



**AN INTERNATIONAL DEVELOPMENT AND REFUGEE AID ORGANIZATION**

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Summer 2012

Dear Friends of Concern America,

It isn't often that a small organization that purposefully maintains a low profile (as Concern America does due to our presence in conflict zones and challenging regions of our world) can claim that its work has the potential to transform health care around the world. At this time of our 40<sup>th</sup> Anniversary, Concern America's unique approach to health care, developed over 30 years of training community-based health care providers (known as Health Promoter Practitioners, or HPPs), has this potential, and I would like to invite you to be part of this special moment by joining this booklet campaign.

Over the years, Concern America's newsletters have been filled with moving stories of the amazing work of the HPPs trained and accompanied by our field volunteers. Concern America's groundbreaking HPP model is successful – not because of new technologies, or new diagnostic equipment, or new medicines, or social entrepreneurs – but rather, it recognizes that the global health care crisis is one of a lack of access to quality primary health care services and the excessive cost of same. The model works because we have inspirational and extraordinarily dedicated medical professional field volunteers like John and Susan Emrich, Curt Wands, Kate Feibusch, Brian Good, Julie Kiser, Jeanette Nisly, Lesley McGalliard, Cliff O'Callahan, David Bedell, Ed and Debbie Okeson, Mary Bryson, Tom Gabriel, just to name a few, who train the HPPs and whose stories from the field bring the work of the HPPs to life. In addition, **the innovative nature of the HPP model is that it addresses the root cause of poor health care in isolated, impoverished regions by engaging the most valuable resource in every village: the people themselves.**

In the words of our long-term field volunteer Curt Wands, "HPPs are life-savers and spirit-savers."

Recognizing that access to quality and affordable health care is a serious concern for billions of people, **Concern America is engaged in a multi-year effort to make available our HPP model to organizations and institutions around the world.** To accomplish this, Concern America is writing and publishing an "HPP Training Manual."

The first of three years of the Manual will be completed in 2012. To celebrate this accomplishment and recognize the importance of this resource, we are inviting **you to help support, promote, and expand the innovative work of Concern America like the HPP model.** All donors in support of this booklet campaign will be recognized in Concern America's 2011-2012 Annual Report. **Most importantly, supporting the HPP model will help transform the provision of primary health care worldwide by ensuring that "Where There Is No Doctor There Are Health Promoter Practitioners."**

With gratitude and in peace,

John S. Straw  
Executive Director



**Booklet Campaign Giving Levels:**

- Level 1 HPP Training: Under \$250
- Level 2 HPP Training: \$500
- Level 3 HPP Training: \$1,000
- Advanced HPP Training: \$2,500+

Simply return your donation in the enclosed envelope. If you would like to remain anonymous in Concern America's Annual Report listing, please let us know.