

PRESS RELEASE  
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FOR IMMEDIATE RELEASE

Contact: Marianne Loewe, Executive Director of Concern America  
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RE: CONCERN AMERICA'S INNOVATIVE PRIMARY HEALTH CARE MODEL  
SELECTED AS A SEMI-FINALIST FOR 2011 BUCKMINSTER FULLER  
CHALLENGE,  
\$100,000 AWARD: WHERE THERE IS NO DOCTOR, THERE IS A CONCERN  
AMERICA-TRAINED HEALTH PRACTITIONER

Santa Ana, California, March 23, 2011

We at Concern America are pleased to announce that our submission to the Buckminster Fuller Challenge, Concern America's Innovative Primary Health Care Model (led by Concern America Health Professionals), has made it to the semi-finalist round. Named "Socially-Responsible Design's Highest Award" by Metropolis Magazine, the Challenge is an annual international prize program that awards \$100,000 to support the development and implementation of a solution that has significant potential to solve humanity's most pressing problems. The winner will be announced later in the year.

We are delighted to be a part of the Buckminster Fuller Challenge review process, which brings together influential design science leaders such as José Zaglul, Vandana Siva, Danny Hillis, William McDonough, John Thackara, and Hunter Lovins.

We entered this process because of our firm belief in the lay practitioner model as a way forward for decent, effective, affordable, appropriate primary health care, especially in impoverished regions of developing countries. In addition, we have deep respect for the goals of the Buckminster Fuller Challenge. It is an honor to be part of this exciting process.

#### PROJECT SUMMARY

"THERE EXISTS A MODEL OF COMMUNITY-BASED, PRIMARY HEALTH CARE THAT IS AFFORDABLE, EFFECTIVE, AND THAT ENGAGES COMMUNITY MEMBERS IN ITS PROVISION: "HEALTH PROMOTER PRACTITIONERS."

"Access to quality and affordable health care is a serious concern for billions of people in most of our world. In materially poor countries with few resources to dedicate to

health care, combined with factors that increase barriers to care such as rural isolation, war, and language/cultural differences, there is little hope that fully-staffed clinics and hospitals will be built in the near future, or that existing services will be improved and expanded to meet daily health care needs.

“In places like Chiapas, Mexico; Petén, Guatemala; and the Lower Atrato region of Colombia, the health care providers who give daily care in hundreds of villages and towns are not doctors or nurses but rather Health Promoter Practitioners. These amazing community health care providers, most with less than three years of primary school, have been successfully trained as their communities’ medical practitioners who diagnose and treat patients, administer a wide range of medicines, and even perform surgeries like tendon repairs.”

Our project, along with approximately two dozen other entries, will be published in the Idea Index of the Buckminster Fuller Challenge website (<http://challenge.bfi.org/ideaindex>). We encourage all who long for a decent primary health care model and certainly all Concern America supporters to participate in the project by joining BFI’s online community and submitting your comments on our page.

We hope to be a serious contender for the award, and winning the Challenge would be a tremendous honor, but we are also delighted about the opportunity to become part of a network that is advancing and accelerating the practice of comprehensive, “whole systems thinking and design” to develop the kind of high impact global solutions so desperately needed in our world. We look forward to an engaging review process, and, should our submission win, we plan to leverage the \$100,000 to expand the model through a teaching manual. We at Concern America are deeply honored to be affiliated with this important Challenge. Please stay tuned!!