



**UMANE**

**ANNUAL REPORT**  
2021

**03**



About us

**04**



Message from the Administration

**05**



Editorial

**06**



Performance Model

**06**



Legacy Project  
Pediatric and Adult Kidney  
Transplant Program

**08**



Project Overview | 2021

**12**



Caring for Everyone broadens its  
scope and area of operation

**15**



Fighting Child Obesity: advancements  
on three fronts mark the year's  
results

**20**



New solutions for municipal  
healthcare management

**22**



NCDs and the risk factors in Brazil,  
before and after the vaccine

**23**



APS observatory consolidates  
municipal health information for easy  
access

**24**



Networks, studies and research

**26**



Partners

**28**



Governance

**29**



Team and Execution





## VISION

Be a reference in private social investment in Brazil's health sector.

## MISSION

To support transforming initiatives in the prevention of diseases and the promotion of health that improve Brazilians' quality of life

## VALUES

- Ethics
- Commitment to society
- Respect for our mission
- Continuity
- The desire to do good

## ABOUT US

Umane is an independent philanthropic association, oriented to articulating and fostering initiatives which support the system's development, improvement of health conditions and the promotion of health, as a way of collaboratively striving to improve the Brazilian population's quality of life.

Based upon the belief that health is a social value, which must be woven into our daily lives, Umane helps in the fight against non-transmissible chronic diseases (NCDs) caused by several factors, social determiners, and conditions; this includes risk factors that can be prevented, such as smoking, the harmful intake of alcohol, sedentarism, and inadequate eating habits.

With a new name and a new brand created in 2020, Umane was born from a legacy. The work of the Association gives continuity to the centennial ideal of excellence in health services of Hospital Samaritano (Samaritan Hospital) – founded in the capital of São Paulo in 1894 – and the work of Associação Samaritano (Samaritan Association), a philanthropic entity maintained, since 2016, by an endowment fund originated from the sale of the hospital in that same year.

In 2021, Umane assisted 13 initiatives which promote health and prevent diseases. These projects were carried out with the participation of 38 partners, among which were implementers, co-financers and the government.

## Commitment to face challenges

Facing challenges is a part of the daily routines of institutions and professionals who work towards health. These challenges tend to be even greater in the scope of public health, and they multiply exponentially in a country as large, and made up of such diverse realities, as ours. Considering that 2021 was the year in which the coronavirus pandemic peaked in Brazil, it is not hard to imagine the extent of new challenges we all had to face.

As an institution that supports initiatives in the public health sector, many projects we support were impacted by social distancing, affecting interactions and the sharing of knowledge, pillars which are fundamental to our work.

The main mark left by 2021 on Umane, however, was the entire team's commitment to overcome these challenges. The uncertainties brought by this period further evidenced our commitment and passion for what we do, and allowed us to strengthen and structure ourselves even better to proceed with our mission. This effort allowed for an even greater alignment between management, committees, and the Administrative Council. Virtually, everyone met more often and worked even closer to ensure that we would continue moving towards our social goals.

The financial health that allows Umane to continue its mission was also guaranteed. Even in the midst of the many uncertainties which marked this period of continuing sanitary crisis, we were able to maintain all the commitments we had established with our partners in

previous years. Besides that, we perfected the calculative rule for the annual expenditure of the endowment fund we manage, closing the period with expectations of future growth for this fund. We are prepared to resume investments in new projects during 2022.

Amid our main conquests, we highlight the start of the transfer of the kidney transplant program maintained, since 2009, by Hospital Samaritano (Samaritan Hospital) – as part of a public-private partnership, initially carried out through PROADI-SUS. The continuity of the program is now ensured by Hospital das Clínicas da Faculdade de Medicina da Universidade de São Paulo (HCFMUSP), an institution of reference in Brazil and Latin America in teaching, research, assistance and organ transplants.

This process crowns the work done in the last five years – initially by the then Associação Samaritano, (Samaritan Association) and later Umane – in the search for a public institution of excellence capable of continuing the program. The success in transferring this program fills us with joy and the certainty that the 350 lives helped throughout these years will remain in good hands.

**Marco Mattar**  
President

## Lessons that map paths for the future

Preparing an activity report always proposes an interesting exercise. When we analyze the period that has just ended, we are given the opportunity to reevaluate what we did, reflect on what we learned, but also on where our efforts did not bring us the expected results. This exercise helps us improve our journey to try to do better at every new cycle.

Reporting on Umane's activities in 2021 brings us the joy of realizing the evolution we are building, even during such an atypical year for Brazil and the world. As partners of public health institutions, we witnessed the resilience with which our health system performed its role during a period of immense overload. Above all, we confirmed the strength and relevance of SUS and its professionals to our society – whether at the forefront of care, in communities, or in healthcare management.

