



UMANE

**ANNUAL
REPORT**

2022



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WHO WE ARE

Umane is an independent, non-profit civil association that manages a trust fund and supports initiatives in the field of public health to contribute to a more resolute health system and improve the quality of life of the Brazilian population.

VISION

To be a reference in private social investment in the health care area in Brazil.

MISSION

Support transformative disease prevention and health-fostering initiatives that positively impact Brazilians' quality of life.

VALUES

- Ethics
- Commitment to society
- Respect for the Mission
- Continuity
- Willingness to do good

Bearing in mind that care comes before cure and that it is possible to build a culture of health in the population, Umane enables public health solutions to face chronic Noncommunicable Diseases (NCDs), which are caused by various issues, social determinants, and conditions, but also by preventable risk factors such as smoking, lack of physical activity, inadequate diet, and excessive alcohol consumption.

The commitment to use all the resources from the sale of Hospital Samaritano — a philanthropic hospital — to benefit the population's health inspired the creation of a Trust Fund in 2016, managed by Umane. Part of the income obtained in the management of resources is used annually for investment in health projects.

In 2022, Umane supported 17 projects, including *Programa de Transplantes Renais* (Kidney Transplant Program), carried out jointly with 53 partners from various health, civil society, and government areas. The supported projects are organized into three programs: *Atenção Integral às Condições Crônicas* (Comprehensive Care for Chronic Conditions), *Fortalecimento da Atenção Primária à Saúde* (Strengthening Primary Health Care), and *Saúde Materno Infantil e Juvenil* (Maternal, Child, and Youth Health).

Since the name and brand “Umane” was born in 2020, 25 projects have already been supported, which makes the Association one of the main philanthropic entities with social activities in the public health field in Brazil.




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Networking to transform health

Marco Mattar
President



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Throughout 2022, we reaffirm Umame's belief in the power of networking to enhance our performance in public health philanthropy and, thus, expand the impact of supported initiatives.

There were 17 projects supported by Umame in 2022, distributed among nine Brazilian states and the Federal District, focusing on Comprehensive Care for Chronic Conditions, Strengthening Primary Health Care, and Maternal, Child, and Youth Health, in addition to the Kidney Transplant Program.

Based on the lessons learned in recent years, we have completed the update of the 2022-2026 planning of the Association, which, after several lessons from our first years of activity with this focus, gave us greater clarity on the social impact we want to create, the programs to prioritize, indicators to monitor and the investment possibilities that can make the most significant difference both in the health of Brazilians and in the strengthening of the health system, from a Trust Fund with preserved and managed assets for perpetuity.

In addition to the results of the projects we support, this was a year of achievements in the institutional field. We expand the communication of our brand, the network of partners, and the interaction with our stakeholders. We became part of intersectoral committees of *Conselho Nacional de Saúde* (National Health Council), contributing even more effectively to public debates and social control of SUS – *Sistema Único de Saúde* (Unified Health System).

To develop more robust projects in central areas of public health, we formalized an unprecedented partnership with the Pan American Health Organization (PAHO) and *Conselho Nacional dos Secretários de Saúde* (National Council of Health Secretaries – CONASS). We believe that this partnership will help us address one of the main challenges facing public health: the continuity of policies and practices over the years, which is essential to achieve






the necessary structural transformations toward more equitable and accessible health in Brazil.

I would also like to highlight the evolution of the transition process from the Kidney Transplant Program from Hospital Samaritano in São Paulo to Hospital das Clínicas of the Medical School of the University of São Paulo (HCFMUSP). In 2022, more than 200 patients began their treatment at this center, a reference in teaching, research, care, and organ transplant in Brazil and Latin America. As part of the executed agreement, we are investing in the renovation and modernization of 30 operating rooms of Instituto Central (Central Institute) – 15 of which were already inaugurated in 2022 – and the expansion and revitalization of the dialysis room of *Instituto da Criança e do Adolescente* (Children and Adolescents Institute). The transfer of the other participants of this program will take place in 2023.

Finally, I appreciate the commitment and dedication of the associates, volunteers, and the Umame team, without whom we would not be able to advance the mission of health promotion in Brazil consistently.



 Umame Stock Photos

Commitment to the future's health

Thais Junqueira
General Superintendent

Our commitment to collaborate with civil society partners and the government for the systemic health transformation in Brazil has strengthened every year. In 2022, in addition to the lessons generated by this network, the initiatives supported by Umame aimed to foster the bases of structural changes that we hope can be consolidated, in the medium and long term, in line with the future we want for public health.

As funders, by investing in new initiatives and programs, we aim to combine different types of interventions and approaches that can maximize the search for social impact with continuity and institutionalizing best practices. This is what we observed in the projects *Aliança pela Atenção Básica* (Alliance for Primary Care) and *Enfrentamento da Obesidade Infantojuvenil* (Facing Childhood and Adolescent Obesity).

In Recife (in the state of Pernambuco), Alliance developed an innovative network quality assessment system for Primary Health Care (PHC), with some of its indicators being considered in the new performance bonus act for health professionals in the municipality. In a broader sense, on the advocacy front, the project launched *Agenda Mais SUS*, a set of paths and solutions to health system improvement, which helped guide the debate on proposals in the health area in the 2022 elections.

The initiative “Facing Childhood and Adolescent Obesity” developed several actions to address a condition that currently affects 33% of Brazilian children and adolescents: overweight. In Niterói (in the state of Rio de Janeiro), the work resulted in the approval of a law that prohibits the supply and marketing of ultra-processed foods in public and private schools and in the organization of the flow of care for cases of childhood and adolescent obesity in all health services in the municipality. Simultaneously, two distance learning training sessions on the subject were developed, benefiting health professionals not only from Niterói but from all municipalities in Rio de Janeiro.



Banco de Imagens Umame



One of Umame's bets is to stimulate the use of data and new technologies in Primary Health Care. On this matter, the Impulso Previne platform is worth being praised. It allows municipalities to easily monitor their performance in the indicators of *Previne Brasil* from the Ministry of Health. On the other hand, the initiative offers specialized consulting and access to detailed information, assisting municipal managers in planning actions to achieve the program's goals and thus ensure access to federal health funds.

