



# facing the world

fighting for children with facial deformities

I WANT  
**TO LIVE**  
LIKE OTHER  
CHILDREN



We need £3.5 million  
over the next 5 years  
- will you help?

## **Facing the World (FTW) has been active internationally since 2002, and in Vietnam since 2008. The children's medical foundation offers hope to children born with severe facial deformities.**

We have pioneered a bold new approach to sustainable healthcare, resulting in self-run centers of excellence that are able to provide crucial surgery to children born with facial deformities in the countries where we work, and that can be replicated both nationally and internationally.

We are a children's medical foundation, run primarily by volunteers who care passionately about the cause. This includes all doctors nationally and internationally, the CEO (Trustee) and all other professionals. Major corporations and foundations support our unique approach, and have donated generously in terms of financial funding, services and medical technology.

### **Beginnings – why Vietnam?**

Our journey began with a focus on bringing children needing complex facial surgeries to the UK from countries with only limited access to the specialist healthcare required. Each year, one to two children were treated in the UK by FTW partner hospitals, with associated costs ranging from £50,000 to £1 million. Following an invitation by a US charity to visit Vietnam, FTW identified a compelling need. The occurrence of birth defects in Vietnam is estimated to be 10 times higher than in neighbouring countries, thought to be partly due to the legacy of Agent Orange. In 2008 we began running medical missions to Vietnam, with a multidisciplinary team of FTW medics operating jointly with their Vietnamese counterparts on complex surgical cases.

### **A sustainable solution**

Since then, we have developed a clear, sustainable strategy and solution which will lead to tens of thousands of children, initially in Vietnam and then beyond, receiving the treatment they need for often horrifically disfiguring birth defects. We have moved away from the model of treating one to two children a year at astronomical cost to a position where we are now able to operate on thousands of children with craniofacial conditions and, crucially, are providing continuous training for local teams at partner hospitals. This model is based on a teaching platform replicable not only in Vietnam but in other countries in the longer term, and scalable in the medical field where talent has proved difficult to scale in the past.

### **Teach a man to fish**

The key to this viable and sustainable solution is the *teach a man to fish* approach. We award international training fellowships to Vietnamese medics, and we have already sent 130 to top medical institutions in the United Kingdom, Canada, the USA and Australia to observe and learn new techniques and approaches. A further 200 fellowships are currently in the planning. These fellowships are supplemented by in-country medical missions

where complex surgeries are carried out by coordinated teams of the Vietnamese doctors and the international doctors involved in the fellowship program.

## Telemedicine

Partnering with a telemedicine platform is critical to a scalable and replicable approach. It enables the development of an outreach program in Vietnam, along with a two-way mentoring educational system with international partners.

We also work with our Vietnamese partners to identify other game-changing technology needs, which are then met through donations.

## Structure

In Vietnam, three medical systems run in parallel: the state system, reporting to the Ministry of Health; the military system, reporting to the Minister of Defense; and the private system, partly regulated by the Ministry of Health, but able to make non-medical decisions quickly.

FTW has a hub-and-spoke structure, where the private hospital, Hong Ngoc General, is our partner hub, with 108 Military Central Hospital's Center for Craniofacial and Plastic Surgery (<https://www.facebook.com/craniofacial108/>) and Viet-Duc University Hospital and their networks being the spokes. 108 Military Central and Viet-Duc are among the top hospitals in Vietnam and, via their networks of approximately 100 further hospitals and clinics, they allow our reach to extend throughout the country, enabling treatment for the poor, primarily children, born with severe facial deformities.

## 108 Center for Craniofacial and Plastic Surgery - the first of its kind in South East Asia and a blueprint for the future.

In December 2018 the first Center for Craniofacial and Plastic Surgery in Vietnam was opened. This was the result of nearly three years of strategic positioning among various members of the medical establishment, the government, and FTW. Senior members of 108 Military Central Hospital had attended FTW fellowships in the UK and Canada. A blueprint was developed, with a clear and measurable five-to-eight-year plan including all ancillary specialists under a true multidiscipline approach.

So far 32 medics from the new Center have taken part in the fellowship program and two telemedicine platforms from InTouch Health have been donated to the hospital. These are the first steps in a new modular approach offering a blueprint with a clear start and end point that can be replicated elsewhere in the vast and ever-expanding international network. After eight years, the Center will be able to reach and treat 60% of all children born in Vietnam with significant facial deformities.



