



PURE ART FOUNDATION

PROGRAM EVALUATION REPORT

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EXECUTIVE SUMMARY

In July 2016 program evaluation of the Pure Art Foundation initiatives was carried out in the sprawling slums of Pucallpa's Manantay District, Peru. The objective of this evaluation was to provide the Foundation with a progress report on three of their primary initiatives: shelter (CAST), sustainability (sewing initiative) and health (medical dispensaries). The evaluation process was undertaken in collaboration with two University of Southern California graduate students, Wilbert Salas (translator) and local Missionaries.

The key findings of the on-site visit were the following: successful construction of the "Hub of Hope" has been carried out, resulting in the creation of a new sewing centre, an education centre, medical dispensary, well and septic system, toilets and washing facilities, and a guardhouse. The new sewing initiative is underway with approximately 30 community women enrolled under the direction of a qualified instructor. Two-stage interviews were carried out with the local women enrolled, to provide a baseline for future impact and needs assessments. The medical dispensary is stocked and is beginning to serve the needs of the local community, through collaboration with, and efforts of, Sister Vicky Cairdenas Pajuelo. The guardhouse construction is complete and is occupied by the guard Jose Victor, his wife and their four children. The CAST program has undergone thorough evaluation, encompassing 22 of the 26 homes, with photographic and interview based documentation of findings.

The evaluation concluded that implementation of the Foundation's objectives, and allocation of funding, has been successful. In order to continue the success for the Foundation's initiatives, based on the findings of the evaluation process we recommend the following: that additional funding is allocated towards the creation of a day-care or education program for the children of the women enrolled in the sewing initiative. Further infant nutrition and basic health education

are provided to the community in the education centre, to address currently unmet need. That the sewing initiative and medical dispensaries receive continued funding, provided that annual or biannual assessments are carried out. Efforts are made towards improved communication capacity, both with the projects on the ground and with Sociabank sponsors, through consultancy based employment of a bilingual English-Spanish speaker.

PROGRAM EVALUATION

1. CAST Program

The first stage of the program evaluation process was to document, interview and photograph the houses built under the CAST (Construct A Structure Today) program. A total of 22 homes were visited and interviews carried out with the heads of household (or an available representative) and the responses recorded in a computerised database. The remaining four homes were not visited due to time constraints, however efforts will be made to evaluate these homes when next on site.

The interview process revealed that women were largely responsible for responding to questions, with their husbands either away from the house for work, absent indefinitely, or lacking interest in being involved. Most families had some form of income, ranging from fishing and agriculture to selling small goods and other items in their local area. However, such income sources were insecure and did not provide a regular and dependable household income.

A majority of households expressed an interest in having improved kitchen and washing facilities (toilet and shower), however it remains unclear as to whether they intend to raise funds to build such facilities themselves, or whether they hope this is something the Foundation will provide. Many also voiced a desire to have a level roof, as opposed to the current pitched roof, due to problems of high year round temperatures. Responses to the question of “As the homeowner, what would you like

to improve” should be interpreted with caution, as the nature in which the question was delivered might have been unintentionally leading.



Examples of current toilet and washing facilities, with evidence of wastewater build-up (right)

Many of the homes visited showed evidence of water damage to the surrounding wood panelling, due to weather and climate conditions, and the location of some houses in areas prone to flooding. One of the homes surveyed had invested in connection to the local sewage system (at household cost of 10 Sol./month), despite evidence from other homes that such a connection was needed. Education is needed in the importance of sanitation and drainage, to address this concern. Evidence of water damage was supplemented with comments from inhabitants that they must regularly replace damaged panels. A concrete surround or base of over one foot in height would help to alleviate this problem in future constructions.