The year 2022 was also marked by the launch of Covitel, the first nationwide survey that mapped the impacts of Covid-19 on the health and habits of Brazilians. The study also revealed, in an unprecedented way, the reach of electronic cigarettes among young people and adults, influencing the decision of Anvisa - *Agência Nacional de Vigilância Sanitária* (Brazilian National Health Surveillance Agency) to maintain the prohibition of the sale of this product in the country.

The results of Covitel were soon made available at *Observatório da Atenção Primária à Saúde* (Primary Health Care Observatory), a platform developed by Umame with national health data from different public sources, which can be accessed and used in a simple and easy way.

These initiatives and the other projects supported in 2022 are detailed on the following pages. The results achieved so far encourage us to move forward, strengthening the relationship between our network of partners and aiming to attract, together, new supporters to increasingly expand the impacts of philanthropy in health in the country.

Enjoy the read!



Thematic programs guide Umane's work

In 2022, Umane's operating model focused on three thematic programs: Comprehensive Care for Chronic Conditions and Risk Factors, Strengthening PHC, and Maternal, Child, and Youth Health. The approach directs more assertively the selection of initiatives, in addition to approaching the format of public health action, facilitating interaction with governmental players.

The projects financed in each of the programs must act on one or more fronts established as priorities in the planning of Umane:

- **Organization of lines of care (care flows)**, promoting proactive monitoring of prioritized chronic Noncommunicable Diseases (NCDs) and modifiable risk factors, comprehensive care for health system users, and self-care.
- **Use of data and new technologies**, contributing to an increasingly data-driven decision-making process by public managers, to developing tools that facilitate access to healthcare, improving care practices, and enhancing users' adherence to recommendations and treatments.

- **Training the workforce in Primary Health Care** (community health agents, nurses, multidisciplinary teams, and managers of Basic Health Units), increasing the quality of services offered to the population.
- **Promotion of the population's health culture**, boosting the health literacy of Brazilians and engaging in the adoption of healthier habits, individually and collectively.

Several instruments are used to choose the initiatives and territories to be supported based on the criteria of relevance to the Unified Health System (SUS) and the estimated impact on the population.

Umane monitors the evolution of the agreed goals throughout the support cycle. Whenever relevant, the results and lessons of the projects are considered in the new initiatives supported, thus expanding the social impact of the Association and its network.

PROJECTS

17 projects supported in 2022 in nine Brazilian states and the Federal District, including the Kidney Transplant Program.

COMPREHENSIVE CARE FOR CHRONIC CONDITIONS PROGRAM

- Nutrinet Brasil
- Covitel (I and II)
- Taking Care of Everyone

STRENGTHENING PHC PROGRAM

- AVISA study - Covid-19
- Alliance for Primary Care
- Public Leadership Center (PLC)
- Primary Health Care Observatory
- Impulso Previne
- Open Innovation Platform (I and II)
- Planning of Health Care Networks - with Vetor Brasil
- Planning of Health Care Networks - with CONASS and PAHO

MATERNAL, CHILD, AND YOUTH HEALTH PROGRAM

- Multidisciplinary Care Program - AMAS
- Obstetric and Neonatal Regulating Center - CRON
- Love Your Mind at School
- Experiences that Feed II
- Facing Childhood and Adolescent Obesity

COMPREHENSIVE CARE FOR
CHRONIC CONDITIONS PROGRAM

NUTRINET BRASIL

The study relies on digital influencers to recruit participants

Developed by NUPENS/USP – Núcleo de Pesquisas Epidemiológicas em Nutrição e Saúde da Universidade de São Paulo (Center for Epidemiological Research in Nutrition and Health of the University of São Paulo), the Nutrinet Brasil study aims to monitor, for ten years, 200,000 Brazilians from all regions of the country to investigate the relationship between dietary patterns and morbidity and mortality from chronic Noncommunicable Diseases, such as obesity, diabetes, cardiovascular diseases, and cancer. The 100% online research database can be used by researchers and the general population, in addition to supporting public agents to draft new health promotion policies.

To attract new people and reach the 200,000 expected participants, the NUPENS team has been relying on the potential of social networks. In August 2022, a new mobilization campaign was launched, with digital influencers such as Rita Lobo, Paula Carosella, Bela Gil, Pedro Bial, and Gregorio Duvivier, acting as ambassadors for Nutrinet Brasil and disseminating the research on their profiles.

Periodic publications in study profiles on social networks also contribute to maintaining participants' engagement over time – questionnaires must be answered every three and four months on the survey portal.

The year 2022 was also marked by FAPESP – Fundação de Amparo à Pesquisa do Estado de São Paulo (São Paulo State Research Support Foundation), joining the team of supporters of the project – Umame has supported the research since 2020 – and by the dissemination of another scientific article, which used a subsample of Nutrinet Brasil participants and was published by [Revista Brasileira de Epidemiologia](#).

MAIN HIGHLIGHTS

+ 5,000
new participants in
2022

+ 105,000
participants in total

+ 3,530

municipalities from the 26 Brazilian states and the Federal District had at least one participant in the study

 Banco de Imagens Umame

 Learn more:
bit.ly/3zC7ccW

COMPREHENSIVE CARE FOR
CHRONIC CONDITIONS PROGRAM

COVITEL (I and II)

Study shows impact of the pandemic on the health and habits of Brazilians

Comparing the pre-pandemic period to the first quarter of 2022, the Covitel – Telephone Survey of Risk Factors for Chronic Noncommunicable Diseases in Times of Pandemic – was the first picture of the impact of Covid-19 on risk factors that lead to increased prevalence of cancer, diabetes, and cardiovascular and chronic respiratory diseases in the Brazilian population.

MEDIA COVERAGE

968
media
exhibitions
from April to
December

59
mentions in major
press vehicles, such
as TV Globo, Folha
de S. Paulo, G1, UOL,
CNN, Nexo, and Veja



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Conducted by Vital Strategies Brasil and the Federal University of Pelotas (UFPel), with the support of Umane, the Ibirapitanga Institute and Abrasco – Associação Brasileira de Saúde Coletiva (Brazilian Association of Collective Health), the survey interviewed 9,000 people and collected information on the general health, diet, physical activity, mental health, hypertension, diabetes and alcohol and tobacco use, as well as data on gender, age group, race, education and employability of the interviewees.