In the integral care of chronic conditions, for example, we witnessed the evolution of “Caring for Everyone”. The project expanded its scope to include help for other chronic health conditions besides hypertension (its starting point) and, by becoming a municipal health policy, extended its range to all regions of São Paulo.

In the “Fighting Child Obesity” program, we witnessed, among other conquests, the creation of bills and initial votes in two municipalities in Rio de Janeiro – initiatives that, when approved, will have great transformative

potential in the health of future generations, and may inspire many other cities to do the same.

As supporters of the “Alliance for Primary Care”, we saw the launch of the “Capital of Health” program, an initiative built to support the creation of an agenda on health promotion policies in the Primary Health Care of the city of Recife.

Resulting from Umane's own efforts in the search for precise and organized health data from Brazilian municipalities, we ended up turning a platform that was initially designed for internal use into a dynamic repository of public data. Open for consultation to anyone interested in the topic, this platform can already be used to support the work of managers, researchers, journalists, program developers and health professionals from all over Brazil.

These and other conquests – the result of the combined work of a very engaged network of people and institutions that we have the satisfaction to work with – are among what we will share with you in the pages to come.

Hope this engages you!

**Thais Junqueira**  
General Superintendent

## Work oriented to seeking relevant results

Umane supports solutions geared towards fostering the improvement of the Primary Health Care system (APS), the prevention and fight against chronic non-transmittable diseases and the promotion of health. In 2021, the institution invested in projects organized in three fronts. First, there were projects to support health equipment, as well as social assistance actions in the school environment and communities – with initiatives geared towards child and teenage health, adult health and mental health.

In the second front, we supported initiatives that help strengthen the Primary Health Care System through innovations in the design of the health system itself and through the development of people.s.

Another support front were the initiatives based on the combination of evidence, the use of data and technology, and advocacy, aiming to speed up the solution to public health problems in the areas of disease prevention and health promotion.

The projects supported by Umane originate from a structured process, which analyzes the adherence of each initiative to the Association's purpose. This process of active searching allows the investment to be directed to initiatives with the greatest potential to generate relevant results, in areas in which chronic health conditions are more prevalent and that have a team of public managers engaged in the initiatives and in the partnership work, so that they can better benefit from partnerships with civil society. The final goal is to contribute to a more efficient and resolute health system and impact the quality of life of the Brazilian population in the areas in which the institution operates.

Umane follows up on and monitors all the initiatives in which it invests in. Results are evaluated based on indicators agreed upon between Umane and its partners, in a process that generates mutual learning and scalable knowledge, with the potential to be unfolded into new projects and thus generate more social impact.



## Pediatric and Adult Kidney Transplant Program

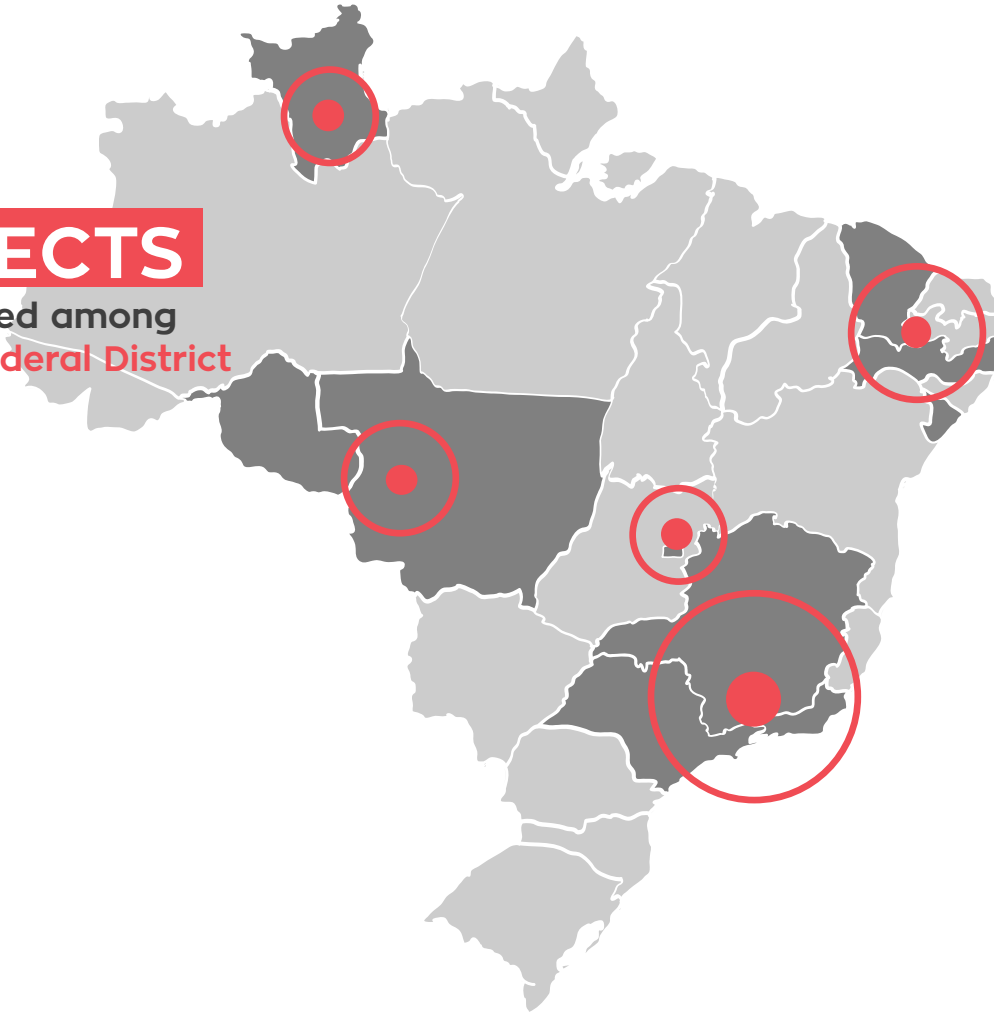
The Program of Support to the Institutional Development of the Brazilian Public Health System (PROADI-SUS), maintained in partnership with the Ministry of Health, was terminated on December 31st, 2017. From that date on, the Pediatric and Adult Kidney Transplant Program started to be fully maintained by the Umane Association and by the Samaritan Hospital of São Paulo, and is considered a Legacy project.

