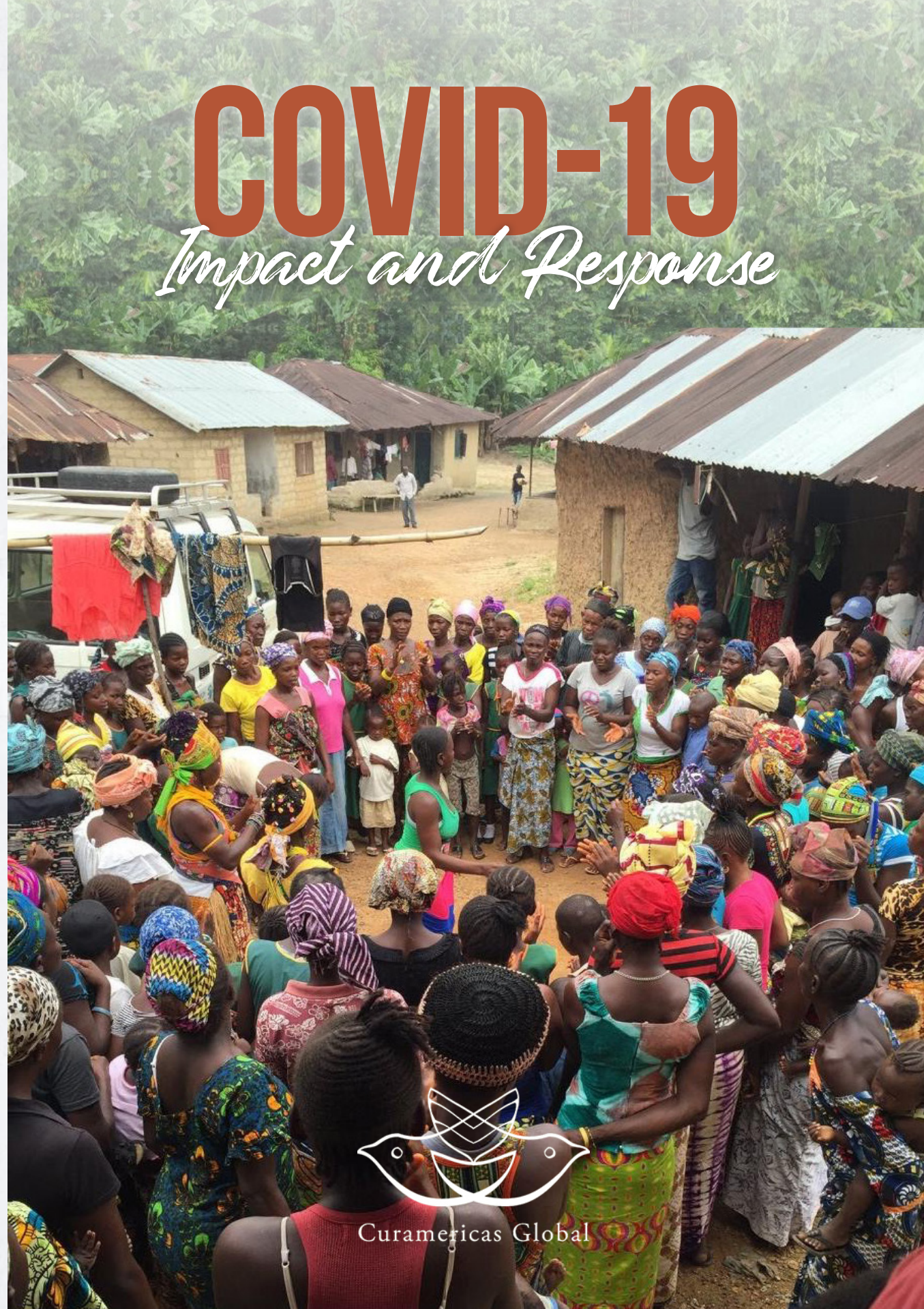


# COVID-19

*Impact and Response*



Curamericas Global  
HOPE THROUGH HEALTH

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Curamericas Global

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## MISSION Statement

We partner with **underserved communities** to make **measurable and sustainable improvements** in their **health and well-being**.