Covitel included some methodological innovations to contribute to Vigitel, the Ministry of Health’s annual telephone survey to monitor risk and protective factors for chronic Noncommunicable Diseases (NCDs). People from the capitals and the countryside were interviewed, while Vigitel’s scope only covers the population of the capitals. Representativeness was another differential: unlike the research of the Ministry of Health, Covitel has representativeness for Brazil and the country’s five regions. “We also chose to divide the sample equally between landline and mobile phone owners, as the number of people who own

a landline is decreasing,” Luciana Sardinha, technical advisor for Public Health and Epidemiology at Vital Strategies, explains.

The study was released in April. Its data were made simultaneously available at the Primary Health Care Observatory, a platform developed by Umane, facilitating access for any stakeholder. For the diagnosis to subsidize the decision-making of public managers, Covitel was also presented during the meeting of the National Council of Health Secretaries (CONASS) held in July.



KEY RESEARCH HIGHLIGHTS

64.9%

of respondents who had Covid-19 reported some sequelae of the disease

The number of participants who considered their health status to be poor or very poor grew **91.8%** between the pre-pandemic period and the first quarter of 2022

4 out 5

individuals had completed the Covid-19 vaccination schedule

Regular consumption (five times a week or more) of vegetables **ranged** from **45.1%** to **39.5%**

1 out 5

respondents reported abusive alcohol consumption in the month prior to the interview

The number of people who engage in more than 150 minutes of physical activity per week **decreased** from **38.6%** to **30.3%**



Electronic cigarette

Covitel was the first study to address the consumption of electronic cigarettes and hookahs in Brazil. According to the survey, 73% of the population had already tried the products, with a higher prevalence among young people aged 18 to 24.

This was one of the clippings with the most significant media and civil society readerships. “Covitel’s data were used by bodies such as

Inca – Instituto Nacional do Câncer (National Cancer Institute) and influenced the decision of Anvisa to maintain the prohibition of sales in the country and increase enforcement to curb illegal trade,” Luciana says.

New edition

The second edition of Covitel, which will be released in June 2023, will bring even more light to the use of electronic cigarettes and alcohol. Some questions include where the participants buy electronic cigarettes, how much they pay for them, and whether they have tried or been advised by someone to stop drinking.

The mental health section will also include questions about anxiety and insomnia. The first edition of Covitel showed a 40% increase in the number of people with a medical diagnosis of depression.

The second edition will also carry out an unprecedented investigation into the effects of air pollution on the health of the population.

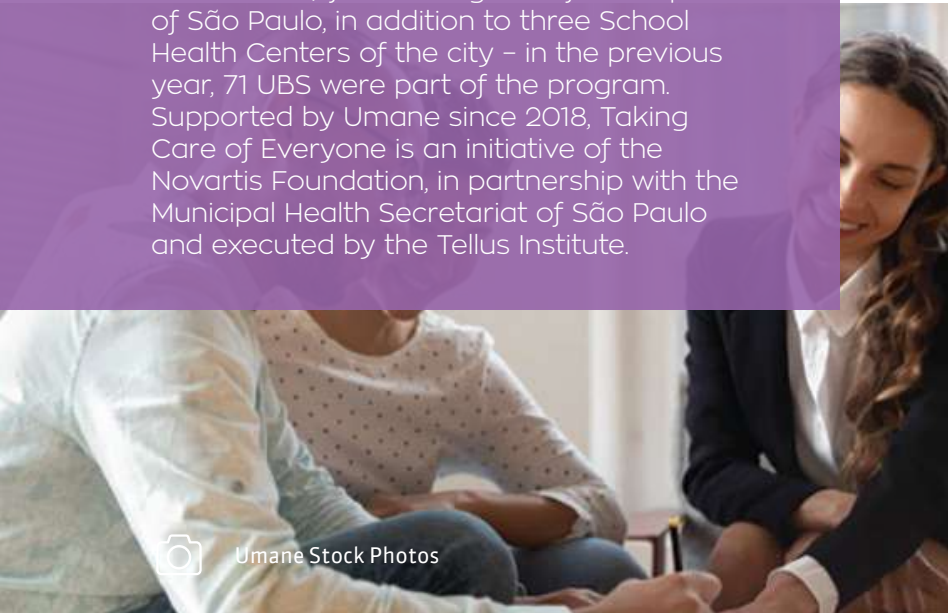


COMPREHENSIVE CARE FOR
CHRONIC CONDITIONS PROGRAM

TAKING CARE OF EVERYONE

Expansion and new initiatives mark the year of *Cuidando de Todos* (Taking Care of Everyone)

The project Taking Care of Everyone, created to improve the actions of screening, early detection, treatment, and control of patients with hypertension, diabetes, obesity, and high cholesterol (which, in the project, make up the acronym HDOC), followed its expansion trajectory in 2022 and reached 233 UBS – *Unidades Básicas de Saúde* (Basic Health Units) from all regions of the capital of São Paulo, in addition to three School Health Centers of the city – in the previous year, 71 UBS were part of the program. Supported by Umame since 2018, Taking Care of Everyone is an initiative of the Novartis Foundation, in partnership with the Municipal Health Secretariat of São Paulo and executed by the Tellus Institute.



Umame Stock Photos

On the technology front, the cardiac risk stratification tool, which quickly calculates the risk of cardiovascular diseases, and the PAP – *Plano de Autocuidado Pactuado* (Agreed Self-Care Plan), which promotes patient co-responsibility in disease control actions, were made available on the digital platform “e-SaúdeSP” to be used by all health teams in the state capital of São Paulo.

Another highlight was the Taking Care of Everyone Challenge, which invited

teams from all UBS in the municipality to co-create solutions to improve the tracking stage (active search) and increase the number of users engaged in self-care routines and the adoption of healthier habits. A total of 264 units signed up, and the 25 UBS presenting the most innovative suggestions with the potential to be replicated received a medical equipment kit.

MAIN HIGHLIGHTS

The UBS carried out, on average, **120 active search actions/month** in 2022

About **340 people** identified in the active search actions received the correct health referral every quarter.

