

Activities:
March 16 – August 1, 2004

Over \$33.6 million in medical aid
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2003 Nobel Laureate Shirin Ebadi Visits Direct Relief Headquarters

This article is excerpted from the Santa Barbara Independent. For information about this publication, visit www.independent.com.

Shirin Ebadi was awarded the Nobel Peace Prize in October 2003 for her efforts to advance democracy and human rights. The award citation stated, “As a lawyer, judge, lecturer, writer and activist, she has spoken out clearly and strongly in her country, Iran, and far beyond its borders. She has stood up as a sound professional, a courageous person, and has never heeded the threats to her own safety.” An advocate of non-violent change, Ms. Ebadi has been the subject of two assassination attempts and been imprisoned for her activities.

She is the first Iranian, and the first Muslim woman to receive the Nobel Peace Prize. Ms. Ebadi visited Direct Relief International with her daughter, and her colleague Dr. Abdolkarim Lahidji, an Iranian human rights lawyer who runs the Paris-based Iranian League for Human Rights. Ebadi, whose brother earned a Ph.D. at UCSB, was in Santa Barbara for an appearance at UCSB Arts and Lecture Series, co-hosted by the University’s Center for Middle East Studies and Direct Relief. She spoke with Thomas Tighe, Direct Relief President and CEO, on Sunday evening and Monday afternoon at Direct Relief’s warehouse. Dr. Nayareh Tohidi, professor of Women’s Studies at Cal State Northridge, provided the translation.



photo: Monie Photography

Shirin Ebadi speaks with Direct Relief President Thomas Tighe.

TT: Discussions about human rights often focus on the actions of governments. How can private citizens in Iran or in the United States help protect and promote human rights?

SE: Naturally, the members of any society play an important role in determining the shape of the government that represents them – first, in the election of their representatives, then in monitoring their implementation of the law. The Iranian people rely very much on the support of the international community. Civil society is a powerful influence.

TT: With regard to the religious and social context of Islam, we receive conflicting information in the United States about the situation in Iran and other Islamic countries. It is sometimes suggested that human rights, or at least some of them, are inherently in tension with Islam.

SE: Human rights are the universal standards that are applicable to everyone, every human in the world. It’s not limited or exclusive to the western culture or the eastern culture. It is the product of human achievement of human society. There are some Muslims who are using the excuse that Islam is not compatible with human rights, and they therefore keep abusing human rights and saying human rights do not apply to some cultures, to some traditions.

This type of people or type of government have used Islam and religion as an excuse, as a cover, to continue to repress and oppress their own people. This is the essence of my message. You cannot use the excuse of Islam to abuse and violate peoples’ human rights.

We need to separate the wrongdoing of an individual from their religion. Iran is a traditional society, and the patriarchal tradition affects the treatment of women. Islam is not a religion of terror or violence. With respect to women’s rights, it is important to note that 65 percent of university students in Iran are women.

TT: What does your award mean for the women in Iran and women in other Islamic nations with regard to human rights?

SE: For me it means that the world has appreciated the struggle of women for justice, for their rights.

I want to thank [Direct Relief] for what you are doing, especially for the people in Iran. I wish the world could see America through what you are doing, to help people in Iran and elsewhere, and the concern for women and children. This is not what we see.

TT: Wealth is only useful for the sake of something else, and we are a wealthy country. We are privileged to see how willing people are to share, and it is our honor to help.

In-Kind Donors

From March 16, 2004, through August 1, 2004, Direct Relief provided medical aid with a wholesale value of over \$33.6 million. The vast majority of these products were donated by American corporations. We thank our in-kind donors, without whom we would not be able to help so many people around the world.

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In Focus



Bristol-Myers Squibb Company

New Partnership with Bristol-Myers Squibb

Direct Relief International and Bristol-Myers Squibb recently launched the Medical Mission Box Program, which supports traveling United States physicians on overseas medical trips. The program provides doctors with Bristol-Myers Squibb products for their work in underserved areas throughout the world.

While the box is only the size of a toaster oven and weighs approximately 25 pounds, it is filled with pharmaceuticals worth over \$20,000. Direct Relief's Chief Medical Officer and Pharmacist, in consultation with Bristol-Myers Squibb, selected the contents of the box. The pharmaceuticals include a range of antibiotics, analgesics, and anti-fungals and can be applied to a diverse population.

To date, 30 physicians on medical trips to 16 different countries have participated in the program, providing aid to over 8,000 patients, most of whom would have otherwise never received treatment. Feedback, collected on an evaluation form upon the physician's return, is integral to the success of the program. The doctors' comments and recommendations will help shape the future of the program. Direct Relief is honored to have the opportunity to work with Bristol-Myers Squibb to equip volunteer U.S. physicians with resources for people in need. If you are interested in participating in the Medical Mission Box program, please contact Damon Taugher at dtaugher@directrelief.org.