Peeling paint in interior of house due to water rot

One of the most apparent problems observed was the state of the back yard areas of the houses. The majority of these were experiencing problems of wastewater run-off, which infiltrate the homes when it rains. This created an unhygienic environment, particularly as most households cook their food over open fires on the floor of this back yard area. Education on proper food preparation and the hazards associated with burning plastic and waste material is needed. A number of households also have chickens, which provides them with both a source of food and potential income (a chicken sells for 40 Sol). However, education is again needed on how to house the chickens in a safe and hygienic way.

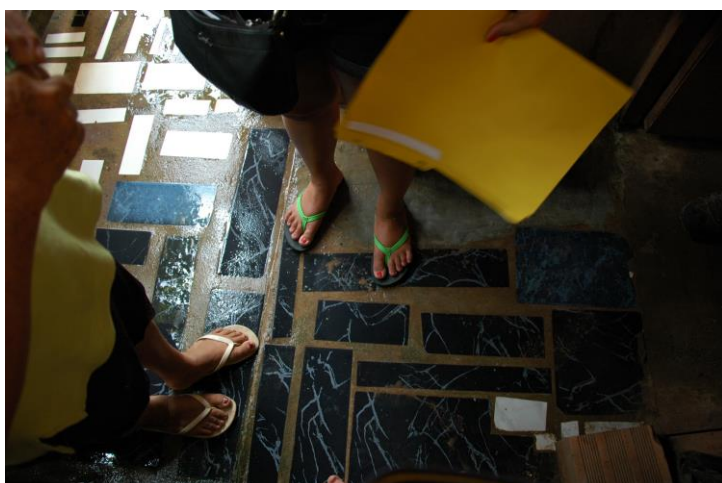


Open fire for cooking in backyard (left) Leaking connection to water system (right)



Plastic and garbage burning in backyard

We were particularly impressed the household of Ledith Aletria Gomez, who had clearly invested heavily in making improvements to her property. These improvements included an additional extension for a new kitchen, tiled shower facility and flushing toilet. Ms. Gomez had high aspirations for her daughters, aged 14 and 18, for professional careers as a police officer and lawyer respectively. Gomez and her husband work in partnership with each other to ensure their children's education needs are met. The husband works with their adult son in the lumber industry and she owns her own sewing business that she hopes to expand by employing additional workers (with the help of a small bank loan).



Newly tiled bathroom/washing area floor (left). Active sewing business (right)



Flushable toilet and shower (left)

We became quickly aware of the need of an outreach program to inform the local community about the range of services offered by the Foundation at the Hub (e.g. the medical dispensary and the sewing initiative). Many people were not necessarily aware of the programs, although they were enthusiastic and eager to be involved once they were made aware. By establishing an outreach program the Foundation can ensure those most in need of their valuable programs are able to access them.

2. Sewing Initiative

To date, two sewing initiatives have been constructed, with the second and focus for this report being located in the Hub of Hope. The sewing initiatives are a primary component for promoting sustainable futures for the residents of Manantay and provide a path for the empowerment of women.

Thirty local women are enrolled in the second initiative, which is carried out every weekday from 2-6pm. The program is structured into 5 weeklong cycles, at the end of which each woman is equipped with the skills to produce a different article of clothing. Fabric and sewing machines (14 count) are provided to the women by the Foundation. Each woman is required to pay a weekly fee of 5 Sol. in order to participate, this fee was introduced not only to help cover running costs (for example electricity) but also to encourage attendance and participation (as a form of 'buy-in' in their own education and professional development). A professional instructor, Professor Eykins Adoratriz Loja Ruiz, leads the class. She gained her teaching credentials at Cetpro San Martin de Porres, and is sponsored by a local government social welfare program to provide sewing education to local programs (for a duration of two years).

The first stage of evaluation of the sewing initiative was to carry out an open-ended group interview. During the interview process the women were asked a number of questions including, "What is your motivation for joining the initiative?" "What do you hope to achieve through the program?" and "What could be improved about the program?"