# A Message FROM OUR EXECUTIVE DIRECTOR

When I look back on 2020, the word resilience stands out. It was the resilience of our staff, our board of directors, our community partners, and our committed donors and supporters that permeated our ability to navigate the challenges brought on by the COVID-19 pandemic.



When the entire world began to unravel from the impacts of COVID-19, Curamericas Global stepped up to the challenge. We executed our innovative and successful community-based healthcare model, focusing specifically on the problem all of our project sites now faced: the pandemic. Curamericas Global established a trusted bridge between health systems, Community Health Workers and community partners, both in the U.S. and abroad, to ensure that forgotten communities had an ally to turn to during this global health crisis.

Curamericas Global thrived in the midst of a complex crisis and continued to care for and bring hope to hard-to-reach, high-risk families in extraordinary ways.

**Without a doubt, it was our resilience and our unique evidence-based practices that proved to be the most compassionate, effective, and efficient way to make a positive impact on the health and well-being of many.** Our Community Health Workers are the heart and foundation of this approach, and we at Curamericas Global believe it is vital to highlight their work and impact. Their relationships, knowledge and commitment has helped us reach tens of thousands around the world.

**By engaging community members to be Community Health Workers, we increase trust, create community ownership and ensure the programs' sustainability so that more are reached, health is attained, and lives are saved.**

Our long-term priorities remain constant:

1) *To empower public health professionals to focus on community health and well-being.*

2) *To deliver the best available technical services to our partners for the benefit of our partner communities.*

3) *To foster existing and new mutually-beneficial partnerships that share our calling to contribute to global health, thus leading to lasting benefits and sustainable change for generations to come.*

As we continue to focus on these areas, our priority is to continue to serve our communities safely during

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**In the midst of a complex crisis, Curamericas Global continued to care for and bring hope to hard-to-reach, high-risk families in extraordinary ways.**

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a pandemic. On the following pages, you will see a few examples of how we are doing this. We know we will make it through this time together. Now, more than ever, your support is the resilience that keeps us going.

With gratitude,

*Andrew Herrero*

*resilience*

# HIGHLIGHTS OF *Our Impact* IN NORTH CAROLINA



Trained more than

## 200

Community Health Workers  
that operated through

## 19

local nonprofits across

## 26

counties to reach  
North Carolina's most  
vulnerable and historically  
marginalized communities.

## 125,154

Overall number of people  
reached in 2020

## 33,976

Number of people who have  
received vaccination education

## 162

Number of CHWs\* who  
have been vaccinated

## 238

Number of vaccination events  
hosted across the state

## 214

CHWs trained

## 11,113

Number of people who have been  
connected to food resource or  
amount of food provided to families



\*CHWs: Community Health Workers

# PARTNERS IN *Action* >>>

The foundation of our work is our community-based, impact-oriented (CBIO) methodology, which focuses on building relationships and partnering with underserved communities to make measurable and sustainable improvements to the health and well-being of the community members. This approach focuses on working through the local community-based organizations best positioned to serve these communities.

Curamericas Global's approach to sustainable change wouldn't be possible without these in-country health professionals, healthcare leaders, nonprofit and governmental organizations. These partnerships and allies are at the center of Curamericas Global's mission to save lives and transform communities around the world.

Here are the organizations that embodied Curamericas Global's mission of health and hope in 2020:

## >> Kenya Ministry of Health KIKOP Project

Curamericas Global has partnered with the [Kenya Ministry of Health](#) since 2017. With the support of donors like Ronald McDonald House Charities (RMHC), Curamericas Global has reduced the number of moms and babies dying from preventable and treatable causes in Kisii County, Kenya. In 2020 alone, the Ministry of Health and Curamericas served a population of 35,960.

Utilizing its Community Birthing Center (CBC) Manual and its Rapid CBC Assessment Tool, Curamericas Global partnered with communities and the government to:

- Adapt three clinics to the CBC model.
- Add nursing staff to enable 24/7 services.
- Create woman-friendly birthing spaces to the communities' specifications
- Install battery-backed solar panels to ensure 24/7 electricity.