Wish Granted!

In the Spring 2004 edition of "the Bulletin," we listed a forklift on our "wish list." The Eiting Foundation learned of our urgent need and generously donated the funds to purchase a refurbished 2000 Crown Electric Lift and a three-phase battery charger through Bob Wierville of BW Wholesale and Consulting, LLC of New Bremen, Ohio.

The Eiting Foundation's \$20,000 gift afforded not only the purchase of the forklift, but also provided the refurbishment of our existing forklift and the purchase of a new pallet spinner for shrink wrapping our shipments. These improvements in operations have increased production in the warehouse tremendously and allow for more aid to go out everyday. Thank you Eiting Foundation!

p.s. We need a high-speed networked digital copier (\$15,000)!

photo: Kelly Darnell, Program Officer



Our New Forklift



Pfizer – Committed to Helping In Afghanistan

Since 2002, when Direct Relief initiated assistance to war-torn Afghanistan, Pfizer has contributed a total of \$55,000 in financial support for relief efforts there. Pfizer has helped deliver \$616,860 wholesale value worth of critically needed pharmaceuticals, medical supplies, and medical equipment to Afghan-run medical facilities and health programs. Through Pfizer's generosity, hundreds of thousands of Afghans, particularly women and children who are most in need, have received medical care. Together, Pfizer and Direct Relief are not only helping individual people receive care, but are rebuilding the capacity of the medical system in Afghanistan. In a country where great needs remain, there are many people who are profoundly grateful that Pfizer is committed to help Afghanistan.



Baby weighing in Afghanistan

photo: Linda Cullen



Thank you FedEx

Federal Express (FedEx) announced on July 22, 2004, that it will increase their in-kind donation for Direct Relief International from \$500 per month to \$1,000 for domestic and \$5,000 for international shipping per month. FedEx is the world's largest express transportation company, providing fast and reliable delivery to every address in the United States and to 215 countries.

For over twelve years, FedEx has generously contributed shipping to Direct Relief on a monthly basis and has responded to our urgent requests for air shipping in response to disasters and emergencies. FedEx's contributions have helped thousands of people receive essential medical assistance. Their support has provided significant savings, helping us maintain operational efficiency and direct our resources towards helping more people around the world.

Together Improving the Health of Senegalese Women and Children

by Kelly Darnell, Program Officer

With little natural resources and a per capita income of \$500 per year, Senegal is one of the poorest countries in the world. It sits just 18th from the bottom of the United Nations Development Program (UNDP) scale, which ranks countries according to life expectancy, education levels, and standard of living. Despite the high level of poverty, a rapidly growing tourist industry and an extremely low HIV/AIDS infection rate that is slightly over 1 percent makes Senegal a success story compared to many of its West African neighbors. The country also has an organized health system that is in a position to provide health care to the most remote areas of the country through a network of staffed health posts, health centers, and hospitals. This health system is also supported by wide-spread collaborative efforts between non-governmental organizations (NGOs), the Ministry of Health, and U.S. Agency for International Development (USAID).

Despite clear improvements in the past decade, Senegal remains an unsafe place for children under the age of five and pregnant women with delivery complications. According to the World Health Organization, nearly one in 160 women in rural Senegal dies during childbirth. Nearly one in seven children dies before the age of five, and one in four suffers from chronic malnutrition, malaria, and upper respiratory infections.

In May of this year, USAID invited Direct Relief to Senegal to meet with local NGO partners to identify ways to support country-wide efforts in improving health care, particularly for women and children.

One of these NGOs was the Management Science for Health (MSH), which has a

project exclusively devoted to improving emergency obstetric care. Throughout Senegal, woman and infants often die because health centers are not properly equipped with lifesaving medical equipment, and health providers do not have adequate training in emergency delivery skills. MSH is working to reduce the number of maternal and infant deaths by providing emergency obstetric equipment as well as training for health providers. Training topics include how to resuscitate a newborn, how to recognize the early warning signs of women needing a cesarean section, and what to do when a woman begins hemorrhaging during delivery.

Another partner NGO that is working in Senegal to improve the diagnosis and treatment of childhood illnesses is Basics II. Currently five diseases or conditions are responsible for 70 percent of all childhood deaths in developing countries - pneumonia/acute respiratory infection, measles, malaria, malnutrition, and diarrhea. Basics II is training health providers to recognize and treat early warning signs for health conditions like dehydration in children, as well as providing education at the community level, where the diarrhea that causes dehydration starts, and by talking to parents about how to prevent diarrhea through simple measures like ensuring their children are drinking clean water and washing their

hands after using the restroom. In addition, Basics II is increasing access to immunizations throughout the country, promoting exclusive breastfeeding to prevent malnutrition, and ensuring that all health facilities have a baby weighing program, as weight is an important indicator of a child's health.