Our unique approach developed over the last ten years:

### **Fellowships · In-country Training · Technology Donation**

**Fellowships** for Vietnamese medics are key to the Foundation's success and to building capacity for specialist treatment and care in Vietnam for the children born with craniofacial conditions. Craniofacial medicine and surgery is a multidisciplinary field. Accordingly, the fellowships offered by the foundation are open to all doctors, surgeons and ancillary specialists from each of our partner hospitals, and last between two and six weeks. The program launched in the UK in 2015 and has since expanded to include placements at the Hospital for Sick Children (SickKids) in Toronto, Canada; the Women's and Children's Hospital, Adelaide, Australia; and The Children's Hospital of Philadelphia, Johns Hopkins Hospital, Seattle Children's Hospital, and University of Maryland Shock Trauma Center in the USA. Since inception, 130 Vietnamese medics have been offered fellowships to these outstanding institutions, giving them an opportunity to observe and learn new techniques and approaches from the best in the world. Support for the program from the medical community has been tremendous. Just one example of the many positive outcomes is that the Difficult Airways Society (UK) has introduced its rigorous guidelines into Vietnam and is collaborating intensively with the country to help drive and build further capacity. Over the next five years, we plan at least 200 more fellowships.

All fellowship-associated costs are covered by the Foundation (approximately £11,100 per 2-week fellowship, increasing incrementally).

**In-country Training** via medical missions to Vietnam builds on the fellowships and is delivered by the foundation's international teams operating jointly with the Vietnamese teams, putting the new approaches and techniques to use. The missions typically last a week, and the international doctors who participate in the missions come exclusively from units where the fellowship program is active in the UK, Canada, the USA and Australia. This serves to build on the continual educational process. Since 2008, there have been on average two missions to Vietnam per year. Smaller additional missions covering specific surgical topics and approaches have proved a resounding success. We will now increase mission numbers over the next five years to between four and six per year. All missions include teaching conferences to which doctors throughout Vietnam are invited.

**Telemedicine and Technology** Through the Teladoc platform, we have been able to donate telemedicine capability to all our partner hospitals in Vietnam. This connectivity allows experts from around the world to continue advising and teaching on a regular year-round basis without physically being in Vietnam. Our goal is to extend this capability to more clinics across Vietnam, thereby facilitating an outreach program

bringing expertise and screening to remote areas without the large capital expenditure, which would otherwise be required.

Technology needs are identified in collaboration with our partner hospitals in Vietnam. To date, we have coordinated donations of £2.4 million of medical technology, including telemedicine from the World Telehealth Initiative to Hong Ngoc, Viet-Duc University, K (Cancer), and 108 Military Central hospitals as a start to extending the national and international linking and treatment capabilities.

### Official status in Vietnam and other recent developments.

In Vietnam, we have been granted PACCOM registration. We have signed MOUs with VAVA, the Vietnam Red Cross and Direct Relief. Direct Relief, one of the world's largest foundations, has earmarked \$100 million in potential donations annually, now that we have facilitated direct relationships with Vietnam.

Through intensive collaborations with Da Nang General Hospital, Viet-Duc University Hospital, 108 Military Central Hospital, and Hong Ngoc General Hospital and their respective inclusive networks, we can leverage our approach and expertise through the vast range of hospitals networked throughout Vietnam's three medical systems. We have a Vietnamese patron and long-term financial supporters, giving us a sound platform from which to continue to expand our services throughout Vietnam.

#### AWARDS

In 2017, the Rt Hon Theresa May, then British Prime Minister, commended FTW with a Points of Light award in recognition of excellence.



The Vietnam Union of Friendship Organizations awarded us the medal for *Peace and Friendship among Nations*.

We were also presented with the Vietnam President's Medal for Friendship.

We have been officially endorsed by the UK All-Party Parliamentary Group for Vietnam and the Vietnam-UK Network.

We were awarded in 2022 the "People's Health" Medal by the Minister of Health, Vietnam for our contribution to the development of Vietnam's healthcare.

**OUR SHORT-TERM VISION: train 200 more doctors and perform  
40,000 life-changing operations over 5 years**



## BACKGROUND

# The Vietnam Red Cross recorded over 400,000 children born with birth defects, believed to be due to exposure to Agent Orange.

The occurrence of severe facial birth defects is by some estimates between 4 and 10 times higher in Vietnam than in neighbouring countries. This is believed by many to have been compounded by the effects of Agent Orange.



# Who We Are

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## facing the world

### We are Facing the World

- UK-registered medical Charitable Foundation that treats children from developing countries with craniofacial defects.
- Team of world-class surgeons from world class institutions leading a program of skills transfer to local doctors via fellowships and ongoing training through telemedicine and missions.
- Working to establish a long-term sustainable program in Vietnam that can be replicated internationally.
- Commended by the UK's Prime Minister with a Points of Light award in recognition of excellence.
- Recipient of the prestigious medal for "Peace and Friendship among Nations" from the Vietnam Union of Friendship Organizations, the Vietnam President's Medal for Friendship and the Vietnamese Ministry of Health's "People's Health" Medal.