The decision to take charge of the program was made based on Umane's social commitment to ensure assistance to patients. In parallel, Umane and the Ministry of Health began to search for a solution that ensured the continuity of the patients' treatment in a referenced public institution for quality care. In June 2021, the transfer of the Pediatric and Adult Kidney Transplant Program to the Hospital das Clínicas da Faculdade de Medicina da Universidade de São Paulo (HCFMUSP, the São Paulo University Hospital) was formalized, in partnership with the São Paulo state Health Department.

After the patients and their legal representatives were informed, following clinical criteria defined by the medical teams, the first patient transfers from the Samaritan Hospital to continue treatment at HCFMUSP were organized, and are scheduled for the beginning of 2022. Umane will continue funding the patients' treatment until the program is fully transferred to HCFMUSP.

Currently, the program is helping approximately 350 pediatric patients (children and teenagers up to 17 years of age) and adults from several regions of the country, using all medical treatments and procedures, such as hemodialysis and surgeries, which are performed using the facilities of the nephrology department in the São Paulo Samaritan Hospital.

**13 PROJECTS**  
in 2021, distributed among  
9 states + the Federal District



### SUPPORT AXIS

Amas (São Paulo).

Caring for Everyone (São Paulo).

Experiences that Nourish II (São Paulo).

Love Your Mind in Schools (São Paulo).

### DEVELOPMENT AXIS

Master's Degree in Leadership and Management (Minas Gerais).

Fighting Child Obesity (Rio de Janeiro).

CRON (São Paulo).

### ACCELERATION AXIS

AVISA (Belo Horizonte, Boa Vista, Brasília, Cuiabá, Fortaleza, Laranjeiras, São Paulo, São José do Rio Preto, Serrana, Porto Velho e Rio de Janeiro).

Alliance for Primary Care (Ceará, Recife, Rio de Janeiro, São Paulo).

Open Innovation Platform (Afogados da Ingazeira, Aracaju e Teresópolis).

NutriNet - Brazil (3 thousand+ municipalities).

Covitel - Brazil (3 thousand+ municipalities).

### LEGACY PROJECT:

Adult and Pediatric Kidney Transplant Program (São Paulo).



## Multi-Assistance Outpatient Clinic (AMAS)

An initiative made possible by Umane, in partnership with the São Paulo Municipal Administration and the Sírío-Libanês Social Assistance Institute, AMAS offers pediatric assistance focused on health care. Care is provided by professionals in ten medical specialties (in addition to multi-assistance services provided by professionals in the areas of nutrition, nursing, neuropsychological evaluation, and social assistance) who focus on early diagnosis and on quickly initiating treatment. The assisted public is made up of children and teenagers from zero to 17 years of age in the midwestern region of the city, sent in by Primary Health Care clinics.



**In the last three years, the initiative has already made more than 21.2 thousand medical appointments and more than 38.2 thousand multi-assistance appointments possible.**

# 16,891

**pediatric consultations performed in 2021** (with an average of 70 consultations/da).

# 10

**medical specialties offered in outpatient consultations.**

# 31

**subprefectures were covered by the project as the origin of referrals.**



Ophthalmologic consultation at AMAS  
Photo by: Viridiana Brandão.