Unfortunately, many of the health facilities supported by the efforts of MSH and Basics II are still lacking the

supplies and equipment needed to allow these trained health practitioners to implement their new skills. Many of the delivery rooms and neonatal ICUs visited could benefit from Direct Relief donations of basic items such as delivery instruments, vacuum extractors for woman who have miscarried, infant warmers, baby scales, needles, syringes, incubators, and neonatal ambu bags for resuscitating newborns.

At the end of my visit, representatives from USAID and I met with the U.S. Ambassador to Senegal, Allan Roth, in order to brief him on this new collaboration. Ambassador Roth discussed the fact that although USAID has long partnered with NGOs like Direct Relief, these partnerships are even more important today. In 1970, the U.S. government provided 70 percent of American foreign assistance. Today, American citizens, companies, and NGOs provide 80 percent of the assistance, while the U.S. government has reduced its commitment to 20 percent. Agencies like USAID are recognizing the enormous contributions made by American NGOs in addressing issues standing in the way of education, economic development, and healthcare delivery.

Each of the NGOs with which I met during my visit to Senegal are effectively run by Senegalese professionals with backgrounds in community planning, education, and medicine. All are committed to improving the health system in their country. By supporting their efforts, Direct Relief can build on the strengths of this rapidly improving health system that is making it safer for childbirth and for children.

Kelly Darnell has been a Program Officer at Direct Relief International for five years. She previously served as a Peace Corps Volunteer in Cote d'Ivoire.



Program Officer Kelly Darnell (center) meets with the Medical Director of Senegalese Health Center

photo: Ann Veazey



Mothers waiting for immunizations and baby weighing at Thies Health Post, Senegal

photo: Kelly Darnell, Program Officer

California Clinics Program: Help for Low-Income, Medically Underserved Californians

Since December 2003, Direct Relief International has provided more than \$3.4 million wholesale value worth of pharmaceuticals and supplies to 51 community and free clinics in California. The California Clinics Program began in response to the State's budget crisis and a growing need for healthcare among low-income families in the State. Discussions with healthcare providers throughout the Central Coast and Los Angeles confirmed the significant concerns

over the ability of community and free clinics to keep up with expanding patient populations, growing health insurance costs for their patients, and an increasing number of uninsured working families. Direct Relief has begun to pursue several opportunities to support the efforts of the State's healthcare safety net, including distributing product contributions from King Pharmaceuticals that included antibiotics and anti-infectives to domestic providers. Over the past months,

Direct Relief's distribution channel to community and free clinics has solidified, and what began as a single offer from one company has propelled itself into a full domestic support program, helping charitable clinics throughout the State. Direct Relief is extremely grateful to King Pharmaceuticals for making this possible, and we look forward to bridging the gap of health services for the poor and uninsured here at home.

Alcon

Alcon Laboratories Helps California Firefighters – Again!

In July 2004, more than 30,000 acres in northern Los Angeles County were scorched by wildfires. Over 2,300 firefighters battled the blazes and were persistently plagued by smoke and particulate matter in the air. Eye lubricants were in short supply, hampering the firefighters' efforts, until Alcon Laboratories offered to donate 22,000 bottles of Systane, an over-the-counter eye lubricant.

Captain Charlie Johnson of the Santa Barbara County Fire Department said, "Our firefighters, even with good eye protection, still suffer eye injuries and eye irritation. The eye drops donated by Alcon Laboratories provided instant soothing relief. With hundreds of firefighters on the job, lubricating eye drops are always in short supply. It is great that Alcon recognized the need and offered to help. We appreciate Direct Relief International making the connection."

Alcon Laboratories also donated Systane to Direct Relief in 2003 when more than 800,000 acres were burned in Southern California in what Governor Gray Davis called "the worst, the most expensive, the most severe" fire in the state's history.

Alcon Laboratories Inc. is a \$3 billion international pharmaceutical company and is the worldwide leader in the discovery, development and manufacture of innovative ophthalmic products and technologies. For more information visit: www.alconlabs.com/us/.

Direct Relief's Domestic Activities Highlights

- **Emergency Response:** 2003 and 2004 California Wildfires, 2002 Arizona Wildfires, 1994 Northridge Earthquake, Standing Agreements with Local and State Officials as Community Resource
- **Emergency Preparedness:** Disaster Modules at 24 Local Schools, Vulnerable Populations Program (education preparing seniors and at-risk community members with disaster planning)
- **Healthy Smiles Dental Education and Care Program:** Dental Kits, Free Dental Clinics, Early Childhood Oral Health Promotion
- **General Health:** California Clinics Program, Personal Care Packs for Local Homeless and Low-Income People, TB Screening Outreach

For more information on Direct Relief's work in the U.S., visit our website at www.directrelief.org.