Curamericas Global also mobilized local communities to deploy health committees, community health volunteers, and mother peer educators that brought health education to every doorstep. These efforts resulted in maternal mortality rates going from 9 deaths a year to 0 deaths in 2020. Neonatal mortality declined 42 percent.

Eliminated maternal deaths, reduced neonatal mortality by **42%**. We also reached **470** young adolescents through our innovative sex-ed health curriculum in Kenya.

Increased the demand for health services at the Casas Maternas in Guatemala by **20%**.

Expert Barbara Muffoletto developed a **Home-based Care Guide** for people with COVID-19 in low-resource areas. This guide has been shared around the world through Curamericas Global's partners and translated into **six languages**.

Andrew Herrera was named a **2020 Healthcare Hero** by the Triangle Business Journal.



In addition, through its innovative sexual and reproductive health curriculum, Curamericas Global reached 470 young adolescents. The government is now sustaining the Community Birthing Centers, and the life-saving work continues.

### »» **Andean Rural Health Care, or Consejo de Salud Rural Andino (CSRA)**

For three decades, our Bolivian partner, Consejo de Salud Rural Andino (CSRA) has successfully addressed the causes of maternal and childhood illness and mortality in Bolivia through interventions including immunizations, diarrhea and pneumonia case management, nutrition, maternal and newborn care, and family planning.

### »» **Duke University School of Nursing**

**Since the partnership between Duke University School of Nursing and Curamericas Global began in 2013, approximately 70 nursing students have been volunteering, learning, and growing professionally at various Guatemalan project sites through the Nursing Students Without Borders student club.** This collaboration has brought tremendous benefits for student volunteers, including immersion in the local culture and opportunities to practice their clinical skills. In addition, a new clinical immersion program allows students to complete their 56 required clinical hours as part of a required community and public health course.

### »» **Government of Guatemala in Raleigh, N.C.**

Since 2017, Curamericas Global has partnered with the Guatemalan Consulate in Raleigh, NC, with the goal of reducing the inappropriate use of the emergency department and to increase preventative care

by educating Guatemalan immigrants in the Carolinas about the benefits of primary health care providers and empowering them to take control of their health. **We recently provided one-on-one consultations to over 300 individuals who otherwise have no access to healthcare.**

This approach is exemplified through a phone campaign that Curamericas Global helped execute just as the pandemic started. Spanish-speaking volunteers were on the phones alongside staff of the Guatemalan Consulate, reaching out to more than 15,000 families across the east coast in need of extra support during this pandemic. Many of these families do not speak English. The volunteers provided evidence-based information about the virus, connected them to vital resources and served as an ally and friend to those who may not know what to do if they get sick. More than 500 volunteers donated their time and talents.

### »» **Haiti Outreach Ministries**

**For nearly 30 years, Haiti Outreach Ministries (HOM) has been supporting families in Port-au-Prince, Haiti through ministry, medical care, schools, an orphanage, and humanitarian aid.** What began as an opportunity for Curamericas Global to bring volunteer medical teams to Haiti transformed into a long-term partnership to address the most pressing needs of mothers and children.

Over the next 5 years, Curamericas Global will partner with HOM to build a community health program that will serve over 800 families with young children. Leveraging Curamericas Global's expertise and HOM's reputation in the community, this intervention will:

- Educate mothers on the prevention of disease using simple, home-based practices.

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**“What stood out for us about Curamericas Global was the community-based approach. They are not just handing overused equipment that ultimately ends up sitting in a room somewhere or throwing money at a problem and walking away. They are going into communities and working with local people to really build up a healthy community there, helping them be sustainable until they can do everything independently. That is different and impactful as opposed to other approaches to closing the health care gap.”**

**– Stacie Arechavala,  
Board Member, California**

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- Promote health-seeking behavior for common conditions and diseases.
- Empower communities to take ownership of their own health through proactive health outreach and the formation of health committees.