### A unique position in Vietnam

- Officially endorsed by the UK All-Party Parliamentary Group for Vietnam and the Vietnam-UK Network.
- Only foundation with a Memorandum Of Understanding with the Vietnam Agency for Victims of Agent Orange, the Vietnam Red Cross, and Direct Relief, and one of the few charities with a Paccom registration.
- Supported by the Vietnam Embassy, Ministry of Health, People's Committee, and the Vietnam Union of Friendship Organizations.
- Domestic strategic alliance with Vietnam Airlines.
- International fellowship support from EK Foundation.

# What We Do

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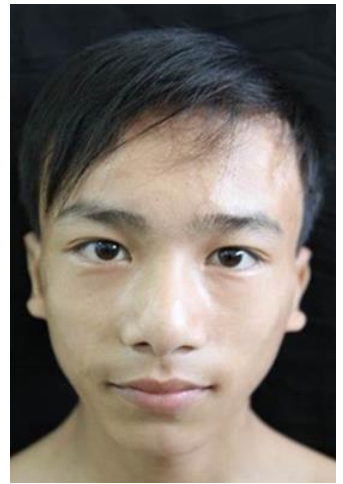
Our expert surgeons work with our partner hospitals giving the tools and platform to provide life-changing operations to give children the chance to smile and face the world.



WHAT WE DO

# Outcomes

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# Some of the Conditions Treated

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- CRANIOMAXILLOFACIAL TRAUMA
- CRANIOFACIAL CLEFTING CONDITIONS
- CRANIOSYNOSTOSES
- CRANIOFACIAL TUMOURS
- COMPLEX FACIAL SKIN MALIGNANCY
- ORBITOTEMPORAL AND FACIAL NEUROFIBROMATOSIS TYPE 1
- ENCEPHALOCELES
- MENINGOCELES
- HEAD AND NECK CANCER
- VASCULAR MALFORMATIONS OF THE HEAD AND NECK
- HAEMANGIOMAS OF THE HEAD AND NECK
- ORBITAL AND PERIORBITAL TUMOURS

# Our Goals

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## The Next 5 Years

- Establish appropriate self-sustaining craniofacial centers and outreach programs in Vietnam
- Offer 200 international fellowships to world class units in USA, Canada, Australia and the UK
- Sponsor training missions to partner hospitals in Vietnam
- Create a replicable measurable platform
  - Perform 40,000 complex surgeries

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**1** Establish a series of craniofacial centres in Vietnam.

**2** Trained Vietnamese surgeons will then carry out their own training programs, thus building a sustainable pyramid of expertise. Each expert participant in the Fellowship Program will be able to perform more than 100 complex surgeries annually.

**3** Sponsor training missions to hospitals across Vietnam, and international training fellowships for Vietnamese doctors. All medics donate their time.

## Our Goal

# Raise £ 3.5 million



to be deployed in:

- skills transfer
- establishment of craniofacial units across Vietnam
- treatment of children