## Experiences That Nourish II

The development of a training tool in Food and Nutritional Education for professionals in child education, children, and their families, is the focus of this project, created by CREM with the support of Umame and the Opy Institute.

The ultimate goal is to strengthen good dietary practices in the school environment, influencing the habits of caregivers and families regarding children's diets, so as to collaborate towards the prevention of nutritional deviations and the promotion of health.

6

Child Education Centers (CEI) located around São Miguel Paulista took part in the project's pilot phase, which started in August.

73

professionals, 52 of whom were educators, took part in courses on food and nutrition during the early stages of childhood, offered in four modules.



PHOTO: Umame image bank

868

children directly or indirectly benefited from the initiative in 2021.

86.5%

of the educators participating in the courses stated that they felt more prepared to act in topics related to food and nutrition.



## Love Your Mind in Schools

Aiming at making the school environment more welcoming and humanized, this project from Ame Sua Mente Institute, supported by Umame, in partnership with Instituto ABCD, promotes courses developed to help education professionals to understand and support children and teenagers that show signs of difficulty and disorders related to mental health, including anxiety, depression and others. Last year, trainings focused largely on the positions of stress and burnout experienced by young people during the pandemic period.

The implementation of the project also counted with the creation of a protocol to support professionals in the public-school network in the referral of young people that might need specialized services in the field of mental health.

**67**

elementary or high schools located in the central-southern region of São Paulo were impacted.

**217**

education professionals, amid managers, supervisors and teachers, took part in both formative cycles.



Launched in 2020, with 10 participating schools in its pilot phase, in 2021 the initiative was extended to another 57 schools.

Besides the training offered to educators, “Love Your Mind in Schools” (Ame Sua Mente nas Escolas) promoted actions of awareness among parents, seeking to reduce the stigma in the approach to mental health issues.

**83.1%**  
of management professionals

and

**68.7%**  
of teachers stated that they had acquired more knowledge about mental health with the training.

**85%**  
of management professionals

e

**71.4%**  
of teachers also stated that they felt more capable of making referrals of young people with mental health issues to a specialized support service.

PHOTO: Image bank— Instituto Ame Sua Mente.



## Project expands its scope of operation

User focus, collaboration and experimentation were the three principles that guided the solid results reached by the Caring for Everyone project, an initiative of the Novartis Foundation, developed in partnership with the São Paulo City Administration and the Tellus Institute, sponsored by Umane. In 2021, the project was renewed for another three years, especially due to the relevance of the results achieved.

Initially directed to the follow-up on hypertensive patients, Caring for Everyone extended its reach. Renamed as “Caring for Everyone HDOC – hypertension, diabetes, obesity and cholesterol (dyslipidemias)”, the initiative also began helping people with these chronic conditions. The year of 2021 also marked the expansion of the project’s reach. Until then operating in 45 Primary Care Clinics (UBSs) in the neighborhoods of Itaquera and Penha, Caring for Everyone extended its reach to all the regions of the city of São Paulo, thus attending to a total of 71 UBSs.

**404,000**

**people benefited from the actions of the project during the period**

(the equivalent to 54% of the people who were benefited since 2018, when Caring for Everyone was first implemented).

**71**

**71 Primary Care Clinics throughout the municipality of São Paulo fell under the scope of the project, in contrast to the 45 UBSs covered until 2020, in the Itaquera and Penha neighborhoods.**

**1,820,721**

**people, residents of the area covered by the UBSs who integrate the initiative may potentially be impacted, according to estimates of the Epidemiology and Information Coordination (CEInfo) of the Municipal Health Department of São Paulo (SMS-SP).**





To the project coordinator, Mariana Silveira, from the Tellus Institute, the diversification in the scope of attention resulted from the maturation of the project and the understanding that risk factors are usually interrelated. “The geographical expansion is due especially to the recognition, from the São Paulo Administration, of the real gains the initiative has brought to public health in the municipality”, she points out.

In the background for the success of the program are, among other things, actions such as the support towards the implementation of a new protocol to fight NCDs, the adoption of management tools that offer data in real time to managers and health teams in the UBSs, and the creation of the “Caring for Everyone Corner”, an initiative selected as a good practice for the implementation of the UN’s 2030 agenda. The space, set up in the UBSs, expands users’ autonomy in controlling their blood pressure, weight, BMI, and other health indicators themselves. The equipment made available, which can be used without professional help, also supports the UBS team in obtaining data to carry out actions regarding tracking and prevention.

In 2021 alone, Caring for Everyone impacted about 404 thousand people; this accounts for 57% of the total number of people benefitting from the program since it started, in 2018. The number of medical records and patients monitored and analyzed by the program also had a proportional increase, going from 4.5 thousand, between 2018 and 2020, to 8.4 thousand at the end of 2021.