Open-ended group interview

The objective of this questioning was to gain a baseline impression of the program in its early stages, and to enable further questions to be developed for later individual interviews. This interview technique proved to be very useful in

establishing the level of enthusiasm amongst the women enrolled, as well as their commitment to the program. When asked about their reasoning for joining the program, the women highlighted their desire to learn, expand on their skillset and to become professionals, with the overall objective of becoming self sufficient in employment.



Responses to group interview question” give a one-word response to “why are you enrolled in this program”

During the group interview it was established that all but one of the women enrolled come from multiple-child families, with 16 of the 30 women having one or more children under the age of five. The relevance of this to the functioning of the program quickly became evident. The majority of women brought their children to the centre, having no one else at home to care for them or coming from a home environment that was unsafe in which to leave small children. The women reported that this made working more difficult, due to the distractions of having young children around sewing machines and expressed a desire to have their children doing something more productive with their time.

The group interview was followed by individual interviews with 16 of the women enrolled and the program evaluators. These interviews followed a semi-structured format, to allow the women to feel comfortable and respond openly and honestly. Women were asked for example about their household structure, education history, children's education, income, financial acuity, and indicators of poverty (for example periods of food shortage). Key findings from the interviews including the following:

- All of women's children in the initiative are reportedly enrolled in school (with the exception of one child)
- All of the women intend to use the skills they are learning to generate income
- Many of the women would like to save money so that that can purchase their own sewing machine (with the majority saying an improvement to the program would be additional machines)
- Only 6 of the 16 women have a stable income within their family
- 15 of the 16 women have experienced a period in which they did not have adequate income to buy food in the past 12 months (food insecurity), with durations ranging from 1 - 60 days
- None of the women have personal savings, or show a level of financial literacy

From both interview types and through general observation it was clear that the program was actively underway, had generated significant interest from local people, and has the potential to provide a source of financial security for the women and their families. The instructor of the initiative appeared to be enthusiastic about the program, and the risk of her discontinuing appears to be low. Aside from these positive observations, there are clearly areas that can be improved, namely: provision of a structured learning environment for the children whilst their mothers are working, and providing machines from women to use outside of program hours.

The first sewing initiative is located in the mission, upon which the second is modelled, is also running successfully, with another 30 women enrolled under the instruction of Rosa Flores. In this first centre there is an inspiring sense of collaboration and community amongst the women, with a desire to own businesses together.

3. Medical Dispensary

1. Hub of Hope

The medical dispensary is another of the key buildings at the Hub of Hope, serving the surrounding community with basic and vital primary care medications at low cost. Sister Vicky Cairdenas Pajuelo, a missionary serving at the adjacent mission, runs the dispensary. Sister Vicky is a licenced nurse, and has prior experience in prescribing and selling medications, alongside 20 years of experience in the rural Sierras before coming to Pucallpa. The dispensary is open from 3.30-6.30pm Monday to Friday, and from 9.30-12.30am on Saturdays (this session is mostly for illnesses relating to early childhood).



The building itself is very well equipped, with a dispensary room, two consulting rooms with examination tables, an x-ray illuminator box and both infant and adult weight scales. Sister Vicky has developed a close relationship and positive dynamic with the local people, which aids her ability to help with their health related concerns. At the time of the survey, Sister Vicky was the sole medical professional at the dispensary, which limits the extent of what can be achieved. However, efforts are being made to collaborate with local and international medical professionals to provide a more comprehensive level of care in years to come.



Well-equipped examination rooms, with medical couch, x-ray illuminator and infant weigh scales

The primary illnesses treated at the dispensary include parasitic infection (from contaminated water and food), persistent cough, childhood and adult anaemia, childhood fever, dermatitis, allergies and gonorrhoea. Cough and anaemia can both be linked to a lowered immune system due to parasites and a poor, high carbohydrate diet, which is lacking in essential vitamins and minerals.



