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Registered Charity Number 1089810



## Los Amigos de Zippy expands in Latin America

Zippy's Friends classes are about to start in three more countries in Latin America, as part of an exciting new partnership with IHSBC, a charity that coordinates the social investments of HSBC in Brazil.

New partner agencies have been recruited in Argentina, Mexico and Panama, and a first 'training for trainers' course has been completed. Classes for children will start next month.

The programme is already well-established in Brazil, where more than 75,000 children have taken part. Now IHSBC hopes to replicate this success across Latin America. The bank's offices in Argentina, Mexico and Panama have already committed funding for the next three years, and it is hoped that other countries in the region will follow suit.

The first training course, held in Rio in Janeiro and organised jointly with our Brazilian partner agency, ASEC, was successful, with the trainees giving it an approval rating of 96%.

This will be the first time that Zippy's Friends has been taught in Spanish-speaking countries, and we have recruited a Spanish speaking co-ordinator, Coral de la Zerda Hoffmann, to oversee the programme. See overleaf to meet her.

Programme Director Caroline Egar



said: 'The expansion in Latin America is a very exciting development for us. ASEC has been tremendously successful in Brazil,

**'I feel very enthusiastic now, and am convinced that this programme is doable and a tool to offer children a better quality of life.'** – Trainer, Argentina

and we've been lucky to find three strong new partners to take the programme forward - Asociación Civil Centro Lekotek in Argentina, Asociación Programa Lazos IAP in Mexico, and Universidad Especializada de las Américas, UDELAS, in Panama.

'We're very grateful to IHSBC for making this expansion possible. It means that Zippy's Friends is now running in 19 countries around the world and, most important of all, will now be able to reach many thousands more children and their teachers.'

To support the expansion in Latin America, a new Spanish section of our website will be launched in September.



August 2010

### MISSION

To help children and young people, throughout the world, develop skills which will enhance their present and future emotional wellbeing.

## Hola, Coral!

**C**oral de la Zerda Hoffmann is our new Zippy's Friends Co-ordinator.

Coral was born and educated in Bolivia, but has lived in the UK for the past 11 years. She is a trained teacher, has a Master's Degree in Education Management, and most recently worked for a charity helping people with learning disabilities.

Although she will gradually take over responsibility for Zippy's Friends worldwide, Coral's first challenge is to co-ordinate expansion of the programme in Latin America. Being fluently bilingual in English and Spanish and having taught in the region, she is well qualified for the task.

*'When I saw this job advertised, I really felt that all my training and experience had been preparing me for it,' she said. 'I did wonder whether Zippy's Friends would be suitable for the Latin American context, but you only have to look at its success in Brazil and many other countries to know that it can help children anywhere.'*

Coral has already met all of our Latin American partner agencies, and helped to lead the first 'training for trainers' course in Rio de Janeiro.

*'I notice that when I talk to people in Latin America about Zippy, even psychologists and educators, they respond in a very personal way, relating it to their own family situations. They say*



*things like 'Oh, my son would really benefit from this,' or 'I wish I'd known about this programme when I was younger.' It seems that everybody understands the importance of promoting children's mental and emotional health. I'm really excited to be part of this movement.'*

Coral can be contacted at coral.delazerda@partnershipforchildren.org.uk.

### Briefly

- A number of children taking part in Zippy's Friends in Norway are from Somali immigrant families, so we have translated the Parents' Guide into Somali, our 23rd language.

- We are asking supporters to consider leaving a gift to Partnership for Children in their will. Click here to read more.



- A presentation of Zippy's Friends at the recent International School Psychology Association conference in Dublin led to enquiries from a number of countries interested to launch the programme.

## Review of 2009 – 2010

**A** 36-page review of our work in 2009 and 2010 has just been printed and is being sent out to supporters and partners around the world. It is also available online. It reports on a record-breaking year, and notes that total expenditure last year was equivalent to just £2.14 for every child who completed Zippy's Friends, the lowest ever figure.



**Contact us if you would like more information**

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