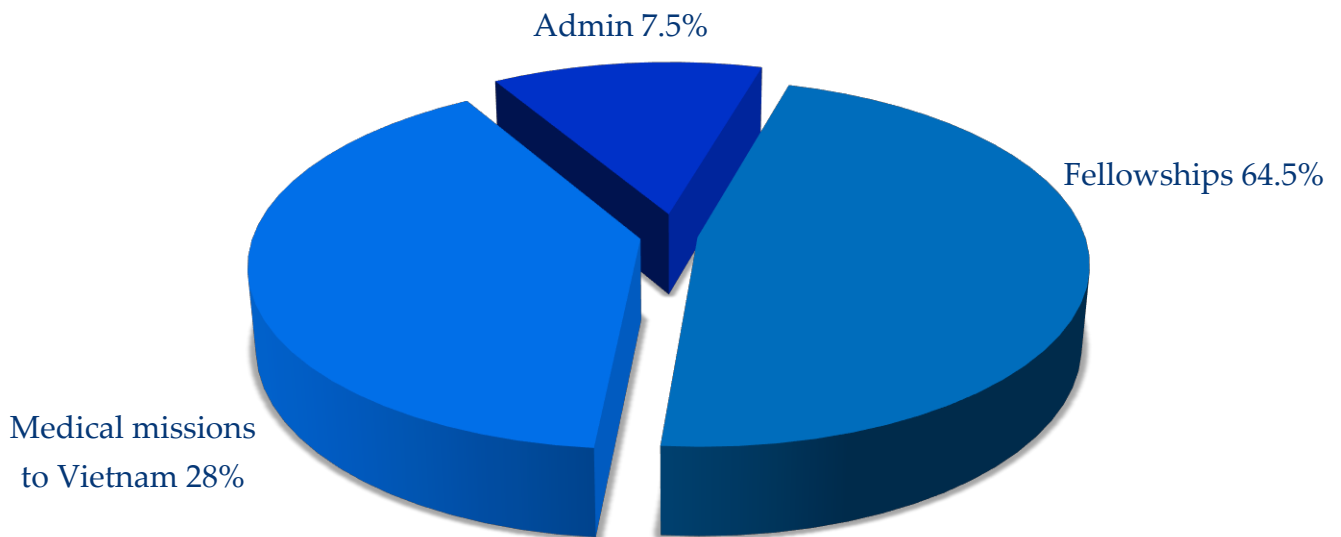
and do something life-changing



to help children like these

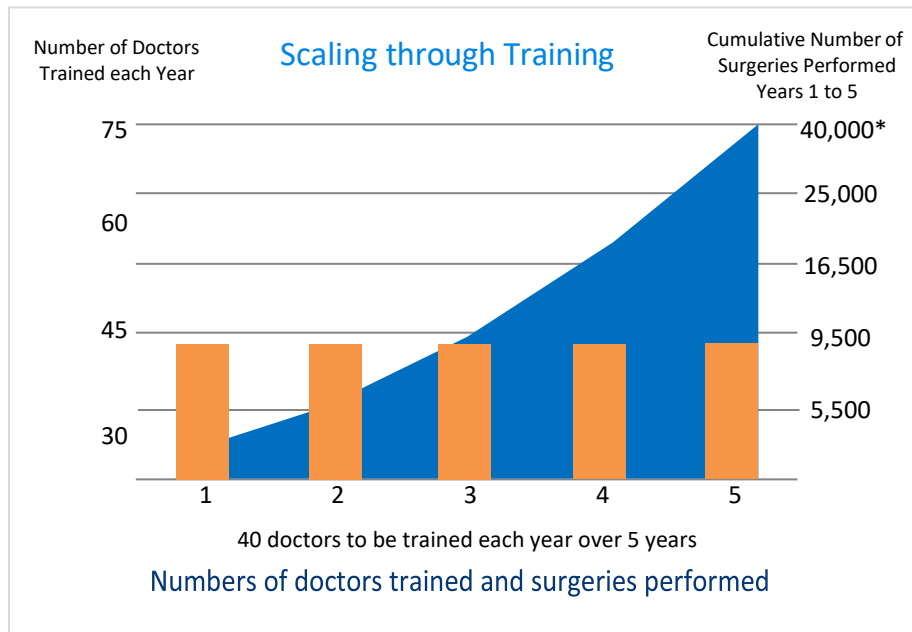
# How the £3.5m will be spent

## % Spend Breakdown

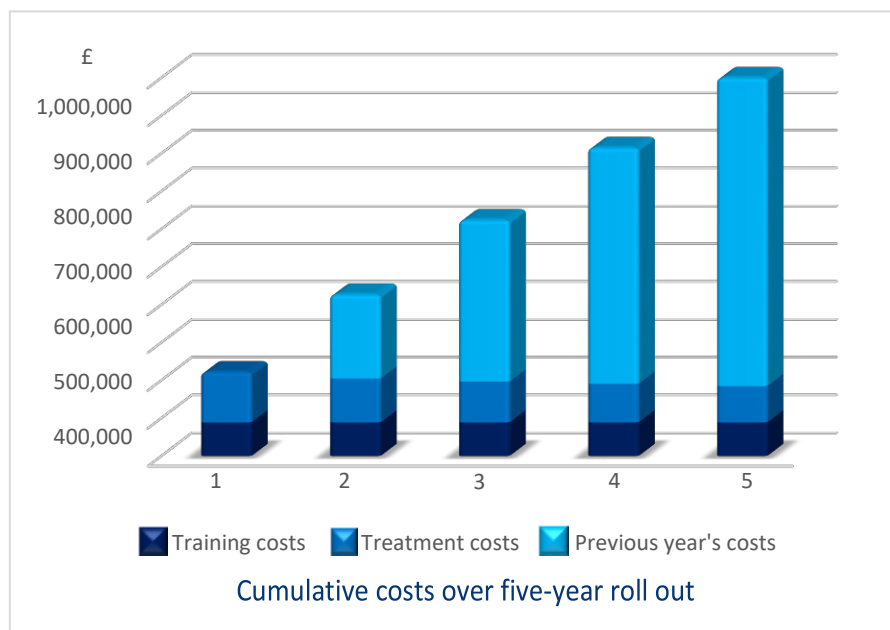


200 international fellowships offered  
over the next 5 years

40,000 life-changing surgeries\*



\*40,000 total includes impact from the preceding two years' fellows, and from 108 Military Central Hospital's Hanoi Center for Craniofacial and Plastic Surgery.







