



Instituto  
**Criança é Vida**

Educating for Health  
Children and Adolescents

**2017**

## 2017 Highlights: Growth

2017 will be marked as a year in which our projects reached **more than 50,000** people for the first time. A total of **52,434** people benefited. Of these, **39,253** were children or adolescents and **13,181** adults. Over the course of the year, **963** work fronts were opened at **762** institutions of **18** municipalities in the states of São Paulo, Rio de Janeiro and Pernambuco.

We also established new partnerships with the Education Secretariats of Glória do Goitá and Feira Nova, in the state of Pernambuco, Embu Guaçu, São Bernardo do Campo, Barueri and Itapeverica da Serra, in the state of São Paulo, and Nilópolis, in the state of Rio de Janeiro.

*“Overcoming the barrier of 50,000 people benefited by the Instituto Criança é Vida (Child is Life Institute) is really a great landmark. Looking at our numbers and our work over more than two decades makes us very proud. But the great challenge remains: To continue growing with quality and seriousness in order to multiply knowledge that allows children to grow up better and with a higher quality of life”*

**Regina Stella Schwandner**

Managing Director and Associate Founder



## 2017 Highlights: Financial Health

To grow, we must always be aware of the surrounding environment and, especially, of the needs and challenges ahead. In this 21st year, when the Instituto Criança é Vida (Child is Life Institute) has come of age, we have expanded our operations to include a very specific health topic, which is in desperate need of urgent and long-term intervention: Financial Health.

Introduced in 2016 as a pilot project, the **Financial Health** project had a cycle for the 7-to-9-year-old age group this year multiplied on a large scale through educator's certification courses for **19** institutions. In all, **1,063** children and **20** families were assisted in the Cidade Ademar neighborhood, on the South Side of the São Paulo capital.

The project also grew as a direct result of multiplication, increasing from two to four instructional units. More than just good numbers, the project has already shown signs of behavioral change in people who have been assisted.



Educators have changed the way they deal with money, canceling their credit cards, opening savings and investment accounts. Children are helping their families think about what to do with their money, even “giving advice” to more indebted family members.

These attitudes reinforce our belief that by gaining new knowledge on financial matters, children will influence the decisions of their families and become agents of change of the reality in which they live.

*“I was surprised when I presented the project. At first, I felt that the 7-to-9-year-old age group would not be interested. The results, however, were very positive. We also included an after-meeting activity, where we made a chest of dreams from recyclable material, which the children said they would reproduce with their brothers and sisters. The project is excellent and should also include young people and adults”*

**Dayana**

Educator at CCIInter Santa Terezinha – CRAS Cidade Ademar, São Paulo - SP

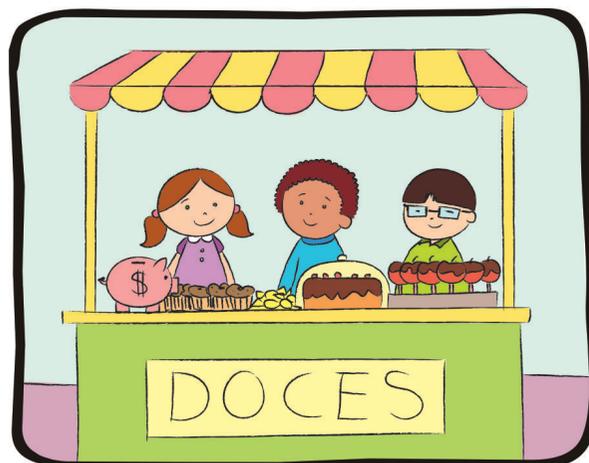
## 2017 Highlights: Growing Up with Values in Pernambuco

Crescer com Valores (Growing Up with Values) - 7-to-9-year-olds - was the project that reached the largest number of institutions in 2017. Among the **175** assisted, **35** were schools of two municipalities in the state of Pernambuco that were involved in multiplication for the first time: **Glória de Goitá** and **Feira Nova**. Approximately **70** educators had certification courses and more than **1,600** children benefited in the state of Pernambuco alone. The result of the project in the state is shown in a video that can be watched [here](#).

*“The way the methodology was applied really stood out since it was practiced the entire time. In addition, the certification courses made the professionals involved look at the children in a different way, seeing them as a whole, taking their social conditions, hopes and the surrounding environment into account. It is thus possible to follow both their learning process and the results”*

**Rafael Lenilson dos Santos**

School Management Director and Network Manager of the Education Secretariat of Glória do Goitá – PE



In the entire country, **9,439** children and **372** families were impacted by the project.

