer among women in developing countries. We are a focused, international non-profit organization with a small head office in Vermont and operational field staff in Nicaragua, Peru and Ethiopia. We are registered in the United States as a tax-exempt 501(c)(3) organization.

Cervical cancer

Most health conditions in the developing world have been improving: since 1990, child and maternal mortality rates have fallen by almost half. But cervical cancer is one of the exceptions. Worldwide, an estimated 317,000 women will die from cervical cancer in 2015 and this number is expected to increase to 443,000 in 2030. Over the next 15 years, six million women will die from cervical cancer, despite the fact that it can be easily prevented. Nearly 90% of these deaths will occur in low- and middle-income countries, where few of the more than 700,000 women aged 35-49 benefit from the screening and preventive therapy services that have minimized risks in the rich world.

Unlike many well-known but intractable health problems, this one could be transformed through catalytic investments by an individual company or industry that wants to make a strategic impact on an issue, rather than just provide charity to a few individuals.

The relationship with coffee

Our founder is a coffee entrepreneur who was shocked to learn of the prevalence of cervical cancer when visiting a coffee cooperative in Mexico in 1996. Since then we have developed in partnership with the coffee industry because many coffee companies understand the importance of caring for the health of women, who comprise 70% of the coffee producing workforce, and many coffee producer organizations recognize the value of improving access to health care for their members and their communities. From the beginning, Grounds for Health has worked to develop services not just for the women involved in coffee production but for all the residents of the communities, districts and provinces in which coffee is produced.

How we work

Grounds for Health works in partnership with health authorities and coffee cooperatives in developing countries to train local doctors, nurses and community health promoters, and to coordinate screening and treatment services in communities most affected by cervical cancer. Our programs currently provide cervical cancer prevention services to women in Ethiopia, Nicaragua, and Peru. We are actively exploring opportunities to expand our impact to other developing countries. Coffee cooperatives play an important

Results Focus ⁽¹⁾

- ✓ 55,071 women screened
- ✓ 3,616 women treated
- ✓ 410 health providers trained

⁽¹⁾ Updated July 2015

role by ensuring participation of community leaders, reaching out to coffee growing families, providing transportation for women to access services, and when necessary, providing social and economic support to families affected by cervical cancer. Our current coffee cooperative partners include:

Peru	Nicaragua	Ethiopia
CAC La Prosperidad CENFROCAFE Sol y Café APROVAT	UCPCO Corcasan UCA San Juan del Rio Coco PRODECOOP	Sidama Coffee Farmers' Cooperative Union Fero Coffee Farmers' Coop Bokaso Cooperative

Grounds for Health trains local health care providers in a simple, low-cost screening test that uses white vinegar to detect early cellular changes that might develop into cancer, and cryotherapy, a safe treatment that freezes off pre-cancerous cells. These approaches are recognized by the World Health Organization as cost-effective and appropriate, although very few countries have managed to take them to scale.

Innovation for scale

Grounds for Health aspires to be on the cutting edge of innovations that will transform cervical cancer prevention at scale. Potential innovations include: molecular HPV screening, which is more accurate and objective; alternative treatment devices that are more robust and cheaper; patient tracking systems that utilize the latest digital technologies; social franchising networks that engage popular private providers; and mobile services for worksites and rural areas.

Our experience in the coffee industry shows that responsible companies throughout the supply chain care about the health of women producers, and that producer organizations can serve as a valuable entry point to the broader local community. We now want to apply this model to other industries that are similarly dependent on value chains connecting women workers in low-income countries with consumers in richer countries, such as cut flowers, fresh produce, tea, cocoa, garments, etc.

How can you help?

Individuals can:

- Contribute directly: www.groundsforhealth.org/donate
- Use AmazonSmile and they will donate 0.01% of all your purchases: www.groundsforhealth.org/amazon
- Ask your employer to set up and match and employee giving program
- Tell your Congress person or Senator that you support global cervical cancer prevention
- Follow us & spread the word: www.facebook.com/groundsforhealth
www.twitter.com/grounds4health

Companies can:

- Work with us to design a mutually-beneficial cause-related marketing initiative that creates a unique brand engagement opportunity
- Join our supporters at a level appropriate to your budget: <http://www.groundsforhealth.org/support/>
- Facilitate employee giving to Grounds for Health and match employee contributions
- Donate premium green coffee to our annual online coffee auction
- Encourage other companies to join the effort by matching your support

Our vision is of a world in which all women are protected from the threat of cervical cancer by timely and high-quality prevention services. Please join us.

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