## Facing the World Fundraising: 5 Year Projection

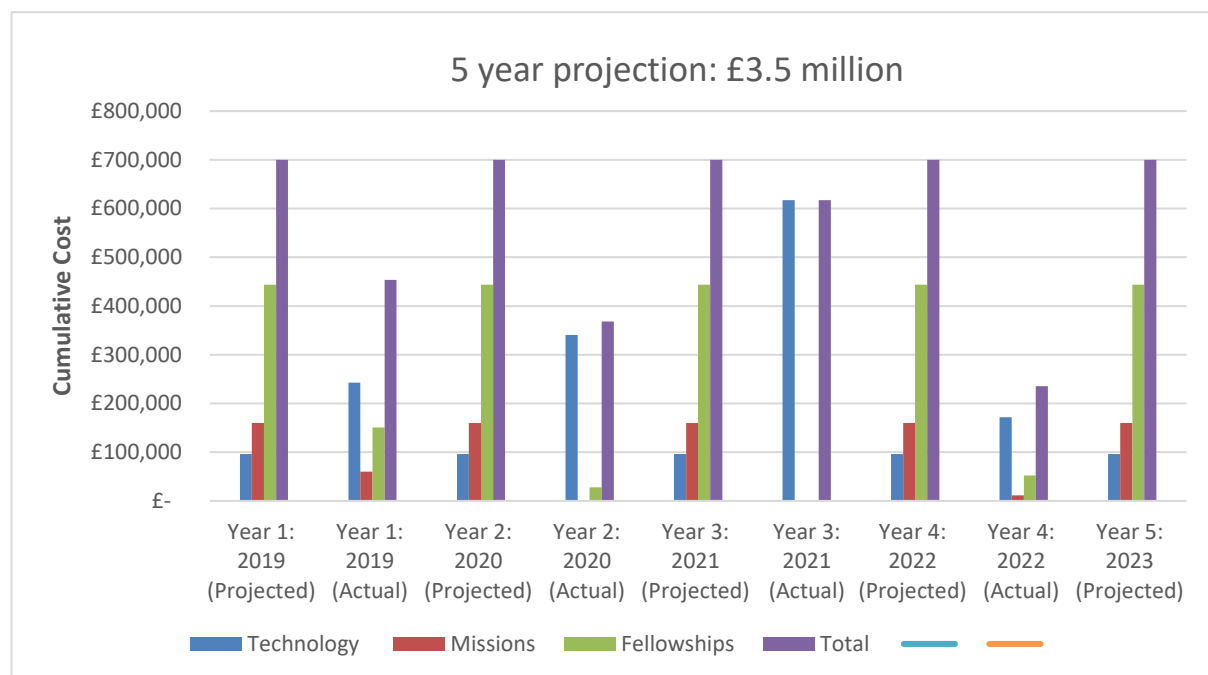
Facing the World hopes to raise approximately £700,000 GBP a year over the next five years. Progress is constantly under review with all the partner hospitals.