The first few months of the project have focused on building a strong foundation for the program. We recently hired and trained staff to lead the project in launching Curamericas Global's census-based methodology, which will assess the most commonly found causes of unnecessary suffering, sickness, and death within the urban area.

Building off the trust HOM has with the community, Curamericas Global will add capacity to HOM by creating sustainable systems that will promote health from generation to generation. **From reducing maternal and child mortality to decreasing child malnutrition in Port-au-Prince, the project will encourage healthy behaviors and bring hope to many Haitians living in poverty.**

### »» **Young Professionals Board**

The Young Professionals Board (YPB) was established in 2020 with the primary purpose of creating awareness and a profound understanding of Curamericas Global within younger generations - an untapped demographic for the organization - in North Carolina and across the U.S.

This group of passionate and driven young adults from Florida, New York and other states have created social networks within their own communities that are now aware of Curamericas Global.

There are two areas where this group is making an impact:

- 1. Increasing awareness and raising funds for Curamericas Global. They recently raised \$8,000, which was enough to provide access to health services to 300 mothers and their families.**
- 2. Adding capacity to in-country teams by helping with data analysis.**

As the YPB continues to advocate for Curamericas Global, they ensure that Curamericas Global's legacy and mission is passed on and instilled to others for many years to come.

# CURAMERICAS GLOBAL *Leads the Response* TO COVID-19

When COVID-19 erupted in March 2020, Curamericas Global quickly turned to its trusted partners around the world and in North Carolina to assess the needs of the communities they served. Because of Curamericas Global's previous experience with the Ebola epidemic in Liberia, the organization understood what needed to be done: become an ally and trusted partner that listened and acted on what the community needed most, and develop networks of community health workers who could serve as trusted liaisons to ensure health priorities were being addressed within the community.



Supporting our communities during the pandemic



How Curamericas Global is providing education about COVID-19 around the world.

## Global Response and Impact

### Kisii County, Kenya

Curamericas Global KIKOP project quickly mobilized in the community - training families on the importance of social distancing, washing hands and wearing masks. The communities also sewed more than 2,000 masks to provide to all project staff and community mothers - a testimony to the community initiative and empowerment Curamericas Global cultivates.

In addition to addressing the health concerns that the coronavirus posed to the communities, Community Health Workers were also charged with dispelling myths and rumors about the virus. These misconceptions included the belief that

alcohol, fruits, teas and high or low temperatures could kill or cure the virus or that animals and insects could transmit it.

As the pandemic continued, our focus on data helped us to know that only 10% of homes actually had hand washing stations. To help alleviate this gap, KIKOP conducted home visits to specifically determine which homes had hand washing stations. If a home did not have access to hand washing, Community Health Workers worked with the family to help construct a station and ensure they had access to water and soap.

Recognizing how vital hand washing was to combatting the coronavirus, Community Health Workers taught local mothers how to build stations from local materials and how to make soap.



One thing the mother's like about this type of handwashing facility



### Guatemala

In response to COVID-19, Curamericas Global staff in the western highlands of Guatemala had to quickly modify its education and outreach strategies to conduct community home visits to provide education on COVID-19 prevention, and resources, including PPE, to families.



Through these efforts, and in partnership with the Kisii County Ministry of Health, we served 35,960 community members in the midst of a pandemic.

Barbara Muffoletto, Curamericas Global's Program Manager and Co-Chair of the CORE Working Group on COVID, led a team of global community health professionals to develop a set of guidelines for home-based care in COVID-19. The guide has been translated into Spanish, French, Khmer (Cambodia), Arabic, Portuguese and Russian. The materials have also been shared with international NGOs, including the more than 192 International Federation of Red Cross/Red Crescents national offices and distributed to the Centers for Disease Control and Prevention (CDC) in Africa and the Ministries of Health in Kenya and Rwanda.