Volunteer Profile

Direct Relief relies upon approximately 400 volunteers to perform a wide range of tasks, from administrative and clerical duties to staffing special events and fundraising activities. Our volunteers come from diverse backgrounds, and each brings unique talents to our organization. The following is a profile of a local student group that volunteers for Direct Relief.

Since 2002, Los Curanderos, a UC Santa Barbara pre-health student organization, has been a vital component in Direct Relief's local outreach efforts. All members of Los Curanderos are bilingual and have been trained (by Direct Relief) as oral hygiene and nutrition educators. These students have served as volunteers with Direct Relief's Healthy Smiles Dental Program for the past two years.

Erik Mendoza, Los Curanderos co-chair explains his motivation, "Direct Relief gives us the opportunity to get involved and do something beneficial for the community. We have helped with a free eye clinic, two free dental clinics, and other outreach programs. We get satisfaction in teaching children the proper way to brush their teeth. We know we have done something good when we see the smiles on their faces."

Direct Relief is fortunate to be working with such a motivated group of volunteers. Their focus and energy have assisted many underserved community members with knowledge and resources they need to live better lives.



Eric Barajas and Edith Gurrola from Los Cuanderos show children how to properly brush at the Direct Relief Dental Clinic in Isla Vista on May 22, 2004.

photo: Lucy Anderson

Thank You

“Walk for a Reason” Raises Support and Awareness for Rio Beni Health Project

In July 2004, a group of 21 intrepid middle and high school students and parents raised \$57,000 through the Amazon “Walk for a Reason” fundraising trip. The two-week expedition raised funds to support the Rio Beni Health Project and gave participants the experience of living and working in one of the most remote places in the Western Hemisphere.

During the trip, participants met with local leaders, indigenous villagers, craftspeople, and healthcare workers. They also accompanied the Project’s health staff as they administered deworming medications during an outreach clinic. As they hiked in the Madidi National

Forest, camped in three communities, and traveled by boat along the Rio Beni, participants had a chance to learn about the stunning Amazonian wildlife and its history.

The Rio Beni Health Project serves as the main access to primary healthcare services for the indigenous people living along the Beni River in Bolivia. Since 1997, Direct Relief has supplied pharmaceuticals, medical supplies, and medical equipment to the project, and in the last five years has expanded support to include preventive health training and education in the villages.

Krishan Singh
In Memoriam

Krishan Singh was a brilliant public servant who devoted his enormous talents to nonprofit organizations after retiring from a distinguished career with the United Nations Development Program. A deeply committed member of Direct Relief’s Board, he served as Executive Director for one year – for the salary of one dollar – during a challenging transition period in the 1990s. His intimate knowledge of world affairs and of developing countries was particularly important to Direct Relief’s international work. Many of Mr. Singh’s extensive contributions were of the type that cannot be captured on a financial statement but have a profound, enduring value to any community or organization. We shall miss him greatly.

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March 16 – August 1, 2004

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Events and Activities

Vintners for Humanity

August 2004 to March 2005

Sunday August 29 kicks off the second annual Vintners for Humanity Winemaker Dinner Series. Nancy and Larry Koppelman will again host an afternoon beachside barbeque with Frank and Jami Ostini of the Hitching Post Winery and Restaurant. Last year the series was a huge success, so make sure to book your reservations early!

Series events include:

September 22, 2004

Gainey Vineyard & New West Catering

October 26, 2004

Rusack Vineyard & Piatti

January 16, 2005

Beckman Vineyards & Four Seasons Biltmore

February 8, 2005

Foxen Vineyard & Chef Rick's Santa Ynez

March 2005

Cold Heaven, Au Bon Climat, & Qupé



Monty Roberts

Saturday, September 11, 2004

Please join us for a private "Join-Up" demonstration by Monty Roberts, "the man who listens to horses," and lunch at his hacienda overlooking the beautiful Santa Ynez Valley. Proceeds will benefit Direct Relief International.



Dr. Tuwanda Williamson

Tuesday, September 14, 2004

Women for Direct Relief invite you to meet Dr. Tuwanda Williamson, resident physician of the Rio Beni Health Project in Bolivia. Please join us for a morning of coffee and informative conversation on her experiences practicing medicine along the banks of the Beni River.

AlpacaFest West

October 29 to 31, 2004

The annual AlpacaFest West proceeds will again support Direct Relief International. This annual event takes place at the Crossroads Meadow, Firestone Vineyard and brings hundreds of Alpaca enthusiasts together for a weekend of education and fun. For event information, visit: www.socalpaca.org.

For details about or reservations for any of the activities above, please call 805-964-4767 x126 or visit our website: www.directrelief.org.

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