+287.5%

increase in the average number of blood pressure measurements carried out by the users themselves at *Cantinho Cuidando de Todos* (a space assembled in the UBS):

- **First quarter:**
184 measurements/UBS/month
- **Fourth quarter:**
713 measurements/UBS/month

In 2022::

1.4 million

people impacted by communication campaigns and content published on social networks

153,200

people benefited directly (those assisted in the active search actions and who carried out pressure monitoring at *Cantinho Cuidando de Todos*)

Since 2018:

4.1 million

people benefited

STRENGTHENING PHC PROGRAM

AVISA STUDY - COVID-19

Study on effects of Covid-19 concludes monitoring phase of volunteers

Analyzing the incidence rate of Covid-19 infections in Brazil and mapping the medium-term consequences of the disease are the focus of the AVISA study - Covid-19, made possible by the Butantan Institute and the Butantan Foundation, with the support of Umame and *Todos Pela Saúde*.



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In 2022, the 11 research centers in the study completed the volunteers' monitoring activities and began qualifying the data and preparing for the analysis.

2,529 (83%) out of the 3,046 recruited people completed all planned follow-up steps. Participants were recruited in the cities of Belo Horizonte, Boa Vista, Brasília, Cuiabá, Fortaleza, Laranjeiras, Porto Velho, Rio de Janeiro, São José do Rio Preto, São Paulo, and Serrana.

The schedule estimates that the analysis of the collected data will end in the second quarter of 2023, with the release of the closing report and the preparation of materials to disseminate the results in the scientific scope scheduled for the second semester.

MAIN HIGHLIGHTS

3,046
people included in the study

83%
of people with full participation rate

Volunteers recruited in 11 municipalities from eight Brazilian states and the Federal District



STRENGTHENING PHC PROGRAM

ALLIANCE FOR PRIMARY CARE

Recife creates an innovative model to measure quality of health services

One of the main highlights in 2022 of the Alliance for Primary Care — an initiative of IEPS - *Instituto de Estudos para Políticas de Saúde* (Institute of Health Policies Studies) in partnership with Umame — was the *Qualifica Atenção Básica* (Qualifica AB) project in Recife (in the state of Pernambuco). Carried out in partnership with the City Hall, the project comprises the fronts: *Recife Monitora*, *Recife Experimenta*, and *Recife Reconhece*.



.....

In the case of the *Recife Monitora front*, the IEPS developed a customized quality assessment system for the capital of Pernambuco, which professionals from the municipal health network validated. “In addition to performance indicators already used by the Ministry of Health and other municipalities and states, the model considers, in an innovative way, the motivation of professionals and the satisfaction of users,” Agatha Eleone, IEPS Public Policy analyst, explains.

The system also allows each Basic Health Unit (UBS) to compare its performance with the average index and the score of other UBSs in the city, acting as an incentive for them to improve their processes and performance in the next quarterly certification.

By the end of the year, the model had been extended to 100% of Recife’s health units and became a State Policy. On December 16, Municipal Law 19014/2022, authored by the executive branch, was promulgated, establishing a performance bonus for healthcare professionals based

on system indicators, including user satisfaction.

The other fronts of *Qualifica AB* have also evolved. In the case of *Recife Experimenta*, 10 UBS worked with the IEPS team to co-create ten innovative practices to improve user access, reception level, and work processes. The feasibility of the proposals is being tested in early 2023.

In the case of *Recife Reconhece*, a public notice was launched for the sharing and acknowledgment of experiences, which gave rise to the 1st Integrated Exhibition on Good Practices in Primary Health Care. A total of 46 experiments were listed, and the four winners were certified by the IEPS and the School of Health in Recife (ESR), an agency linked to the Municipal Health Department, which promotes teaching, research, and extension activities for professionals in the municipal network.



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Better Care Program

In another initiative of the Alliance for Primary Care, the IEPS acts in partnership with the Government of Ceará under Cuidar Melhor program (Better Care Program), created to leverage the health results in the municipalities of Ceará. In 2022, 16 mayors, 125 health secretaries, and 90 technicians from the municipal health secretariats underwent the training the Institute promoted.

The training qualifies participants to make better decisions and to develop action plans to improve the performance of cities in the Better Care Program indexes. Performance in this set of indicators conditions the transfer of health funds from the state government to the municipalities. It is the basis for an annual award, which acknowledges the territories with the best results and most innovative practices.

Agenda Mais SUS

Advocacy gained even more strength in 2022, especially with the release, in July, of *Agenda Mais SUS: Evidence and Pathways to Strengthen Public Health in Brazil*, a diagnosis of SUS with a set of proposals for its improvement in six key aspects. “We managed to guide the electoral debate; we delivered the agenda to the main presidential

campaigns, the PAHO, the National Council of Health Secretaries (CONASS), and the transition government team,” Arthur Aguillar, director of Public Policies at IEPS, says and adds: “Our goal now is to collaborate with the implementation of the proposals and continue to monitor and disseminate the evolution of this agenda to society.”

Launched in October, the Health Budget Monitoring Bulletin, which compares the amounts allocated to 12 SUS programs in the Annual Budget Act Project (PLOA) of 2022 and 2023, also had broad impacts in the media, the political field, and mobilized civil society.

QUALIFICA AB:

Active quality assessment system for **132 units** and **281 health teams** in Recife

Municipal Law 19014/2022 established the performance bonus for health professionals in Recife, considering the indicators monitored in the system

AGENDA MAIS SUS:

156 mentions of the agenda in the press

(Folha de S. Paulo, O Globo, BBC, Estadão, Metropolis, among other media outlets)

11,400

views on the website agendamais.org.br until December



STRENGTHENING PHC PROGRAM

PUBLIC LEADERSHIP CENTER (PLC)

Support for the training of health managers

The training of managers and health professionals is one of the aspects of several of the projects supported by Umame. In this partnership, in particular, Umame ensured, from 2020 to 2022, full scholarships in the Master in Leadership and Public Management to two civil servants with management positions in the State Health Secretariat of Minas Gerais.

In 2022, they participated in an international mission to learn about the public management model of Helsinki, the capital of Finland, and the National Meeting of Leadership and Public Management, held in São Paulo.

Lessons learned from the PLC specialization course are already contributing to leaders' decision-making, including the identification and incorporation of new solutions that address challenges and improve public health services in the territory where they operate. "The specialization course increased my self-knowledge about the leader that I am and intend to be in public health and gave me the maturity to dialogue in a grounded way with senior management. The coexistence with colleagues also resulted in important insights and reflections that contributed to my work," scholarship holder Raquel Guieiro says.