Sister Vicky also conducts house calls in the surrounding community, for those unable or unwilling to make the journey to the Hub. The local climate, of high heat and humidity, limits the number of such visits she can make each day to approximately three. A lack of sexual health education and prevalence of sexual abuse

are a primary concerns for Sister Vicky in this community. Although contraceptives are freely and readily available, they are used sparsely and inconsistently, resulting in a high incidence of young pregnancies. There exists a culture of denial when it comes to sexual abuse, with victims and their families unwilling to report perpetrators for fear that nothing will be done by law enforcement officials. Vicky reported that she believes much psychological help is needed, particularly for young victims of abuse to prevent the normalisation and recurrence of such abuses.

2. Suzanne Laplante Medical Dispensary

The Suzanne Laplante medical dispensary was established by the Pure Art Foundation in 2013 and is operated by Sister Fresia. Sister Fresia runs the dispensary on a needs basis, i.e. there are no set operating hours but local people are free to call at any time. As requested by the Foundation, Sister Fresia is now taking comprehensive written and computerised notes on patient history, nature of visits, and medications dispensed. The medication supply appeared to be low, however we were informed that Sister Fresia is waiting for the arrival of an overseas 'medical campaign' from whom she buys new medication in bulk, at a lower cost. Additional medication may need to be supplied by Pure Art from Canada.

There is no medical regular professional at the dispensary, and clinics when operating are reliant on volunteer professionals from the medical campaigns. However, Sister Fresia also has a number of connections with other clinics in the area to which she can refer patients if necessary.



4. University Students

Whilst on-site we had the opportunity to interview to two Pure Art University graduates, Guadalupe Rusas Cruz and Mia Rusas Cruz. We discussed with them their thoughts about the Pure Art programs. The students were very positive about the Pure Art programs, and thought that it was important that they continue. They stressed the opinion that priority should be given to families who take interest in furthering their children's education, when it comes to providing a family with a CAST home.

We also spoke with the students about the state of sexual health education in public schools in Pucallpa, as this is something that had been identified as a problem by Sister Vicky. The students said that the education they received was a “bare minimum”, and that teachers were “embarrassed to discussing the subject with students”. Looking forward, this could perhaps be a topic that can be addressed further in the education centre.

RECOMMENDATIONS

Based upon the program evaluation described above we make the following recommendations for moving forward, in terms of actions to be taken by the Foundation:

Assessment and Communication

Firstly, there is a need for continued assessment of the projects in the years to come, to ensure increased accountability and transparency. This could take the form of an annual, or preferably biannual, visit from an individual(s) with evaluation and assessment skills, accompanied by a proficient and impartial Spanish translator. By carrying out such assessments on a regular basis the Foundation can ensure that their objectives are being met, and any unforeseen consequences can be addressed.

Alongside this assessment there is a need for an overall improvement in communication. This encompasses communication on the ground in Pucallpa with individual volunteers running the programs; between the Foundation and Pucallpa from the office in Canada; and between the Foundation and Scotiabank to ensure they are kept up to date on progress. This communication process would be greatly aided by consultancy based hiring of a trained professional translator, fluent in both English and Spanish. This translator could be a student at a local University in Montreal, hired on an internship basis to help keep costs low, provided they are adequately fluent.

Addressing Immediate Needs

The program evaluation process revealed a number of key areas of immediate need within the community, which if addressed would help to strengthen the programs for the future:

1. Day Care

There is the need for a day care/kindergarten program for the children of mothers enrolled in the sewing initiative. As described, a high proportion of the women enrolled have young children who accompany them to the Hub during program hours (2-6pm, Monday to Friday). Each of the 16 women interviewed had at least one child under the age of five, with a total of 38 children between all the women. Having these young children at the Hub with no other activities prearranged for them creates an inefficient environment for both the children and their mothers.