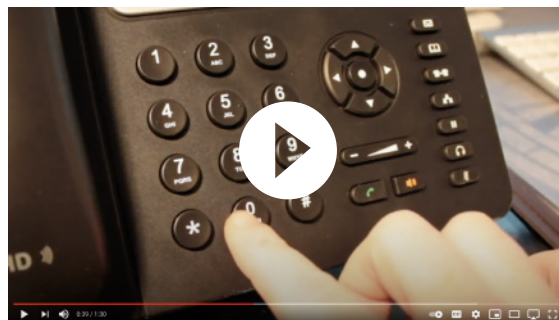
# Curamericas Global's Impact in the Carolinas:

## VOLUNTEER PHONE CALL CAMPAIGN

As Curamericas Global responded to the needs of its project sites around the world, the organization also realized there were forgotten communities in its own backyard of Raleigh, N.C. that were being left behind when it came to pandemic response tactics. Thanks to the partnership with the Guatemalan Consulate in Raleigh, Curamericas Global pivoted its Window to Health program to go virtual.

The vulnerability of the Hispanic community was evident, as 45% of COVID cases in North Carolina impacted this population, and the communication being shared by the government and healthcare system was mainly in English. In a matter of days, Curamericas Global built an online platform that allowed us to tap into the Consulate's network contacts and begin reaching out to families in Spanish with a simple phone call. Each week, a group of volunteers were calling men and women across North Carolina and up and down the East Coast, to explain what the coronavirus was, how they could protect their families and, most of all, that they were not alone.

Volunteers were often met with responses of disbelief. No one had explained what it meant to social distance or that they shouldn't go to work if they had contracted the virus. Volunteers were not only able to share the vital information, but they also connected them to important resources, like food pantries, unemployment offices and healthcare facilities.



➤➤ **By the end of 2020, Curamericas Global had mobilized 500+ volunteers, reaching more than 10,000 people.**

### CHW Spotlights



#### Meet Ivan

*Community Organizer | Community Health Worker*

Ivan has been involved in community organization for years and has built a powerful reputation as a trusted leader. His nonprofit is made up of a team who have also shown their dedication to serving the community.



#### Meet Charlene and Paul

*Community Health Workers | Mental Health Peer Workers | Family*

Charlene and her husband Paul work together as Community Health Workers to distribute resources to their community. Charlene and Paul take an empathetic approach to their work, helping people feel physically, emotionally, and spiritually supported.

## Curamericas Global Partners with the North Carolina Department of Health and Human Services

While the pandemic was affecting all communities across North Carolina, they weren't all being affected equally. Communities that had been historically marginalized were experiencing far greater challenges. The state and national health systems mobilized resources, but their efforts fell short and leaders knew they needed a community-based approach.

In the fall of 2020, the North Carolina Department of Health and Human Services (NCDHHS) announced a \$5.5M contract with Curamericas Global that utilized the nonprofit's community-based methodology to reach the state's forgotten communities. Curamericas Global was charged with building an innovative new model for delivering community care by acting as a bridge between the state's healthcare system and local nonprofits. The goal was to reach 30,000 people living in underserved communities. By the end of 2020, the combined efforts of Curamericas Global, NCDHHS, and our partner nonprofits resulted in more than 617,000 people receiving education or information about COVID-19 and vaccines.

**"We are honored that the state entrusts our organization with the responsibility of executing this community health model to reach North Carolina's forgotten families who have fallen outside of the health system," said Andrew Herrera, Executive Director of Curamericas Global.**

Curamericas' work consisted of collaborating and supporting Community Health Workers within local nonprofit organizations, training them to identify and connect underserved families with vital resources, including food, COVID-19 testing sites, unemployment offices, transportation resources, and more. Community Health Workers were the hearts and hands of this program.



## Kenya



Community Health Volunteers trek up and down muddy paths and roads to provide door-to-door health and COVID-19 educations to families in 39 rural communities.



We partnered with the Kisii County Ministry of Health to adapt government clinics to meet the needs of the community. These clinic adaptations included adding nursing staff to enable 24/7 services, creating woman-friendly birthing spaces that met cultural specifications and installing battery-backed solar panels to ensure 24/7 electricity.