STRENGTHENING PHC PROGRAM

PRIMARY HEALTH CARE OBSERVATORY

Platform facilitates access to health data

December marked the first year of the Primary Health Care Observatory, an open and free platform developed by Umane, which gathers health data from different public sources.



Visit: observatoriodaaps.com.br

OBSERVATORY IN NUMBERS:

+18,000
views

+4,000
sole-users

+1,000
recurring users

+800
data downloads and publications



Umane Stock Photos

Initially designed to be an internal tool, it soon became evident that the Primary Health Care Observatory (PHC) was a good instrument to — in addition to the easy consultation of data — generate and disseminate knowledge, and support decision-making, which could be used by researchers, journalists, public managers, health professionals, and other interested parties. The platform recorded more than 18,800 views twelve months after being released, from December 2021 to December 2022.

The differential of the Observatory is its straightforward navigability. Simply and intuitively and in a few steps, the user can check the indicators available in their topic of interest. After selecting the one they prefer, they can choose how they want to view it (current data or history, through maps and rankings).

The themes focus on four dimensions: socioeconomic data, prioritized chronic conditions, modifiable risk factors, and Primary Health Care. In 2022, two new features were made available, allowing users to view several indicators simultaneously by state and municipality, with the option of comparing them with national, state, and city data. There is also the Glossary, with the definitions and sources of all indicators included in the platform.

The portal is expected to be continuously improved. At the end of the year, a workshop was organized to listen to the opinions of users - public managers and civil society partners - about the accessibility of the platform and to collect suggestions for improvement.

Media

The dissemination of reliable and evidence-based information is essential so that more and more Brazilians have the autonomy and knowledge to care for their health. No wonder the goal of Umane is to consolidate the platform as a source of recurring media research, an essential link for this information to reach the population with the necessary accuracy and frequency.

Throughout 2022, the Observatory was presented to different journalists, and since its launch, 214 articles have already been published using its data.



STRENGTHENING PHC PROGRAM

IMPULSO PREVINE

Platform helps municipalities improve performance in *Previne Brasil*

Impulso Previne was born to support Brazilian municipalities to improve their performance in *Previne Brasil*, the financing policy of PHC, which conditions the transfer of federal health funds to achieve a set of goals.

ACCESS TO THE PLATFORM:

738
municipalities

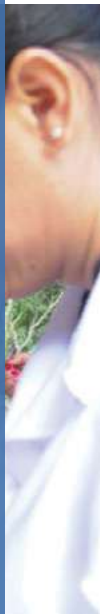
9,338
users

ACCESS TO THE RESTRICTED AREA:

60
active health teams from **13 municipalities**

400
cities interested in participating in the project

28 municipalities benefited from advisory in 2022



The platform was one of the projects accelerated by Artemisia's Open Innovation Program (read more on page 22) and had some of its functionalities tested in 2021 in the municipality of Teresópolis (in the state of Rio de Janeiro). In 2022, *Impulso Previne* escalated and closed the year used by managers and health professionals from more than 738 municipalities nationwide.

Powered by public data from the Ministry of Health's Information System for Primary Care (SISAB), the online tool allows anyone to consult the quarterly performance of each municipality in the indicators assessed by *Previne Brasil*. The data are always followed by recommendations, which help local managers define strategies to expand the population's access to the municipal health network and improve the services' quality.



Learn more:

www.impulsoprevine.org



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Restricted area and consulting

Not only are data being systemized and presented in a simple and free tool, but there are also two other work fronts on which Umane is focused. The first is the platform's restricted area, released in 2022. "In this restricted area, municipal managers and PHC teams have access to more specific data and are still able to nominally identify residents who must perform the health procedures addressed in *Previne Brasil*, acting proactively with these people," João Abreu, executive officer of *Impulso Gov* — the organization leading the project, explains. The first available active search tools refer to prenatal consultations, examinations, and controlling hypertension and diabetes.

In 2022, 60 active teams from 13 municipalities accessed the restricted area. Umane's support estimates that 50 cities will be covered, and there are already almost 400 areas that have formalized their interest in participating. The focus is on municipalities with up to 200,000 inhabitants.





On the other front, a specialized advisory is offered. There are three virtual meetings between *Impulso Gov's* team of specialists and municipal PHC managers, where they diagnose the general scenario of the municipality and identify measures to solve bottlenecks and improve performance in *Previne Brasil*, such as the review of service flows and registration of network users.

As explained by the officer, the representatives of these municipalities also have access to the restricted area. Even after the meetings, they can request personalized support via WhatsApp and periodically participate in the training organized by *Impulso Gov*. In 2022, 28 municipalities were served.

Impulse Prevents in Practice: the experience of Minaçu

Minaçu, in the state of Goiás, with about 30,000 inhabitants, joined the project in August 2022. In addition to advisory and access to the platform's restricted area, local health managers and teams were present at a training offered by *Impulso Gov* on user registration.

The result came instantly. In the assessment of the third quarter of 2022, Minaçu was able to overcome, for the first time, the goals of the three prenatal indicators established by the

federal government (appointments, dental care, and syphilis and HIV detection tests), in addition to improving its performance in the goals of diabetes and hypertension control and cytopathological examination. The performance was also the highest among the cities of the North Regional of Goiás.

PERFORMANCE OF MINAÇU IN *PREVINE BRASIL* 3RD QUARTER OF 2022

	Target (%)	Performance (%)	Variation (%) Q3 2022 x Q2 2022
Pregnant women who have completed six prenatal appointments	45	49	+32
Glycated hemoglobin monitoring (diabetes)	50	29	+32
Cytopathological examination performed	40	23	+28
Blood pressure measurement (hypertension)	50	36	+24
Pregnant women who have undergone syphilis and HIV detection tests	60	65	+23
Pregnant women with dental care	60	61	+7

*Example of how the platform can be used. Umane does not directly support the municipality.



STRENGTHENING PHC PROGRAM

OPEN INNOVATION PLATFORM (I AND II)

Solutions accelerated by the program are tested in Pernambuco and Sergipe

Scaling technological solutions to improve the access and quality of Primary Care services, thus connecting impact entrepreneurs to public managers, is the main purpose of the Open Innovation Platform in Primary Health Care, designed by Artemisia in partnership with Umame.