Discussion with the women found that the option of finding alternate care for their children is not available, either due to lack of financial capacity or because their home environments are deemed unsafe to leave children unattended. A day care or kindergarten setting, based at the Education Centre or in an additional construction, would provide a safe place for children to be supervised whilst their mothers are working, and offer a supplementary education opportunity for the children. For those children who are already enrolled in school (over 5 years of age), the Education Centre has the potential of providing an additional afterschool education and leadership program, to ensure children remain in a productive and nourishing environment in afterschool hours.

A number of women expressed a desire to own their own sewing machine, in order to progress with their learning outside of the class. We feel that purchasing additional machines for the women's personal use may be unrealistic. However, providing machines in the Education Centre that can be rented (and used on site) for a small fee would be a possible alternative and good use of existing facilities.

2. Infant Nutrition

Extensive interviews with Sister Vicky Cairdenas Pajuelo, regarding health needs in the local community, revealed that there is a significant lack of awareness of good nutrition practices. A lack of good nutrition is shown to be very damaging to health and development, particularly for pregnant women and infants, and can be linked to anaemia and susceptibility to parasitic infection. Anaemia and parasitic infection are primary health concerns for the residents of Manantay, alongside sexually transmitted infection. Each of these can be readily addressed through increased education and awareness. Should this gap in understanding be addressed, steps can be made towards improving the health of the community, enabling individuals to be more productive in their daily lives.

The capacity of Sister Vicky to conduct house calls would be greatly aided by some form of transportation – for example a Motokar or scooter. There is high demand for Vicky to make such visits, but the local climate and her obligations at the Hub means that she does not have time to visit more than three patients per day. A portable microscope with slides and petri dishes available for use in the dispensary would also enable Sister Vicky to accurately diagnose and treat cases of parasitic infection with the correct form of medication.

Greater collaboration between missionary workers living adjacent to the Hub and local youth could provide an avenue to promote responsibility, accountability and community engagement. This would be in keeping with the Foundation's mission to create sustainable communities, by empowering individuals to evoke change from the ground upwards. This could be an ideal avenue for raising awareness of the Hub's activities in the outlying areas.

CAST Program

The CAST program comes with its own challenges. Several of the buildings surveyed displayed problems of water rot to the surrounding walls, wastewater management and garbage disposal issues. Due to the inherent geography of Manantay, several homes have been built in areas of low-lying land, leaving them prone to flooding. This not only creates a health concern with the risk of water from open sewers infiltrating the property, but also causes wood rot. Although many people are addressing this problem by regularly replacing wood panels as they become rotten, a solution moving forward might be to increase the height of the concrete surround of the houses to above flood water levels.

Wastewater was also a significant issue. Only one of the homes surveyed had connection to the municipal sewage system, with the remainder allowing wastewater to flow into nearby open sewers. The importance of investing in connection to the sewage system is something that needs to be stressed more strongly to the homeowners, through an education program. Open sewers pose a significant health concern, especially when much of the food is prepared on open fires floors near to wastewater streams.

Alongside these more physical/structural issues, there was also a education gap when considering food preparation practices (open fires fuelled by plastic), and animal housing (chickens with free run of yards and houses). If these educational needs can be addressed, the Foundation can begin to address the basic health concerns that are prevalent in the community. This could include teaching individual families about clean and safe food preparation, proper disposal of garbage, and confining animals away from cooking areas.

CONCLUSION

In conclusion, the evaluation process found that implementation of the Foundation's objectives, and allocation of funding, has been successful not only in the construction of new buildings but in advancing the Foundation's mission of promoting empowered and sustainable communities. The evaluation has brought to light new challenges for the future, and provided the Foundation with further insight into the day-to-day functioning of their projects.

The Hub of Hope provides an invaluable resource to the residents of Manantay, and through continued and expanded outreach efforts more people can be reached in the years to come. It is our hope that through an enhanced focus and improved channels of monitoring and communication, the Foundation's work can continue to help the communities of Pucallpa to grow and influence their own development in an ever-positive way.