Everline, a mother who was hesitant to accept home visits from KIKOP CHWs during her pregnancy. After the birth of her child, Everline accepted the CHWs visits and has committed to continuing visits to support the health of her child.

# International PROJECT SITES

**The End of the Grant:  
The Beginning of Sustainable Change**



**Ronald McDonald House Charities®**

2020 marked the culmination of a three-year RMHC grant that helped improve the health of mothers and children in rural Guatemala and Kenya.

Since the relationship with RMHC started in 2010, their grants have helped develop Community Birthing Centers, or "Casa Maternas" in Guatemala, serving a population of 55,637 (spread across five municipalities in two departments). **Between 2017 and 2020, the seven "Casas Maternas" attended to 1,233 deliveries, including 332 potentially fatal obstetric complications. As a result, maternal mortality decreased by 79%.**

**In Kenya**, Curamericas Global partnered with the communities and the Ministry of Health KIKOP Project to adapt underutilized clinics to the CBC model, successfully serving 35,960 people.

Improvements to the clinics included adding nursing staff to enable 24/7 services, creating woman-friendly birthing spaces to the communities' specifications and installing battery-backed solar panels to ensure 24/7 electricity.

In addition to building the CBC model, Curamericas Global and its Kenya and Guatemala partners also implemented an innovative sex-ed curriculum that reached 2,253 adolescents in local schools. Globally, pregnancy and childbirth are the leading cause of death among girls aged

15-19 years. Education on sexual and reproductive health in schools is often nonexistent. Our curriculum goes beyond traditional "sex-ed" to include emotional intelligence and responsible decision-making lessons.

**In Guatemala**, Curamericas Global mobilized the local communities to deploy health committees and mother-peer educators to bring health education to every doorstep. As a result, maternal mortality decreased from 4 deaths/year to only one death/year, and neonatal mortality declined 61%.

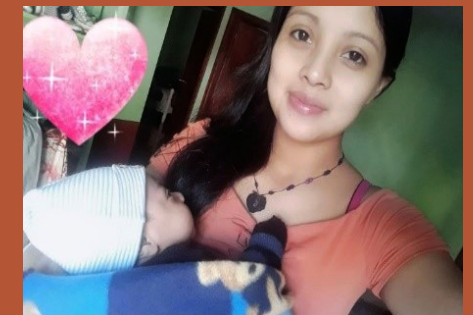
*The end of the RMHC Grant reflects Curamericas Global's role as a catalyst for significant, sustainable gains in the health of mothers and children by empowering communities to lead and transform local health systems from failing systems to functional ones.*



## Guatemala



After a long, unprecedented year, the Casa Materna in Toquian Grande welcomed a healthy new baby to their community on Christmas Day.



18-year-old Nohemí lives in a community in the rolling hills of Northwest Guatemala. As a first-time mom, she wanted to provide herself and her unborn child with a healthy future. During her pregnancy, she attended prenatal care checks at the Casa Materna, receiving health education and medical tests that allowed the Casa Materna staff to manage health issues to ensure a safe delivery. She also worked with the team to create a birth plan and schedule upcoming visits. Nohemí gave birth at the Casa Materna to a healthy baby boy. She and her family expressed to the staff how fortunate they felt to give birth according to their Maya customs and with people they know and trust.





In 2020, the **Casa Materna at Toquian Grande**, one of the seven Casa Maternas in Guatemala celebrated their first year of serving the community:

**80**

deliveries performed

**30**

obstetric emergencies managed

**84**

health emergencies managed

**137**

ultrasounds performed

**573**

prenatal check-ups performed

**2,554**

health consultations performed



In 2020, Curamericas' Casa Maternas of Guatemala saw a 20% increase in the demand for their services. Today, the Casa Materna is a culturally acceptable safe space for traditional midwives to bring their laboring patients for delivery.



Yolotli began labor at 3 a.m. and made her way to the Calhuitz Casa Materna for delivery with her midwife. At first, everything seemed to be progressing normally and a healthy delivery was expected. After an ultrasound, the baby was found to be in a dangerous position. Thanks to the resources available at the Casa, Yolotli delivered a healthy baby boy, weighing 6 pounds, 8 ounces.



