“At home we learned to be tidy, drink boiled water, washing our hands is now a habit, to be more responsible with things.”

Family in the community of Monte de los Olivos, Ucayali

“Before, we were not used to drinking boiled water. Now we have treated water that people drink and improve their lifestyle. We feel better: calm, happy, cleaner ”.

Community Neighborhood Committee of Shima, San Martin

“On a personal level I have learned how important it is to invest in early childhood. They are the future of a society and if we as individuals and as authorities do not invest in human development, we will not have significant changes”.

Lidman Pariona, former manager of Social Development in the local government of Luricocha, Ayacucho.
MSH Inc. is an international organization that was founded in 1971 and has since worked in more than 150 countries with the policy makers, leaders, health care managers of developing nations, to improve the quality, availability and affordability of health care services, helping to create stronger health care systems with greater impact on the world.

MSH-Peru was created in 2015 as an affiliate organization of MSH Inc., aiming to build local capacity for improved public health care and to promote sustainable development mainly in populations at greater risk and vulnerability in our country. To this effect, we carry the experience and technical expertise gathered in the 10 years of work in Peru. Together with various stakeholders and social sectors we have succeeded in getting thousands of individuals, families, and communities in various regions to live healthy, strong, and happy lives, changing paradigms in health care and local development.

The fulfillment of our goals is made possible mainly by our professional team which possesses strong technical and operational expertise, commitment and leadership, and is guided by values that we share with our partners and customers:

Excellence-Empowerment-Integrity-Collaboration-Vitality

We also carry a portfolio of products and specialized, innovative and competitive services that we provide in order to initiate or strengthen the initiatives that are carried out by the public or private sector and that are related to the promotion of health, water and sanitation, health care for vulnerable populations, and sustainable development.

For this reason, inasmuch as we share the goal of improving health care and promoting local development, we look forward to continue coordinated work with your institution or company. To this effect, the following pages contain more information about our institution, the lines of work and specific products.

We hope to continue our partnership in contributing to improve the quality of life of the most vulnerable populations on the coast, mountains and rainforest of our country. We strongly believe that the joint efforts involving various stakeholders and social sectors, with their skills, specialties and experiences, are responsible for producing real, sustainable, and significant changes in the lives of our population.

Sincerely,

Edgar Medina Figueroa
Executive Director
Leadership Tao

Go to the people
Live among them
Learn from them
Love them.

Start with the way know
Build on what they have

But for the best leaders
When their task is accomplished
Their work is done
The people will all remark
We have done it ourselves

-Lao Tzu, Tao Te Ching
METHODOLOGY TO ATTAIN HEALTHY FAMILIES, COMMUNITIES, AND MUNICIPALITIES

1

Description

This product is a set of tools and procedures designed with a focus on health promotion to guide families, communities, and local governments so they may progressively acquire and monitor their health practices, improve their living environment and surroundings, redirect their investment resources, and implement standards of living and public policy for health and sustainable development.

Our experience

The transfer of the methodology has contributed to public health in the country, thus enabling the creation of agencies and the formulation and implementation of public policy by the regional and local governments (Ayacucho, San Martin, Huanuco, Ucayali) and, in related health sectors, the sustainable development and promotion of the rights of vulnerable populations (MIDIS, MINSA, MIMP, DEVIDA).

FAMILIES

61,270 families are familiar with and apply the methodology and have improved their health practices.

Approximately 20,000 children under 2 years have improved their feeding practices, have an ID card, and are monitored for growth and development.

COMMUNITIES

Approximately 1,000 communities apply the ‘healthy families and communities’ methodology, having improved their environments and surroundings.

754 community neighborhood committees monitor proper mother-and-child health practices in the families of their communities.

LOCAL GOVERNMENTS

150 local governments have strengthened their capacities for local management as well as the implementation of the methodology.

AT THE REGIONAL AND NATIONAL LEVEL

Our experience

- Approximately 61,270 families are familiar with and apply the methodology and have improved their health practices.
- Approximately 20,000 children under 2 years have improved their feeding practices, have an ID card, and are monitored for growth and development.
- Approximately 1,000 communities apply the ‘healthy families and communities’ methodology, having improved their environments and surroundings.
- 754 community neighborhood committees monitor proper mother-and-child health practices in the families of their communities.
- 150 local governments have strengthened their capacities for local management as well as the implementation of the methodology.
With support from the Toolbox, a large number of families, communities, and municipalities have improved their health. Their living conditions are better and they are contributing to the development of their towns.

Also, the Toolbox has three versions tailored to each of the Coast, Mountain, and Rainforest regions, and the toolbox materials are organized taking into account the needs and interests of each group of users.