### Total 5 year Project 2019 - 2023: cost of £3.5million

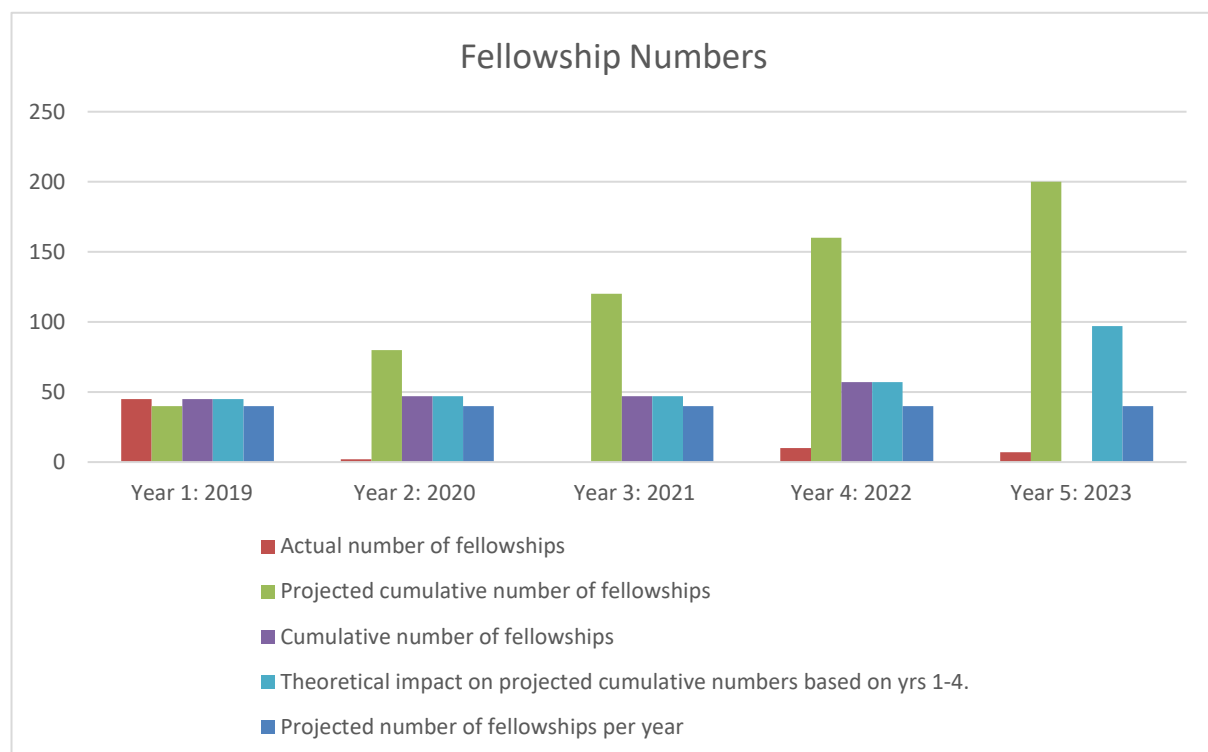
		<b>Yearly forecast</b>	<b>Achieved</b>
<b>Year 1: 2019</b>	Technology	£96,000	£242,606
	Missions	4 (£160,000)	4 (£59,771)
	Fellowships	40 (£444,000)	45 (£150,954)
<b>Year 2: 2020</b>	Technology	£96,000	£340,387
	Missions	4 (£160,000)	4 *domestic (£0. Paid for by 108 Foundation)
	Fellowships	40 (£444,000)	2 (£28,042)
<b>Year 3: 2021</b>	Technology	£96,000	£617,163
	Missions	4 (£160,000)	0 (£0) due to COVID-19
	Fellowships	40 (£444,000)	0 (£0) due to COVID-19
<b>Year 4: 2022</b>	Technology	£96,000	£171,790
	Missions	4 (£160,000)	1 (£11,461)
	Fellowships	40 (£444,000)	10 (£52,096) due to COVID-19 restrictions
<b>Year 5: 2023</b>	Technology	£96,000	
	Missions	4 (£160,000)	
	Fellowships	40 (£444,000)	

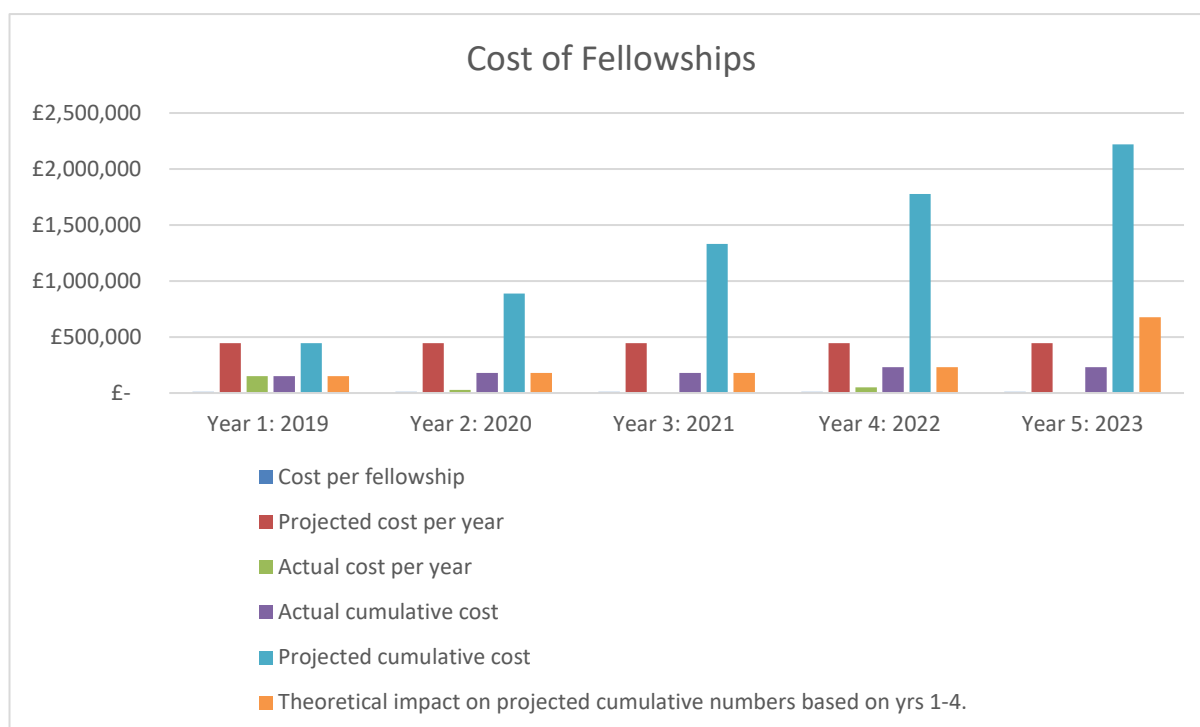
*\*Achieved costs include gifts in kind*