# Uniquely CURAMERICAS GLOBAL



## Mom-A-Thon: Our Annual Fundraiser

In 2020, more than 25 teams participated in our annual Mom-A-Thon fundraiser to save the lives of moms and babies through community and evidence-based education and resources.

The participating teams were diverse—from high school students and young professionals to long-time supporters of Curamericas Global. Unable to meet in person, teams got creative with their fundraising efforts, hosting Zoom trivia nights, Facebook fundraisers, and even virtual yoga!

### Through these efforts

**1 2 0, 0 0 0**

**mothers and their families  
will be served by Curamericas Global.**



## Not All Heroes Wear Capes

Curamericas Global Executive Director, Andrew Herrera, was selected as a winner of the 2020 Healthcare Hero Awards by the Triangle Business Journal. The award honors Triangle individuals or organizations who put innovation and compassion to work to improve the human condition.

## Stellar Mom-a-Thon Champions

Anyone can make a difference through Curamericas Global. Last year, there were two groups that raised the bar in terms of fundraising and advocacy for Curamericas Global and its virtual race, the Mom-a-Thon.

### The Young Professionals Board of Curamericas Global,

a group of young professionals who are passionate about public health, sustainability and mental and child health, raised over \$3,000 to support Curamericas Global's crucial work to provide healthcare in remote and overlooked communities in Bolivia, Guatemala, Kenya, Liberia, Sierra Leone, and in the USA.

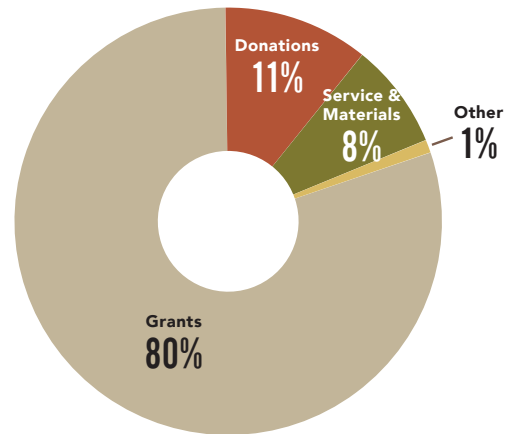
### Members of the Enloe Medical Bio-Science Academy set a goal to raise \$7,500

to support at least 300 safe deliveries for moms and babies. The Academy exceeded their goal, raising more than \$8,000 to help provide prenatal and postpartum care, immunizations and nutrition for the children up to 2-years-old.



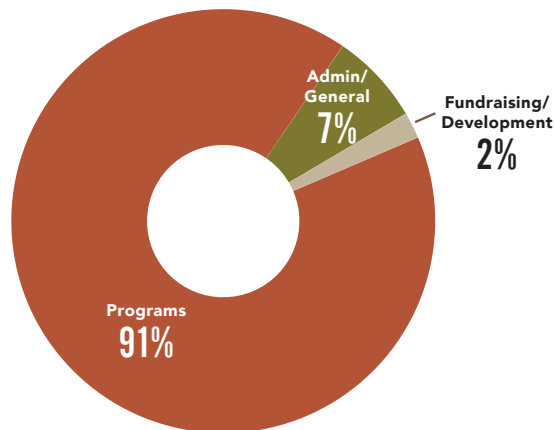
# THE *Bottom* LINE

## REVENUE



- Grants/Contracts: \$5,964,899 (80%)
  - Donations: \$827,327 (11%)
  - Service and Materials: \$618,646 (8%)
  - Other Revenue: \$31,483.00 (1%)
- TOTAL: \$7,442,355**

## EXPENSES



- Admin/General: \$518,050 (7%)
  - Fundraising/Development: \$105,318 (2%)
  - Programs: \$6,300,001 (91%)
- TOTAL: \$6,923,369**

Audited financials as of December 31, 2020

## YOUR INVESTMENT AT WORK

*A gift of:*

**\$4,000**

could support a Community Health Worker for a year.