In 2022, the prediction is that the expansion model will consolidate and that the program will be implemented in another 140 UBSs in the city of São Paulo.



Since its creation in 2018, Caring for Everyone has reached more than 2.6 million people through communication messages and awareness campaigns.

The project, created and made possible by the Novartis Foundation, also has the support of entities such as the American Heart Association (AHA) and the Swiss Tropical and Public Health Institute (Swiss TPH). Locally, it has the Tellus Agency as an implementing partner and relies on the support of the Cariology Society of the State of São Paulo (SOCESP), The Brazilian Hypertension Society (SBH); of IQVIA Brazil, an impact-evaluating partner; and of Umane, as a co-financing partner.



PHOTO: Tellus image bank



## **CRON**

# Central for Neonatal and Obstetrics Regulation

Through this initiative, a team of regulating obstetricians and nurses works 24 hours a day, seven days a week, managing the availability of vacancies in the municipal hospitals of São Paulo, seeking promptness in the referral of low and high-risk pregnant women and parturients, regulation of the neonatal ICU, neonatal pediatric surgery, neonatal neurosurgery and congenital cardiovascular surgery. The goal is to contribute to the reduction of obstetric and neonatal complications, and consequently, to the reduction of maternal and neonatal mortality.

Since it was created, in 2016, the project has already dealt with more than 38 thousand cases of vacancy regulation, with an average of 91,2% of requests solved.



PHOTO: Umane image bank.



# 10,834

regulation requests were referred by the initiative in 2021. With an average of 903 monthly requests, this was the period with the greatest number of requests since the beginning of the project.

# 91.6%

was the resolution rate of regulations throughout the period, with an effective transfer rate of 64.3%

# 13 hours

was the average resolution time for the referral of severe cases in 2021.



## The year's results are marked by advancements in three fronts

Helping to qualify Primary Health Care professionals to prevent, treat and contain the advance of obesity among children and young adults is the aim of the Fighting Child and Juvenile Obesity project, in which Umame supports the Desiderata Institute, creator and enabler of the initiative.

Currently, in Brazil, excess weight or obesity affect one in every three children, according to data from the Ministry of Health. Globally, according to information from the World Health Organization\*, obesity has tripled since 1975, and today it affects around 380 million children and young people between the ages of 0 and 19.

### **Overview of Obesity in Children and Teenagers**

The creation of a national database, which gathers information about the nutritional status and food consumption of children and teenagers throughout Brazil, was one of the main conquests reached in 2021. Launched in October, the 2nd edition of the Overview of Obesity in Children and Teenagers gained national reach. The publication gathers qualified data about food consumption, food habits, and the nutritional and anthropometric profiles of Brazilian children and young people. Made available online through the "Focus on Child Obesity" portal, the Overview allows the filtering of information by age, gender, race/color and geographic scope (local, regional and national).

The Overview of Obesity in Children and Teenagers is based on official data from the Food and Nutrition Surveillance system, from the Ministry of Health, and presented in an accessible and intuitive way. The initiative's aim is to facilitate access to and understanding of indicators that may direct health surveillance actions, research about child obesity, and the evaluation of government programs.



\*[www.who.int/news-room/fact-sheets/detail/obesity-and-overweight](http://www.who.int/news-room/fact-sheets/detail/obesity-and-overweight)  
(acesso em: 26/2/2022).



### Enhancing Capabilities

Between August and December 2021, the Desiderata Institute promoted a course to train Primary Health Care professionals to help and treat children and teenagers with excess weight. The initiative was carried out through remote learning and had 818 registrations. From the 361 professionals who effectively accessed the platform, 62.8% were approved and, at the end of the course, 90.9% stated that they felt well prepared to approach the topic of obesity in their professional daily lives.

### Creation of the Child and Juvenile Obesity Line of Care in the municipality of Niterói (RJ)

Another successful advancement in 2021 was the consolidation of a partnership for the creation of the Line of Care for Child and Juvenile Obesity in the city of Niterói (RJ). Through this project, a service protocol will be established for Primary Care Clinics. “The objective is to prepare frontline professionals to deal with obese children in a non-stigmatized way, and help them understand the best treatment referrals and follow up options for every child” explains Raphael Barreto, project manager at the Desiderata Institute.

# 8 million

On average, 8 million people were impacted by the “Whoever wants to prevent child obesity please raise your hand” campaign. Promoted by the Desiderata Institute and the Rio de Janeiro chapter of the Alliance for Healthy and Adequate Eating, the initiative gathered 6.3 thousand signatures for the petition of a bill that proposes measures to contain the growth of child obesity in the city of Rio de Janeiro.

# 3

bills are in progress in the municipalities of Rio de Janeiro and Niterói with the objective of controlling the quality of the food offered to children in school canteens and other institutional environments frequented by them and run by the city administrations.