EPHEALTH PLATFORM

Afogados da Ingazeira (PE)

99% of residents over 18 years old with rectified health records

98% of registration discrepancies automatically corrected in epHealth

180 trained health professionals

EpHealth was one of the three selected startups. It tested and validated its health data platform in Afogados da Ingazeira (in the state of Pernambuco), which had as its main demands the strengthening of direct communication between managers and health professionals – especially community agents – and the population and improving municipal health registration bases.

By using the epHealth platform, which, in 2022, allowed the validation of the municipality's registrations with the IRS database, Afogados da Ingazeira was able to correct the health registrations of 99% of residents over 18 years old and 65% of the total population. New functionality was also incorporated into the platform, which checks and automatically corrects discrepancies between the different registration bases.

Another highlight was the training of 180 health professionals from the municipality of Pernambuco, who started using the epYou app, one of the products developed by epHealth. The app acts as a direct communication channel between the Municipal Secretariat, community health agents (CHWs), and residents, facilitating the dissemination of

vaccination campaigns, scheduling home visits, and other activities.

UpFlux was another startup that was selected and worked in Aracaju (in the state of Sergipe). The developed platform has already contributed to improving the systematization and control of users of the Unified Health System (SUS) of the capital and increasing active search actions and health care.

The third initiative worked on a solution to facilitate the analysis and management of some strategic indicators (pregnant women's health, diabetes, and hypertension) of Pre-vine Brasil from the Ministry of Health. The results and lessons from the pilot carried out in 2021 in the city of Teresópolis (in the state of Rio de Janeiro) subsidized the development of the Impulso Previne platform (read more on page 20).

In 2023, the program will continue. Artemisia still follows the three impact businesses and intends to select innovation projects to support in partnership with other municipalities.



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MATERNAL, CHILD, AND YOUTH HEALTH PROGRAM

MULTIDISCIPLINARY CARE PROGRAM - AMAS

New management practices improve care

Every year, thousands of São Paulo children and adolescents can obtain an early diagnosis and quickly start the necessary health treatment thanks to Multidisciplinary Care (AMAS), currently managed by the Syrian-Lebanese Social Responsibility Institute in partnership with the City Hall of São Paulo and maintained by Umame.

IN 2022:

9,992
multidisciplinary services

6,652
medical appointments

4,550
laboratory tests

86
neuropsychological evaluations


The project welcomes patients from zero to 17 years of age referred by 31 Basic Health Units (UBS) in the Midwest region of São Paulo. It offers ten medical specialties in addition to neuropsychological evaluation and nutrition, nursing, and social assistance services. In 2022 alone, AMAS performed more than 16,600 medical and multidisciplinary services and 5,200 exams.

Children, young people, and their families who went through AMAS in 2022 experienced a welcoming environment and received even more effective care. That's because the project has implemented several management practices. One of the main innovations was the scheduled appointments, which reduced the average waiting time to 30 minutes. Installing a password panel and adjusting the site's infrastructure also improved the services' quality.

A mapping of the epidemiological profile of patients was also conducted, with important data on the health conditions of children and young people incorporated into their electronic medical records. The initiative expanded the team's knowledge about the particularities and needs of each child and young person, reflecting on improving care.

Another milestone of the year was the structuring of the first Strategic Planning of AMAS, with other initiatives to improve the efficiency and quality agreed upon, such as actions to reduce the absenteeism rate of consultations and exams and health promotion and disease prevention campaigns, which should be carried out in 2023 and in the coming years.



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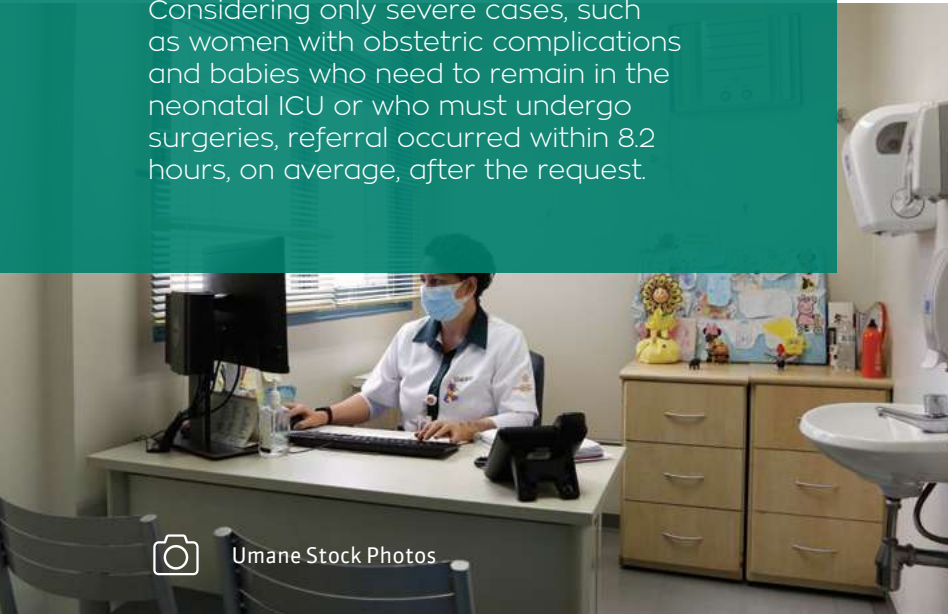


**MATERNAL, CHILD, AND YOUTH
HEALTH PROGRAM**

OBSTETRIC AND NEONATAL REGULATING
CENTER (CRON)

Fast referral of pregnant women, parturients and newborns

In 2022 alone, 10,609 requests were conducted by the Obstetric and Neonatal Regulation Center (CRON) of São Paulo, ensuring that pregnant women, parturients, and newborns were referred with the necessary agility and care to hospitals in the capital of São Paulo. Considering only severe cases, such as women with obstetric complications and babies who need to remain in the neonatal ICU or who must undergo surgeries, referral occurred within 8.2 hours, on average, after the request.