**\$1,000**

saves a life.

**\$250**

funds a safe clean CBC delivery.

**\$150**

supplies a CBC with medicines and supplies for a month.

**\$28**

could provide access to life-saving medical resources for one mom and her family for a year.



# BOARD OF DIRECTORS: *Visionary Leaders* OF OUR WORK

Curamericas Global exists because of the shared vision, generosity, enthusiasm, and dedication of our Board of Directors.



**Henry Perry, MD, Ph.D., MPH**  
Founder of Curamericas Global, Director Emeritus



**Lauren Eberly, MD**  
Board Member



**Tina Jones, J.D.**  
Board Chair



**Rev. Dr. Amy McCullough, Ph.D., M.Div.**  
Board Member



**Michelle Richter**  
Vice Chair



**Rob Fields, J.D.**  
Immediate Past Chair



**Nathan Robison**  
Treasurer



**Jordan Jones, MPA, MRCP**  
Board Member

**"We know that it takes a village to address the critical health needs of women and children in vulnerable communities around the world, and greatly appreciate every individual's role in our life-saving work."**

**-Henry Perry MD, Ph.D., MPH, Founder of Curamericas Global, Director Emeritus**



# OUR *Supporters*

## OUR VOLUNTEERS

**Last year, 500+ volunteers gave 5,385 hours of service to Curamericas Global.** With a staff of only four employees, we could not serve our communities without our caring, creative, and committed volunteers and interns. Each of our programs and services relies on these individuals' time and talent; they are the backbone of Curamericas Global, a community of support.

## OUR DONORS

Thank you to our donors who supported Curamericas Global's mission year-round. Through online donations, mail-in checks, volunteering time at events, participating in mission trips or running a virtual Mom-A-Thon, you help us save lives. We wouldn't exist without your kindness, generosity and trust.

# Remembering THOSE WHO HAVE PASSED

In 2020, Curamericas Global lost two lifelong supporters - **John K. Yambasu, Bishop of The Sierra Leone Conference of the United Methodist Church**, and **Bonnie Jones**, a foundational leader of Curamericas Global.



Bishop Yambasu believed in Curamericas mission and devoted his support to Curamericas Global's work in Sierra Leone. Through in-country partnerships and advocacy from local leaders like him, Curamericas Global has been able to sustainably save women and children and impact the lives of over 4,000 people in Liberia through prevention, health education, and relationships with existing health facilities.



Bonnie served as Curamericas Global's first Chair of the Board of Directors for several years. In 1986, Bonnie decided to move to Lake Junaluska and work as a full-time volunteer to help raise funds for Curamericas Global. For decades, she was a tireless champion for our mission. One of her greatest contributions includes the relationships that she built with churches and with people of faith, which helped to create the foundation of Curamericas Global's work as an expression of Christian service. Bonnie did amazing work for our organization, and for that, we will always be grateful.

## Join us

in our work to deliver community care to the marginalized and forgotten by building effective bridges between the health system and local nonprofits.



**Donate** at [www.curamericas.org/donate](http://www.curamericas.org/donate)



**Connect** and spread the word via social media at [www.curamericas.org/talk-share](http://www.curamericas.org/talk-share)



**Become** a Mom-a-thon Team Captain at [www.run.curamericas.org/register](http://www.run.curamericas.org/register)



**Submit your application** for a Curamericas Global internship program or **send your questions** to [info@curamericas.org](mailto:info@curamericas.org).



**Get involved.** Contact Andrew Herrera, Curamericas Global Executive Director, via phone at (919) 510-8787 or via email at [andrew@curamericas.org](mailto:andrew@curamericas.org).

Curamericas Global, a nonprofit organization based in Raleigh, NC, seeks to partner with underserved communities around the world to make measurable and sustainable improvements in their health and well-being. Through data-driven methods and community-centered solutions, Curamericas Global aims to see a world free of suffering from treatable and preventable causes.

For more information, visit [curamericas.org](http://curamericas.org).