The project, created and made possible by the Desiderata Institute, also relies on the support of entities like Bloomberg Philanthropies and the Rogério Jonas Zylbersztajn fund. Locally, it has a partnership with the Primary Health Care Superintendence (SAPS), responsible for the Primary Health Care policies in the state of Rio de Janeiro, and with the Municipal Health Department of Niterói. The Alliance for Healthy and Adequate Eating and the Institute for Health Policies (IEPS) also take part in the initiative as technical partners.





## Alliance for Primary Care

In July 2021, the partnering initiative between Umame and the Institute for Health Policies (IEPS) enabled the release of publication number 2, which analyzes the main difficulties in implementing the lines of care for NCDs and the different ways found by different Brazilian municipalities to work around these challenges.

The Alliance for Primary Care also released the Health in the City platform in 2021, a solution that brings together ten priority proposals for municipal management, along with a guide for their implementation. During the same period the initiative also allowed the creation of partnerships with the Recife city administration and the Health Department of the state of Ceará.

The first allowed for the creation of the Capital of Health program, which aims to implement high-impact pilot projects in 16 primary health care clinics and support the construction of a municipal legislative agenda for health policies in the capital of the state of Pernambuco.

The second is geared towards the creation of training programs related to the Better Care program, an initiative launched in 2021 based on a cooperation pact established between the state of Ceará and its municipalities, for the implementation of policies that bring advances in the fight against problems that cause the most illnesses and deaths in the state, including deaths by cerebrovascular accident (stroke) and acute myocardial infarction (heart attack).

Besides the diagnosis about the Lines of Care for NCDs in Brazil, this initiative, supported since 2020, has also carried out research about the main difficulties in bringing innovation to the health sector.

The initiative also eased the creation of a bill in progress and 65 political actors mobilized around advocacy and government relations projects.

PHOTO: group activity from the Alliance for Primary Care project



## AVISA

# Evaluation of the incidence of infection by Sars-CoV-2 and Covid 19

The project, created to analyze the incidence rate of the infection by Covid 19 in Brazil and its medium-term effects, finished its recruiting phase in 2021. The participants, divided into 9 age groups, will be monitored for 18 months, taking monthly diagnostic tests for the SARS-CoV-2 virus, and biweekly blood tests to evaluate their immunity.

The goal is to analyze outcomes related to factors such as the density of incidence of sequelae, the occurrence of hospital admittance, the use of long-term medication and implications in other chronic conditions, among others.

The initiative was made possible by the Butantan Institute, Butantan Foundation and by All For Health (FIEC), with the support of Umane.



PHOTO: Umane image bank

# 3,078

participants of the study, recruited in the cities of Serrana (SP), Boa Vista (RR), Laranjeiras (SE), Fortaleza (CE), Cuiabá (MT), Rio de Janeiro (RJ), Porto Velho (RO), São José do Rio Preto (SP), Belo Horizonte (MG), Brasília (DF) and São Paulo (SP).

# 11

research centers involved in the study

# 6

specialists benefited from the results of the evaluation, which are already being used for new scientific research.



## NutriNet Brazil

A study focused on identifying eating patterns in different Brazilian regions and evaluating the relationship between these patterns and the risks of obesity, cancer, cardiac diseases and other chronic diseases, NutriNet Brazil intends to follow up on 200 thousand Brazilians for ten years. With a unique format, the program is based on scientific research carried out totally online, using questionnaires made available to the participants at the study's portal every three and four months.

The expectation is that the data collected can aid the formulation of public health policies, create an online database to offer support to researchers, and contribute to individual decisions regarding eating choices.

In 2021, NutriNet Brazil published a second article with the study's findings: *Changes in body weight in the NutriNet Brazil cohort during the Covid-19 pandemic.*

# 99,000+

people had registered for the study by the end of 2021.

# 3,500+

municipalities represented in the study



During the last period, the study began being published at the primary care clinics in the north and northeast regions - where there are, to this moment, a smaller number of registered participants. The initiative allowed for about 50 selected municipalities to be included in the study, increasing the representativeness of the sample.

Launched in 2020, the project is an initiative from the Nucleus for Epidemiologic Research in Nutrition and Public Health (Nupens-USP) with the support of Umane, relying on partners such as the Public Health College at USP (CEAP).



PHOTO: campaign to publicize the study with the participation of influencers.



## New solutions for municipal healthcare management

Creating tools that collaborate towards improving the Primary Health Care, through the monitoring and management of key indicators, is the goal of a project designed by Artemisia in partnership with Umame. The Open Innovation Platform in Primary Health Care predicts the acceleration of three start-ups that bring innovative solutions; these can collaborate so that the availability of data and easy access to this information may help managers make quicker and more assertive decisions.