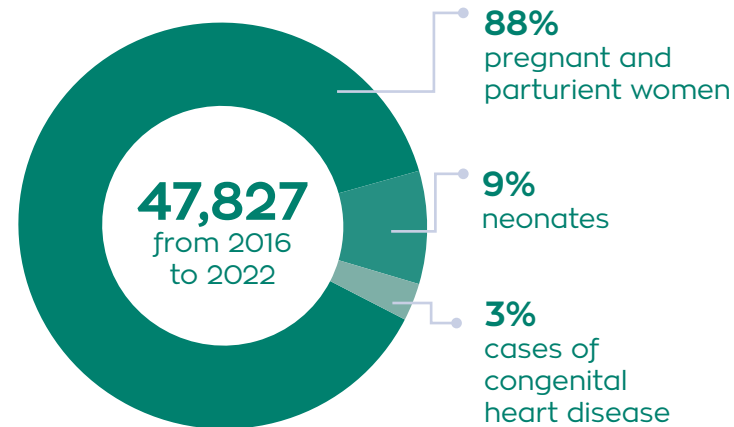


These results are the consequence of the work of a team comprising 13 obstetricians and ten regulatory nurses at the head of the center, engaged in saving lives and reducing maternal and neonatal mortality rates in the largest Brazilian metropolis. The center – maintained by Umame since 2009 and agreed in 2016 with the City Hall of São Paulo through a partnership with the Municipal Health Secretariat – is responsible for the search and referral of low to high-risk patients from São Paulo and the metropolitan region, operating 24 hours a day, seven days a week.

In 2022, there was a slight drop in requests for regulation: 884 occurrences/month versus 903 in 2021. This variation reflected the decrease in demands related to Covid-19, with the vaccination progress throughout the year, and flu syndromes. The resolution rate increased slightly, from 91.6% to 92.3%.

MAIN HIGHLIGHTS

Adjustment requests met:



In 2022:

884
Average monthly requests

92.3%
Resolution rate of regulations

7.1%
Effective transfer rate

Project on mental health of children and young people is expanded

The *Ame Sua Mente na Escola* program (Love Your Mind at School), which supports education professionals to acknowledge and assist children and adolescents facing mental health issues, expanded its scope of action in 2022. The initiative was conceived by *Instituto Ame Sua Mente* (Love Your Mind Institute) and is supported by Umame and ABCD Institute as funders.

700+ educators enrolled in the 2022 training sessions

36 lesson plans aligned with the guidelines of BNCC – *Base Nacional Comum Curricular* (Brazil's National Learning Standards) available to educators who participate in the course.

In **three training cycles**, the percentage of educators who reported having expanded their knowledge about mental health ranged from **54%** to **83%**.

82.2% of participating schools identified positive changes in the way mental health is addressed and dealt with.

A total of 92 elementary and/or high schools in São Paulo joined the project in 2022, with 151 enrolled schools by the end of the year. The expansion was the result of the partnership signed with *Programa de Melhoria da Convivência e Proteção Escolar* (Program for the Improvement of School Coexistence and Protection - Conviva SP) of the São Paulo State Department of Education.

The training on mental health was also acknowledged by the School of Training and Improvement of EFAPE – *Escola de Formação e Aperfeiçoamento dos Profissionais da Educação do Estado de São Paulo* (Education Professionals of the State of São Paulo), ensuring that the certificate of participation is worth points in the career plan of the servants.

Another innovation of the year was adapting the course to the distance education format, which will enable the expansion of the program to other municipalities in various regions of the country. The course syllabus is divided into seven modules, with a total of 32 class hours, in addition to some live classes. One of the modules specifically addresses the protocol created by the Love Your Mind Institute to assist educators in referring students who need specialized health care.

The Institute also released the “School That Loves Your Mind” Stamp and acknowledged 50 schools with good practices from 22 cities in ten states.

The [project's website](#) has several materials on mental health, such as podcasts, videocasts, fact sheets, and audiobooks.



Learn more:

www.amesuamente.org.br/ame-sua-mente-na-escola



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MATERNAL, CHILD, AND YOUTH HEALTH PROGRAM

FACING CHILDHOOD AND ADOLESCENT OBESITY

Project contributes to the approval of a law in Niterói

Obesity is a condition that affects children, young people, and adults worldwide. In Brazil, according to data from the Ministry of Health's Food and Nutrition Surveillance System (SISVAN), 33% of children and young people from zero to 19 years old treated by PHC services between January and June 2022 were overweight or obese.



Image by Freepik

Preventing this condition, which becomes a risk factor for other chronic diseases such as diabetes and kidney complications, is a long-term job requiring different efforts.

..... The transversality of actions is precisely one of the hallmarks of the project Facing Childhood and Adolescent Obesity, which maintains advocacy initiatives to influence the drafting and implementation of public policies on the subject, communication, and awareness of society, training of health professionals and implementation of a specific line of care.

The project has been developed since 2020 by the Desiderata Institute, with the support of Umame and other institutions such as Bloomberg Philanthropies (via Global Health Advocacy Incubator), the Rogério Jonas Zylbersztajn Fund, the Phi Institute and the José Luiz Egydio Setúbal Foundation, and operates in the state of Rio de Janeiro and the municipality of Niterói. However, its awareness initiatives have national coverage. In 2022, there were improvements on all fronts, with an emphasis on advocacy.

In December, the Court of Appeals of the City Council approved a bill banning the marketing and advertising of ultra-processed foods in schools in Niterói. "We collaborated with writing the bill and acted to ensure agility in its processing. Simultaneously, we launched the campaign' Niterói says

"yes" to a Healthy Childhood', in partnership with the Alliance for Adequate and Healthy Food, so that the local population also insisted on its approval," Raphael Barreto, project manager at the Desiderata Institute, says.

The law was sanctioned in January 2023. Raphael pointed out that "the work is now on the executive branch to publish the regulatory decree, ensuring that the legislation enters into force and is complied with. We also intend to structure an action plan to support the owners of the school canteens to adapt to the changes and organize a new phase of the mobilization campaign."

A similar bill, also the target of the Desiderata Institute's advocacy actions, was approved in the first round in the Legislative Assembly of Rio de Janeiro (Alerj) in 2022.



MAIN HIGHLIGHTS

Bill to tackle childhood and adolescent obesity is unanimously approved by the Municipality of Niterói.

On social networks and in the media, the publications of the campaign “Niterói says ‘Yes’ to a Healthy Childhood” reached more than **7 million people**.

1,859 people signed the online petition in support of the Niterói bill.

Other **two bills** in progress (awaiting second round voting) in the City Hall and the Legislative Assembly of Rio de Janeiro.

1,268 health professionals from the state of Rio de Janeiro were trained in 2022.