## Full Program



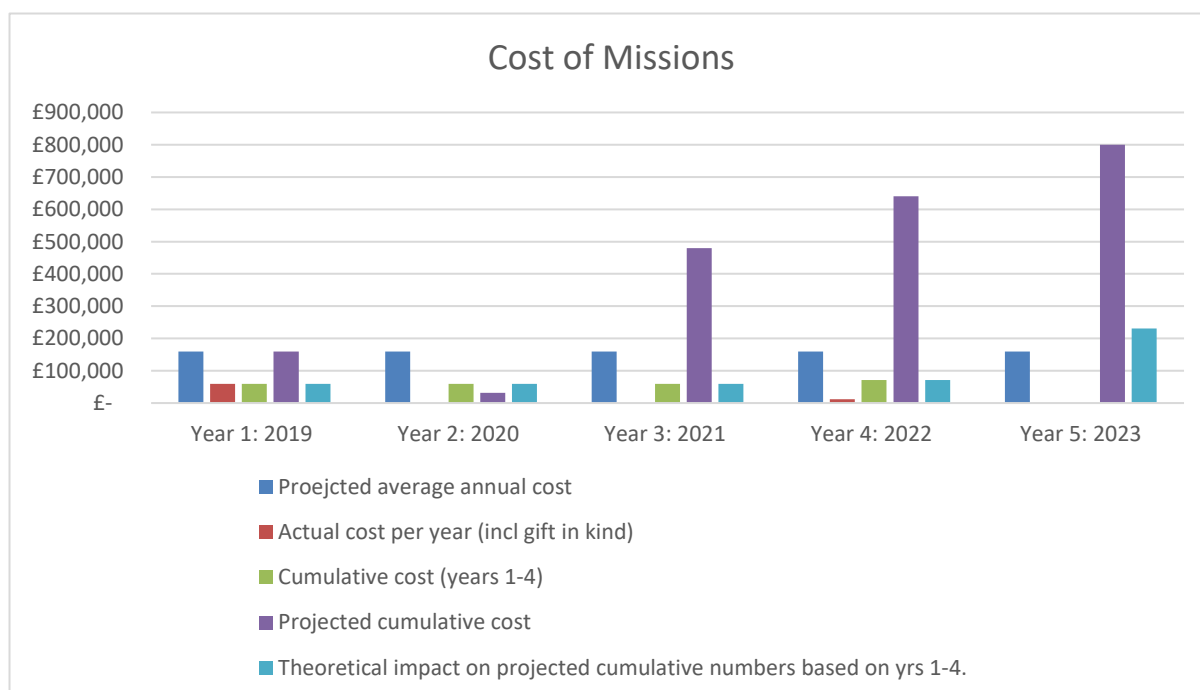
## Fellowships: numbers and cost



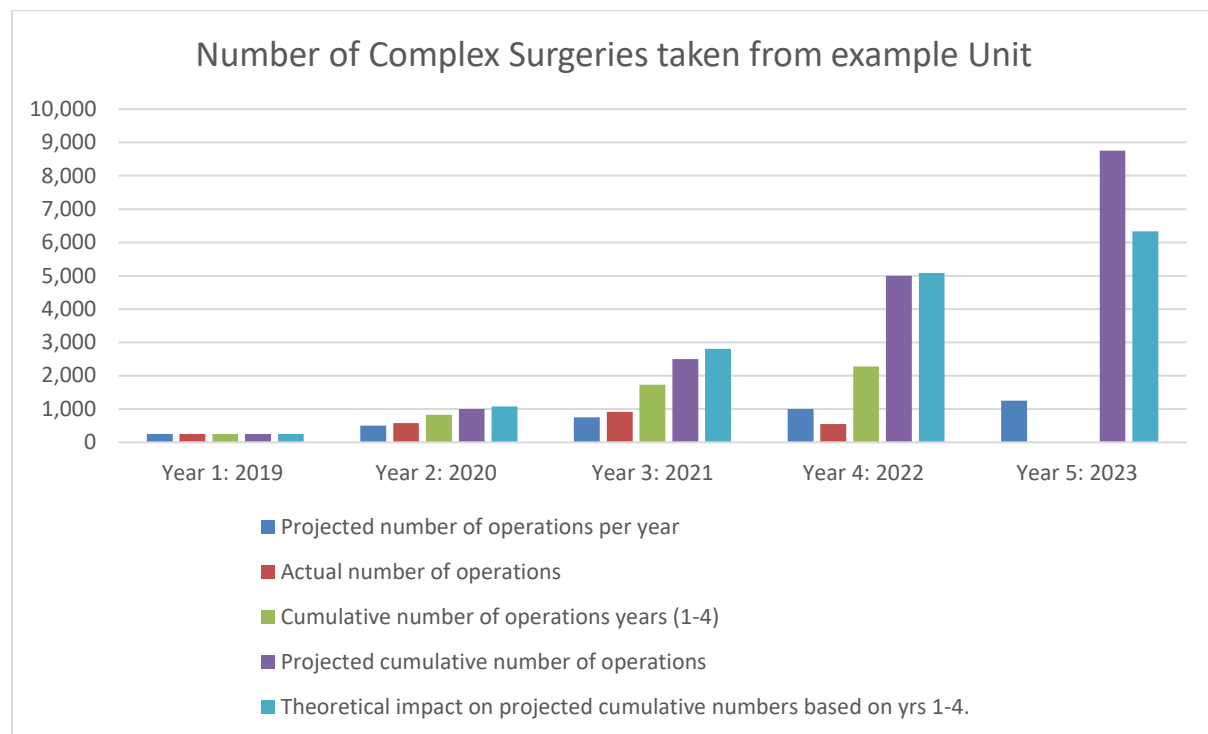


## Missions

\*Please note that the forecast is for international missions. Due to COVID the strategy for 2020 was adjusted and the focus was on domestic missions which is reflected in the numbers below.

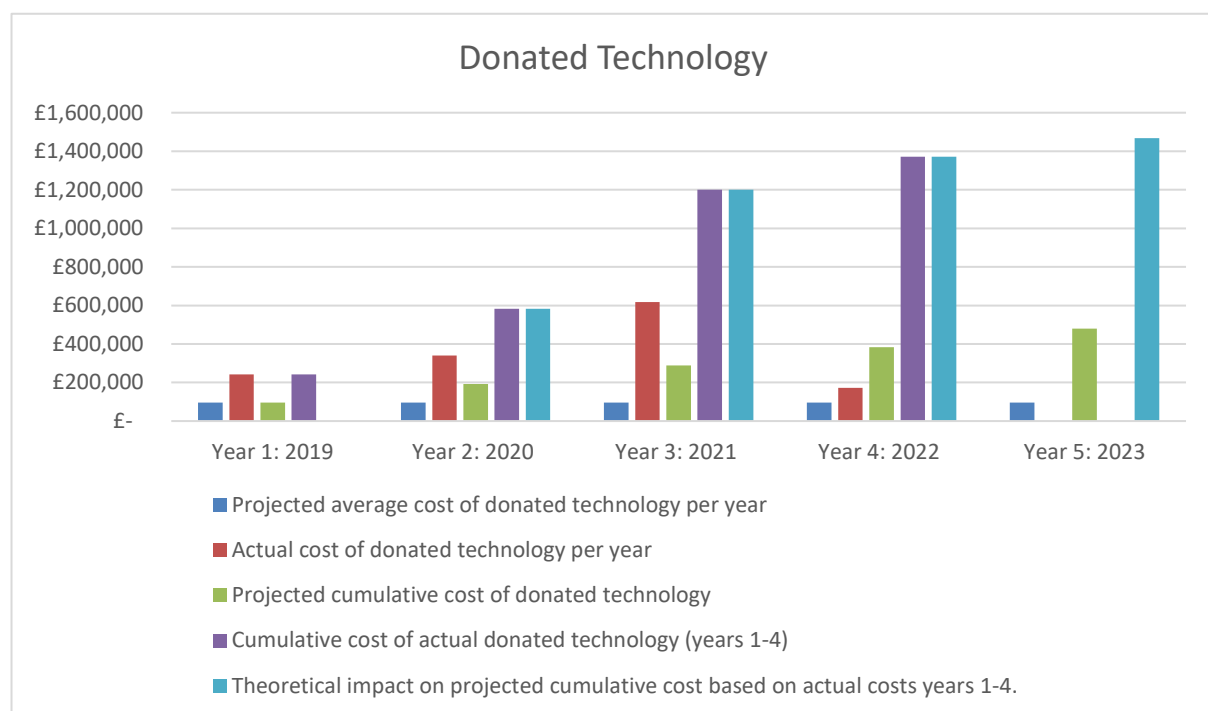


## Complex Surgeries



\*Based on FTW assumed forecast extrapolated from accepted medical standards and interviews that a trained surgeon will be able to carry out approximately 100 complicated surgeries per year. With an average of 40 fellowships per year, the cumulative number of operations after 5 years is 40,000.

## Technology





## CONTACT

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