In 2021, the first solution developed by the project was implemented in Teresópolis (RJ). The creation of *Impulso Previne*, a platform for the management and analysis of health indicators, is already helping the municipality win a challenge faced by many cities today: the adjustment of their primary care networks to the federal funding requirements for the municipalities, defined in 2019 with the launch of Previne Brazil.

The city also registered advances in all the performance indicators monitored by Previne Brazil:

**0 → 7%**

Pregnant women  
- Oral health

**16 → 19%**

Prenatal  
(syphilis and HIV)

**8 → 10%**

Cytopathological  
coverage

**3 → 20%**

Diabetes  
(Glycated  
hemoglobin)

**3 → 8%**

Hypertension  
(Measured blood  
pressure)



PROJECT OVERVIEW 2021 | **ACCELERATION AXIS**



With data taken from the Health Information System for Primary Care (Sisab), the platform *Impulso Previne* brings together, in a single dashboard, all the health indicators evaluated by *Previne Brazil* at the municipal level. Besides ensuring easy access to key indicators, the platform offers personalized recommendations, including free consulting, which guide municipal managers regarding necessary actions to improve the services provided, and consequently their performance in the indicators monitored by the Ministry of Health.

“Although the project was finalized with the delivery of a product, it also generated a very rich learning process”, says Marcelo Dionísio, Project and Coalitions manager at Artemisia. “The health professionals consulted for the development of the platform helped us to understand their needs and validate the features offered by the dashboard, until we got to the final version. This knowledge was also used in the creation of webinars and support booklets that teach users how to use the available indicators and how to submit them to *Previne Brazil*.”

The success of the pilot project in Teresópolis oriented the development of a second version of *Impulso Previne*, which will be made available to other Brazilian municipalities. The expectation is that this solution will help to improve the areas of NCDs, women’s health and early childhood.

In 2022, the continuation of the work on the Open Innovation Platform in Primary Health Care should foster the creation of two more solutions aiming at facilitating the management of indicators as a basis to enhance the performance of UBS teams. In Aracaju (SE), the main goal is to evaluate and improve the workflow in the UBSs. In Afogados da Ingazeira, countryside in Pernambuco, the goal is to provide health teams with a system for the creation and management of public engagement campaigns.

**42%**

**increase in the number of registrations in the municipality, which went from 60 thousand to 85 thousand in 2021.**

**In November 2021 the pilot project implemented in Teresópolis was selected for the Innovation Week at the National School of Public Education (ENAP) and presented in the event as an example of good practices of open innovation in the Primary Health Care.**



## NCDs and the risk factors in Brazil, before and after the vaccine

To raise evidence that allows us to understand how far the Covid -19 pandemic affected eating habits, exercise, smoking and excessive alcohol consumption among Brazilians – and the relationship between these risk factors and the incidence of diseases like diabetes, hypertension and mental problems. This is the objective of COVITEL, a surveillance project carried out via a phone survey, launched in December 2021, through a partnership between Vital Strategies Brazil and Umane.

The result of the survey will feed a public database that will be made available at the Primary Health Care Observatory, created by Umane. The intent is for the information to serve as a reference basis for professionals from different areas related to health, and it may also guide the creation of public policies that consider the relationship between the new coronavirus and the risk factors for NCDs, and how the virus can affect the quality of life of people with these diseases.

By September 2022 COVITEL should survey 9 thousand people (1.8 thousand per Brazilian region). “The initiative is based on the model adopted by Vigitel, and brings two process innovations. Besides the sample expansion to cities in the countryside, half of the calls for the proposed survey will be made to cellphones, since a large portion of the Brazilian population no longer has landlines in recent years”, summarizes Luciana Vasconcelos Sardinha, a technical consultant in the areas of epidemiology and public health at Vital Strategies.

The data collected through the initiative will be treated by researchers at the Federal University of Pelotas (UFPe), a center of reference in epidemiology and on the consequences of socioeconomic inequality in Brazil.

## APS observatory consolidates municipal health information for easy access

Reliable data, presented in a clear and accessible way, is the basis of every assertive decision-making process. Collecting and analyzing reliable and comprehensive information related to health matters and geographical and socioeconomic factors that impact health is part of Umane's day-to-day. In 2021, the data collected by the institution, based on several public sources, was brought together into one single platform, the Primary Health Care Observatory.

Initially conceived as a tool for internal use, the Observatory had its first version launched in December 2021 as a public access platform, due to its potential in the support of knowledge dissemination. **“We soon realized how much this dashboard, which brings together information from several sources and presents it in a very clear way, could also be useful in the daily lives of health managers, researchers, journalists and other people that have the need to access health indicators of Brazilian municipalities”**, says Erika Lopes, a specialist in monitoring and evaluation at Umane.

