



Heartlands
International

We have a world of experience

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Corporate Capability Statement for Community Health Interventions

Founded in 1983, Heartlands is a minority (Native American), woman-owned firm. Although we only received 8(a) Disadvantaged Business certification from the Small Business Administration in 2002, we have a 25-year history of providing professional services in management, training and program audits to USAID, the World Bank, private development organizations, and to private sector firms world-wide.

Our founder, Shirley Buzzard, holds a Ph.D. in Applied Anthropology and a M.Sc. in Community Development. Over the past 20 years, she has worked as a professional consultant in international health and program evaluations in over 50 countries world-wide. She oversees all Heartlands International associates in their work to assure that their services are of the highest quality and meet the needs of the client. She founded the Corporate Community Investment Service (CorCom) in 1992 to further joint ventures between businesses and nonprofits most of which have a health or nutrition component. She has numerous publications, and is a frequent speaker at board meetings and conferences.

Heartlands International, Ltd. is a management consulting and training company. Many of the world's problems are caused by people who cannot get along or lack the technical skills to do their job. We are people people. We work with individuals, groups, and communities to make them more effective at working together, identifying and solving their problems.

Heartlands International's team of senior associates has experience working in varied settings in the US and overseas. We are equally comfortable with senior government officials and non-literate communities overseas. Almost all of our associates hold graduate or technical degrees in their field and all have international experience. We place emphasis on participatory, qualitative methods, adult learning techniques, and results oriented methods. We offer our clients services that are carefully crafted to meet their specific needs that are delivered in a professional manner, are on time, and within the available resources.

We work with *individuals* as they learn technical, management and communication skills. We provide *groups* with proven techniques to help them be more effective in the office or in the community. We work with *communities* to make them better places to live.

Heartlands provides clients with professional services in:

- **Community development**
 - Capacity building for NGOs
 - Participatory rapid assessments
 - Partnership creation with industry, government, or other communities.
- **Project and program management**
 - Needs assessments and program design
 - Organization development and capacity building
 - Staff skills development
 - Strategic planning
 - Technical assistance
 - Service quality reviews
 - Technical review of proposals
- **Training and conference management**
 - Human resource development
 - Gender, diversity, and disability sensitivity training
 - Communication skills and interpersonal relations
 - Executive retreats and team building
 - Cross-culture sensitivity training and coaching
- **Program audits and evaluation**
 - Design of program monitoring and reporting systems
 - Project and program results evaluations
 - Process evaluations
 - Systems development

In addition to extensive work in the United States, Heartlands International has direct experience in the following countries. Through our associates, we have capability in many more countries.

Africa:

Ethiopia, Ghana, Kenya, Lesotho, Mali, Nigeria, Sierra Leone, Tanzania, Zimbabwe

Asia:

Bangladesh, China, India, Indonesia, Nepal, Pakistan, Philippines, Sri Lanka, Thailand, Vietnam

Former Soviet Union:

Albania, Armenia, Azerbaijan, Bulgaria, Croatia, Georgia, Kazakhstan, Kyrgyz Republic, Poland, Romania, Russia

Europe:

Belgium, Germany, Greece, Italy, Spain.

Latin America:

Belize, Colombia, Ecuador, Guatemala, Haiti, Honduras, Panama, Peru.

Near East:

Egypt, Turkey

Pacific:

Australia, Fiji, Papua New Guinea, Solomon Islands.

Heartlands is a successful subcontractor in twelve USAID contracts including the Africa 2010 project where we have two full-time staff positions with the prime contractor, AED. The Africa 2010 project is funded by USAID's Africa Bureau and is designed to strengthen regional health programs in Africa. We are responsible for the evaluation and evaluation training in that project and we also maintain the project web site. Our contracts include:

Subcontracts:

- Two staff-positions (M&E specialist and web site manager) with the USAID/Africa project, regional **Africa's Health for 2010** as sub contractor to AED.
- Training for **Civilian Response Corps** for USAID Office of Human Resources. Sub-contractor to International Resources Group.
- Evaluation technical Assistance to an **Anti-Corruption** Program in the Philippines: MSI is the prime contractor.
- Training for **Program and Project Management Training** for USAID Office of Human Resources. Sub-contractor to International Resources Group.
- The **training and materials development** component of HUD's Youthbuild project in the U.S. Heartlands International, Inc. is the prime contractor.
- USAID Global **Anti-Corruption** IQC: Heartlands is subcontractor for evaluation and training. MSI is the prime contractor.
- A three year USAID program in Central Asia to establish **schools of business**. Heartlands is subcontractor for evaluation and gender issues. Carana Corporation is the prime contractor.
- Technical Assistance to the **Adult and Basic Education** Project of USAID/EGAT as subcontractor to Creative Associates.
- Technical Assistance to the USAID/EGAT program linking **education with health** as subcontractor to Creative Associates.
- Technical Assistance to USAID/D&G's **Conflict Management and Mitigation** Project, subcontractor to Creative Associates.