Due to its effectiveness, as verified in its application in approximately 1,000 rural communities in Peru under the leadership of the community and municipal authorities, the methodology is available to public and private institutions (the Government, NGOs, private companies) in the country who want to implement it, in accordance with the requirements of their social policies or social responsibility programs.
Description

This line of work aims to improve water management and sanitation in rural communities. The task is to provide drinking water and develop educational actions for awareness-raising and capacity-building. The goal is to strengthen the capacities of families and communities for water management and healthy water-drinking.

Our experience

We are working in 65 communities in the department of Loreto, under the framework of the Health Emergency program in the basins of the Pastaza, Marañón, Tigre, and Corrientes rivers. This program was established by the Peruvian government to address the contaminated water issues in rural populations and the high incidence of acute diarrhea diseases (ADD).

ATTENDED POPULATION

Total population: 20,606 persons.
Families: 4,000
Families with children under 5 years old: 3,100
Methodology

**DRINKING WATER**
- Installation of the water treatment plant
- Collecting and transferring drinking water from the water supply to the home

**Storage and adequate intake of the water**
- Demonstration sessions
- Puppet shows
- Contests: Drawing, singing
- Home visiting

**Family Hygiene**
- Disposing of faeces
- Hand washing

**Organization and strengthening**

**Coordination with local government (MTA* and health facilities)**

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* SMB: Sanitation Management Board  
* MTA: Municipal Technical Areas.
DEVELOPMENT OF MINOR PUBLIC INVESTMENT PROJECTS

3

Description

This product is a capacity-building package targeting particularly the local government authorities and officials as well as the health facilities in order to strengthen their capacities in redirecting funds through the formulation, registration and viability of interventions that aim to improve health and its social determinants.

Our experience

About 2000 local government officials and health workers were trained in the design and viability of minor public investment projects (PIPs) in favor of improving health and its social determinants.

210 minor public investment projects were formulated, registered and made viable.
Topics for training

Pre-investment
- Profile
- Pre-feasability
- Feasability

Investment
- Definitive studies/Technical file
- Profile

Post-investment
- Evaluation

Tools

GUIDE TO FACILITATE THE FORMULATION, REGISTRATION AND VIABILITY OF THE PIP

It describes step by step the process of formulating an Investment Project.

PROFILE TYPES
Examples of pre-investment studies according to the prioritized issue.

IT TOOLS
Excel and Word templates that facilitate the development of the PIP and the presentation of the physical document.

DEVELOPMENT OF MINOR PUBLIC INVESTMENT PROJECTS
Description

This product is a system that integrates various tools and procedures for collecting information on the social, economic, and cultural conditions of the communities. It begins with information generated by the families, collected by community leaders and then recorded by the local government. The consolidated information is the basis for the formulation of public policy and the implementation of actions to improve the factors that influence the mental and social well-being of the population.

Our experience

The Community-based Information System contributes to empowering families and communities to care for their health, practice healthy behaviors, and improve their living conditions.

The SISMUNI contributes to strengthening the leadership of the authorities and community management for a change towards healthy practices and environments.

The Community-based Information System contributes to the improvement of planning and community and municipal management, encouraging social mobilization towards solving health and development issues.

The SISMUNI was installed in 107 districts.

The SISMUNI has contributed to strengthening the territorial management of health and the handling of social determinants.
The SISMUNI application is a software tool for local governments. It enables the recording and consolidation of information (indicators) on the social, economic, and cultural conditions of the communities. It is a tool that facilitates the analysis of the population’s needs as well as the decision-making on the improvement of health and its social determinants.

Tools for information gathering

**Board “Our commitments to become a healthy family”**
This board registers the family’s vision and self-diagnosis, as well as their commitments and rules of coexistence.

The boards are filled in by the families, and the community leaders gather this information on the Community Monitoring Sheet for Healthy Families.

**Community Surveillance Sheet to have healthy families**
This sheet records the information present on the family boards; measurements of the families’ progress can thus be made.

On a quarterly basis, community leaders gather this information on the Community Surveillance Sheet.

**Diagnosis and Plan for a healthy community**
Recorded here are the data on the community: the people, families, community, education and health services.

Community leaders collect the information and consolidate it on this tool. The information provides the basis for the development of community plans and for community manage-

**Plan to have a healthy community**
This tool registers the community’s priorities according to the problems and needs identified.

Community leaders evaluate and update their plan annually; doing so enables them to effect improvements. The Plan is approved by the community in a Community Assembly.