An online platform, with open and free access, the APS Observatory brings together indicators about different topics, divided into four dimensions: socioeconomic data, prioritized chronic conditions, changeable risk factors, and Primary Health Care.

The detailing of the data, whenever possible, is made on a municipal level, and each selected indicator can be analyzed based on current data, history, maps, and ranking. The Observatory also offers a glossary with links to the original databases.

The expectation is that the data gathered in a single electronic address may help in the qualification, monitoring and evaluation of the health conditions in different Brazilian municipalities – facilitating the access to essential information for studies, projects, and the planning of public policies within health.

Although already fully operational, the APS Observatory continues evolving. In 2022, Umane intends to hold new workshops with public health managers. The idea is to collect impressions and suggestions for improvements that will, over time, further enrich the data visualization on the platform.

OTHER INITIATIVES

## Networks, studies and research

Umane also fosters and acts on networks of collaboration, studies, research, and knowledge dissemination aligned to its mission as a health promotion institution.

Among the initiatives in which Umane took part in 2021, the following stand out:

### Challenges of Primary care in SUS

A transverse study, conducted as a survey, the project identified the main difficulties and strategies adopted by the UBSs to work around them. In total, 33,495 Primary Health Care clinics, from the five regions of Brazil, were represented by the study.

The results collected between July and November of 2021 evidenced the maintenance of care to patients with NCDs in 73% of the participating clinics, and the reduction or suspension of care in 13% of the clinics, with a greater reduction of patient visits in the Southeast region and a smaller reduction in the North region.

During this period, the study also showed the intensification of follow-ups for users in priority groups

through telephone calls and text messages, with video follow-ups being used by only 15% of the UBSs participating in the study. In parallel, the research showed a reduction of 60% in consultations offered to users with chronic diseases, which compromised care in 35% of the UBSs in the country during the months of the pandemic.

Launched in 2020, the project had Umane's support and relies on the partnership with the Pan American Health Organization (OPAS) and researchers from the University of São Paulo (USP), Fiocruz, Pelotas University (UFPel), Federal University of Minas Gerais (UFMG) and the Federal University of Santa Catarina (UFSC).

### Master's Degree in Leadership and Public Management

This partnership, active since 2020, granted full scholarships to two female leaders working for the state Health Department in the state of Minas Gerais

This training has positively influenced the performance of female professionals in higher leadership positions, in their decision-making, and in the search for solutions that improve the services provided to the population in the areas in which they work.





OTHER INITIATIVES



**16<sup>th</sup> Brazilian Congress of Family and Community Medicine**

In August 2021, Umame took part in the discussion of strategic topics proposed by the 16th Brazilian Congress of Family and Community Medicine. The Association was also one of the event’s supporters, enabling free registrations and the participation of Community Health Agents from the Recife City Administration in the event.

The Brazilian Society of Family and Community Medicine has directed efforts towards the discussion of topics related to the strengthening of primary care and universal health coverage, in line with the Sustainable Development Objectives.

**Public Consultation from the World Health Organization**

Umame also collaborated with the Global Alcohol Action Plan, first draft, through text with suggestions and contributions. The initiative has the objective of developing an action plan (2022-2030) to implement a Global Strategy to reduce harmful alcohol consumption, as a priority in public health.

**Global Letter about the Significant Involvement of People Who Live with NCDs**

In the month of September, Umame supported this document, making commitments to its fundamental principles and to ten central strategies that allow the involvement of people living with NCDs in the decision-making process (design, implementation and monitoring and evaluation of policies, programs, and services).

The principles in this letter, which adhere to the actions of many projects supported by Umame, ensure innovative organizational practices, in line with the global guidelines for fighting NCDs and risk factors.

**Practices for Healthier Communities**

In October 2021 Umame launched the Practices for Healthier Communities. The publication was created to share and disseminate the learning and knowledge acquired by the teams implementing the projects supported by Umame. The objective is to allow for the solutions that effectively generated change and enabled better use of available resources to be multiplied in other initiatives of individuals and institutions working to promote health.

**Public Consultation from the Ministry of Health**

In 2021, Umame took part in the consultation on Recommendations for the operationalization and implementation of Health Promotion in the Primary Health Care, through a text containing suggestions and contributions. The document intends to gather recommendations from specialists connected to health promotion to define the bases that will guide the operationalization of the National Policy for Health Promotion in Primary Health Care (PNPS).

**Thematic Health Network and GIFE Census**

During the last period, Umame coordinated the Thematic Health Network from GIFE (group of institutes, foundations, and companies). The initiative promotes dialog and knowledge exchange among the more than 160 associated institutions, in the quest to improve private social investment in health. During the same period, Umame also took part in the GIFE census, contributing information for the research on private social investment in Brazil.



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CO-FINANCERS



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UFPEL



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# UMANE