Heartlands clients have included:

Adventist Relief and Development Agency (ADRA)
Academy for Economic Development (AED)
African American Institute
Boston University, Carroll School of Management
Camp, Dresser and McKee, Engineering
CARE
Centre for Development and Population Assistance (CEDPA)
Center for Migration Studies
Checchi and Company, Inc.
Cumberland County Community College,
Development Alternatives, Inc.
Environmental Health Project
Food for the Hungry, International.
George Washington University, Elliott School of International Affairs
International Science and Technology Institute (ISTI)
International Foundation for Electoral Systems (IFES)
Institute for Sustainable Communities
Louis Berger, Inc.
National Park Service, Ethnography Program
Office of Technology Assessment, US Congress
Orbis International
Pact, Inc.
Pan American Development Foundation (PADF)
PLAN, International
Pathfinder International
Peace Corps
Pearl S. Buck Foundation
Salesian Missions
Salvation Army World Service
Shell Oil Company, Nigeria
The World Bank
World Learning
World Wildlife Fund
United Nations Capital Development Fund (UNCDF)
United Nations Development Program (UNDP)
U.S. Agency for International Development (USAID)

Selected Heartlands Health Activities

- The Monitoring and Evaluation function for a **USAID Africa Bureau Regional Health** project, Africa 2010, that focuses on HIV/AIDS and other regional health issues.
- Providing the web site management for the **Africa 2010** project that makes information on health strategies available to health professionals in Africa.
- An in depth study of the **marriage customs among the Kenya Luo** including such variables as fertility, polygyny, and the relationship between men and women in Nyzaza Province, Western Kenya.
- **ORBIS International** - Visited ORBIS plane which does eye surgery during its program in Varna, Bulgaria. Reviewed the current reporting process and designed an evaluation of the Plane Program.
- **USAID/ENI and Basic Health Management** - Evaluation of American International Health Alliance programs matching hospitals in the US with partners in the former Soviet Union. Travel to Russia, Estonia, Croatia.
- **USAID/G/PHN/Population and POPTECH**- Member of a team evaluating CEDPA's family planning Cooperative Agreement with the Office of Population including field visits to Kenya and India.
- **Centre for Development and Population Activities (CEDPA)**- Carried out an evaluation of a family planning clinic in Moscow.
- **A.I.D./R&D/WID and Checchi and Company** - Carry out an evaluation of A.I.D.'s Women in Development Match and Core projects.
- **The World Bank** - Designed a participatory monitoring system for a community based water and sanitation project (JAKPAS) in Nepal. Designed and conducted a workshop on the system for NGO representatives. Project was named a World Bank Flagship Project for its innovation in the use of NGOs for monitoring results.
- **Adventist Relief and Development Agency (ADRA)**- Team leader for evaluation of an innovative program to test the impact of small enterprise projects on health in Thailand and Indonesia, part of ADRA's Matching Grant from A.I.D.
- **A.I.D./S&T/POP and POPTECH**, - Team leader for an evaluation of the Centre for Development and Population Activities (CEDPA) cooperative agreement projects.
- **USAID/Belize and Water and Sanitation for Health (WASH)**, - Evaluated a CARE water project in northern Belize.