**Community Surveillance Sheet of Mother-and-Child Health**
This sheet records the healthy practices regarding child nutrition and mother-and-child health. Every six months, the community leaders collect this information on the Community Surveillance Sheet of Mother-and-Child Health.
This product is a process of applicative learning, organized in modules, that contributes to build the capacities of the members of the Community Neighborhood Committees to take charge of the leadership and management of their community’s development, chiefly in relation to the improvement of health and its social determinants.

**Description**

5746 members of CNCs, men and women, have improved their capacities for leadership and community management.

519 CNCS integrate one or more women on their boards.

**Training Modules**

1. Formation of the CNC
   Community History
   Community diagnosis

2. The tree of dreams
   Children’s rights
   The Community
   Surveillance Sheet of
   Mother-Child Health.
   The community
   Development Plan

3. Types of leadership
   Communication and
   bulletin board
   The map and zoning
   of the community

4. Leadership functions
   The dimensions of
   the person
   The community file

5. Conflict resolutions
   Effective meetings
   Managing change
MSH Peru provides management and health services to vulnerable populations, ensuring quality care—effective and efficient—which goes hand in hand with actions to ensure that users adopt healthy practices. It also develops preventive and promotional health campaigns seeking to improve people’s living conditions and communities.
MSH Peru contributes to improving public health in the country by providing dental services, which aim to reduce the prevalence of diseases of the oral cavity in the most vulnerable populations through packages aimed at preventing and restoring oral health.

**Key activities**

**PROMOTION**
- Oral hygiene technique.
- Lunchboxes and healthy nutrition.

**PREVENTION**
- Diagnosis.
- Tartar removal and prophylaxis.
- Fluoridation.
- (Fluoride varnish).
- Sealants.

**RESTORATIVES**
- Dental treatments with resin.
- Dental treatments with glass ionomer (TRA Technique).
The MSH Smile Peru project is available to the country’s public and private institutions that seek to make a positive impact on the oral health of vulnerable populations through their social policies or social responsibility programs.
MSH Peru contributes to improving public health in the country through services for diagnosis and treatment of refractive errors to vulnerable populations which aim to reduce the cases of visual impairment and prevent complex eye conditions by timely assistance.

**Key activities**

**DIAGNOSIS**

- Comprehensive assessment of Eye Health aimed at refractive errors (nearsightedness, farsightedness and astigmatism).

**TREATMENT**

- Providing glasses and frames as indicated on the prescriptions.

**PREVENTION**

- Counseling: proper use of correctives, controls and issues related to eye health.
MSH Peru is available to the country’s public and private institutions that seek to make a positive impact on the eye health of vulnerable populations through their social policies or social responsibility programs.

**Caregivers**
- Ophthalmologists.
- Medical Technologists in Optometry.
- Auxiliary Nurses

**Equipment**
- Ophthalmic equipment and instruments.

**Management staff**
- Administration.
- Quality assessment.
- Communication. Advisory work.

**Goals**
- To detect eye problems and eye diseases early.
- To rehabilitate people with refractive errors by providing them with corrective lenses.
- To educate and raise the awareness of the population towards the importance of visual function.

**Key partners**
MSH Peru is available to the country’s public and private institutions that seek to make a positive impact on the eye health of vulnerable populations through their social policies or social responsibility programs.
MSH-Peru contributes to improving public health in the country, through designing, planning, and executing preventive and promotional health campaigns to improve the quality of life of the most vulnerable populations.

**Key activities**

**HEALTH**
- Control of weight and height.
- Control of child growth and development.
- Control of blood pressure.
- Eye examinations.
- Dentistry: Examination, fluoridation.
- Podiatry: Checking for fungi; foot care.

**INFORMATIVE TALKS**
- Healthy families.
- Hand washing technique.
- Teeth-brushing and flossing technique; denture care.
- Healthful lunch boxes.
- Nutrition for the chronic patient.

**SELFSTEEM**
- Facial cleansing.
- Make-up class.
- Therapeutic massages.
- Dance classes.
- Leisure activities that promote healthy lifestyles.
- Crafts workshops.

**PREVENTIVE AND PROMOTIONAL HEALTH CAMPAIGNS**
**Equipment Management**

- Caregivers
  - Nurses, dentists, nutritionists, optometrists, physiotherapists.

- Equipment
  - Tents, chairs, stretchers, weighing scales, massage chairs, banners, etc.

- Management staff
  - Administration.
  - Quality assessment.
  - Communication.

**Goals**

- To carry out preventive health care services to detect diseases in a timely manner.
- To provide demonstration sessions in order to promote healthy habits in the population.
- To strengthen the mental health of the population by improving their self-esteem.

**Key partners**

MSH Peru is available to the country’s public and private institutions that seek to make a positive impact on the health of vulnerable populations through their social policies or social responsibility programs.