More than 13 thousand visits were registered on the Childhood Obesity in Focus portal in 2022.

Training and line of care

On the training front, a new distance training on obesity was released. The training and the course developed in 2021 were made available to professionals in the public health network of the 92 municipalities of the state of Rio de Janeiro.

With the new cycle of support from Umane, in addition to Rio de Janeiro, the training will reach health professionals in Pernambuco in 2023 and a third state, still to be defined, by the end of 2024.

Another progress of the year was structuring the Childhood and Adolescent Obesity Line of Care in the city of Niterói (in the state of Rio de Janeiro) due to the technical cooperation agreement signed with the City Hall. The care protocol was implemented in two health regions of the municipality. In 2023, it will be expanded to the other four regions.

Awareness Raising

Since 2021, the project has been running [Childhood Obesity in Focus](#) portal with information on the topic in a language more accessible to the general public, especially parents and caregivers. The portal also hosts the Panorama of Obesity in Children and Adolescents, which gathers indicators on the eating habits and nutritional profile of Brazilian children and young people.

Each year, a new edition of the Panorama is launched from the SISVAN database. The tool's user-friendly interface allows users to select indicators by geographic coverage (local, regional, and national), age group, gender, and race/color.

 **Learn more:**

www.obesidadeinfantil.org.br

panorama.obesidadeinfantil.org.br



Project brings food and nutrition education to early childhood

Transforming the vision of food in early childhood and consolidating food and nutrition education as a pedagogical process that should be incorporated into early childhood education units are the primary purposes of Experiences that Feed II, developed by the Center for Recovery and Nutrition Education (CREN), with the support of Umame since 2020.



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Between 2020 and 2021, discussions and interviews were held with educators, school managers, and families, which were the basis for developing food and nutrition education training. The course is divided into four modules and addresses topics such as creating eating habits, multifactorial food choices, breastfeeding and introducing complementary feeding, family dynamics and feeding, and conscious eating, to name a few.

The pilot phase of the training began in August 2021, with six Early Childhood Education Centers (CEIs) in the region of São Miguel Paulista, in the East Zone of São Paulo. “We soon realized diversity was fundamental to enhancing the project’s scope. In addition to the educators, who have direct contact with the children, we brought in pedagogical coordinators and kitchen professionals. We also proved the importance of providing training in a collaborative

environment, with representatives of several CEIs, to foster sharing experiences and ideas,” Elizabeth Fefferman, project coordinator at CREN, highlights.

The other two training phases took place in 2022, involving 14 more CEIs (phase 2) and 30 CEIs (phase 3), all from São Miguel Paulista. The reports and perceptions of the participants of the previous classes strengthened training courses.

The project also received a virtual environment, open to professionals and family members of the 50 participating CEIs and the other 173 CEIs of the Regional Board of Education (DRE) of São Miguel Paulista. In addition to disseminating related content, there are spaces for exchanging experiences and acknowledging good practices.





MAIN HIGHLIGHTS

180 trained education professionals (**75** educators, **50** pedagogical coordinators, and **55** support professionals) from the **50** participating CEIs

+7,000
children from 0 to 3
years old benefited

346
families directly
impacted

75.7% of participants reported having increased their knowledge about food and nutrition after the project

78.6% of school managers identified changes in educators' behavior regarding food and nutrition education after the project

Perception of pedagogical coordinators on their ability to propose and prepare food and nutrition education actions:

Phase 2 Participants

(14 CEIs of São Miguel Paulista)

- At the beginning of the project: **84.7%**
- After training: **93.4%**

Phase 3 Participants

(30 CEIs of São Miguel Paulista)

- At the beginning of the project: **48%**
- After training: **92%**

Experimente

Some training participants also collaborated with creating *Experimente*, a pedagogical resource counting on characters and other playful elements to work on food and nutrition education with children. The challenge was to build a tool that would make sense for educators, that would have an accessible and attractive language for children, and that would also communicate with families.

Another product is the two volumes of the Experiences Notebook, connected to *Experimente*, which proposes several practices to be carried out by family members with children at home. "Both pedagogical resources and training and the virtual environment aim to show that food is also a learning process and that understanding the food system makes children have a different relationship with food and moments of eating, which can directly influence their health in the future and prevent problems such as malnutrition, overweight and obesity," Elizabeth says.



Patient transfer and infrastructure investments

Throughout 2022, the transition from the Kidney Transplant Program to the Hospital das Clínicas of the Medical School of the University of São Paulo (HCFMUSP) continued due to the partnership formalized in June 2021 between Umame and the São Paulo State Health Department.

HIGHLIGHTS:

227 patients (64% of the total) transferred to Hospital das Clínicas by December.

Revitalization of **30 operating rooms of Central Institute** (15 delivered in 2022) and expansion of the hemodialysis room of the Children and Adolescents Institute.

The first few patient transfers took place in February. By December, 227 people – children, adolescents, and adults from different regions of the country – were already being treated at the Transplant Service of Hospital das Clínicas. The other 126 participants of the program continue to receive specialized treatment, such as hemodialysis and surgeries, at Hospital Samaritano of São Paulo.

Umame has been fully maintaining the treatment of patients since the end of the Program to Support the Institutional Development of the Unified Health System (PROADI-SUS) on December 31, 2017. At the same time, the Association coordinated with the Ministry of Health the transition of the program to a public institution of reference.

As part of the agreement, Umame is investing in improving the infrastructure of the Hospital das Clínicas. In 2022, 15 rooms of the surgical center of the Central Institute of HCFMUSP were revitalized, relying on state-of-the-art robotic technology. There was also the start of the expansion of the hemodialysis room of the Children and Adolescents Institute. The most modern facilities and equipment directly impact the well-being of patients, families, and healthcare professionals.

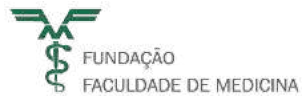
For 2023, in addition to the continuity of the transfers and the completion of the works at the Children and Adolescents Institute, another 15 operating rooms of the Central Institute will be renovated with the support of Umame.



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A photograph of a woman and a man in a white lab coat, with a blue overlay containing the text 'UMANE'. The woman is in the foreground, looking towards the camera with a slight smile. The man is in the background, wearing a white lab coat, looking away from the camera. The image is partially obscured by a blue rectangular overlay on the left side.

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