Training and Workshops

- **ORBIS**, - Designed and carried out three TOT workshops for Community Health Workers in Community Eye Care. Phu Tho, Vinh Phuc and Ha Tay Provinces, Vietnam.
- **Health Communication Partnership, Johns Hopkins University and USAID/Global/Health** – Designed and facilitated a detailed implementation plan development workshop for a new population project.
- **ORBIS** - Designed a training strategy and materials for training 1000 CHWs and 4,000 VHWs in Community Eye Care. Phu Tho Province, Vietnam.
 - Assisted with strategic planning for Orbis program in China (Tiyuan) including strategic planning and training in community development strategies for eye care programs.
 - Wrote a training manual on participatory methods in the prevention of blinding diseases and referral for treatable conditions.
 - Designed and presented a training of trainers’ workshop in participatory methods in eye care for Community Health Workers in Phu Tho Province, Vietnam.
 - Presented a four-day workshop on monitoring and evaluation for ORBIS Plane Program Crew, in NYC
 - Facilitated a four-day country directors’ workshop, in NYC.
- **Pathfinder International**, FOCUS Adolescent Health Project - Facilitated an advisory panel that discussed a research report on adolescent health.
- **Save The Children, U.S.** - A series of participatory activities on strategic planning and implementation plans for overall programs and their impact on women and children including a 10-day workshop for SC staff from 12 countries.
- **USAID/REDSO/EA and BASICS Project**, - Designed and facilitated two workshops in Kenya. One for USAID Population, Health, and Nutrition Officers from Africa and one on integrating AIDS and STD projects into other types of health projects for health professionals from 18 countries.
- **USAID/Ghana and ISTI**, - Designed and facilitated workshops on community mobilization for a population project and on management skills for laboratory technicians for Ghana Family Planning and Health Project.
- **USAID/Ghana and ISTI**, - Designed and facilitated a workshop on project design for Ghana Family Planning and Health Project.
- **USAID/India and POPTECH**, - Designed and facilitated a meeting of Cooperating Agencies contractors to re-plan a family planning project for Uttar Pradesh, India.

- **USAID/Ghana and International Science and Technology Institute**, - Designed and facilitated a five-day workshop on community development skills for 18 NGOs implementing family planning projects in Ghana and a five-day workshop on management skills for lab technicians.
- **USAID/Ghana and International Science and Technology Institute**, - Designed and facilitated a five-day workshop on project planning for 18 NGOs implementing family planning projects in Ghana.
- **USAID/India and Population Technical Assistance Project (POPTECH)**, - Designed and facilitated a strategic planning workshop for U.S. Cooperating Agencies implementing a family planning project in Uttar Pradesh.
- **USAID/Nigeria and International Science and Technology Institute**, - Designed and facilitated project re-design workshops for a Nigerian national child survival project (CCCD) and for the largest population project in Africa (FHS).
- **Centre for Development and Population Activities (CEDPA)** - 1 October-30 November, 1992 - Designed and implemented a week-long workshop in Nairobi on consulting and the evaluation of family planning projects for women from Kenya, Tanzania, and Uganda. Prepared a manual to be used in other workshops.
- **USAID/Belize and Medical Care Developments**, - Designed and implemented a workshop on community development skills to improve participation in water and sanitation projects. Prepared six "how-to" skills manuals.

Organization Development

- **Environmental Health Project**, - Participated in technical assistance group session to develop indicators for environmental health projects as community development expert.
- **World Bank, Regional Water and Sanitation Group, Nairobi**. - Technical assistance on the design of women-managed water and sanitation programs for Kenya and Ethiopia including strategic planning with the Women's Desk, Water Resources Commission, in Ethiopia.
- **USAID/Belize and Medical Care Developments**, - Technical assistance on the community development components of a rural water project.
- **Primary Health Care Operations Research (PRICOR)**, - Technical assistance for a review of community organizational aspects of the 49 operations research projects funded under PRICORI.

Research and Writing

- **UNDP** - Research on Small Arms and Light Weapons control programs worldwide and the design of a program strategy for UNDP.

- **Food Security and Nutrition Project (IMPACT)**, - Researched and wrote a paper on the relationship between credit to women and household food security.
- **USAID/Lesotho and Water and Sanitation for Health (WASH)**, - Carried out a feasibility study of the privatization of a country-wide, rural water project in Lesotho.
- **Orbis**, -- Wrote a training manual on community eye care programs for use in Orbis country programs in Ethiopia, China, Bangladesh and Vietnam.
- **Water and Sanitation for Health Project (WASH)**, - Wrote a monograph on the integration of health education, community development and engineering components of a water and sanitation project.
- **A.I.D./PPC/CDIE**, - Wrote a monograph on the sustainability of A.I.D. health programs for the Program Evaluation Discussion Paper series.
- **A.I.D./PPC/CDIE and University Research Corporation**, - Wrote a monograph reviewing the issues in health impact sustainability.

*For additional information, contact our President,
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