The instructional unit for 10-to-12-year-old children involved **165** institutions, **7,994** children and **305** families.

*“The project made a significant contribution to my work, addressing ‘old issues’ in a repaginated, creative and expanded fashion. It was a way to enhance my repertoire of possibilities in the institution’s daily work.”*

**Flávio Shizado**

Educator at CEC Maria Cursi (São Paulo – SP)

## 2017 Highlights: Awards

In March 2017 **we gave awards to** the winners of the “Educando para a saúde: eu faço a diferença” (“Educating for Health: I make the difference”) Recognition Campaign. Launched in 2016, the initiative celebrated the 20 years of the Instituto Criança é Vida (Child is Life Institute).

Educators Robert Eduardo Andrade (1st place), Marta Regina de Souza (2nd place) and Marina Claudino dos Santos (3rd place) were the winners. Their work was the main topic of our [Highlights](#) section on our website, in April.

*“When an activity involves feelings, it can always surprise us. It is very cool if you know how to work with this. It is important to be prepared for anything that may happen. And the Instituto Criança é Vida (Child is Life Institute) courses help us with this”*

**Robert Eduardo Andrade**  
Award-Winning Teacher, São Paulo - SP



## Overall Assessment

Always mindful of the quality and impact of our work with the public, we are constantly active in updating and reviewing our materials. This was the case with the Afeto e Proteção (Affection and Protection), Bebês (Babies) and Viver Bem (Living Well) projects, whose overall review was completed in 2017.

In the same year, we also wrote the draft text of the Saúde Financeira (Financial Health) project for four instructional units, which was approved by a multidisciplinary group at the beginning of 2018 for large-scale multiplication.



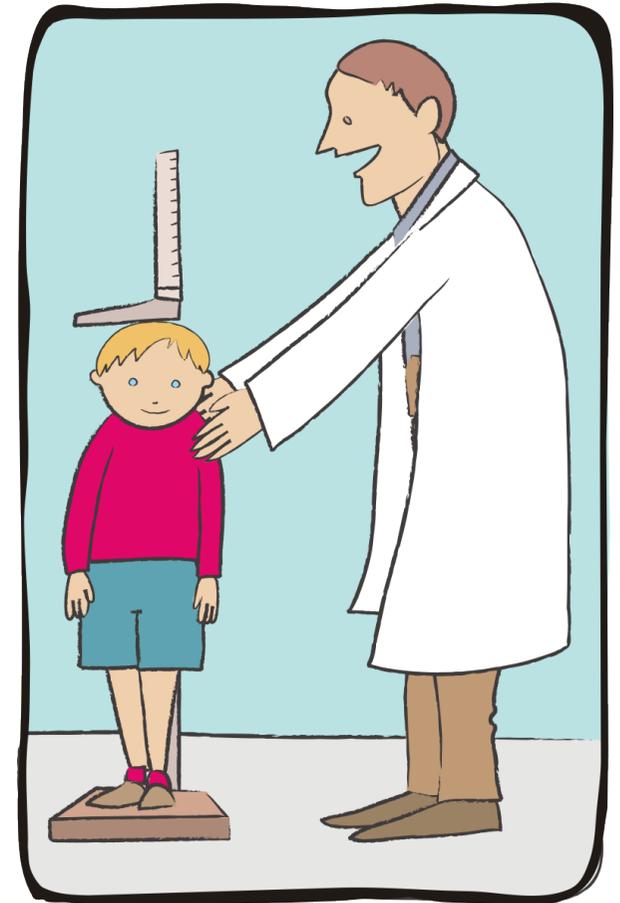
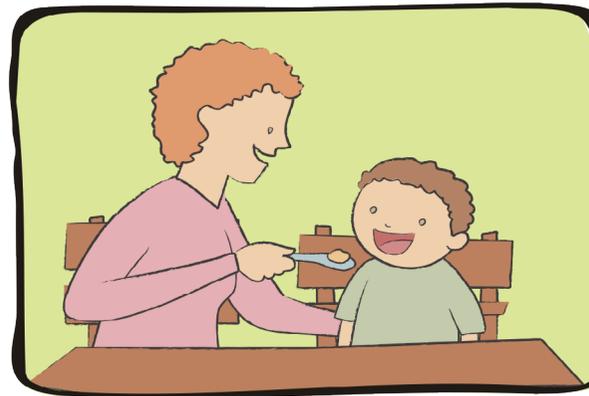
With the 11 projects underway during 2017, we reached the record number of **52,434** people directly assisted, an increase of more than **11%** when compared to the previous year.

Among children and adolescents there was a **13%** increase, totaling **39,253** people benefited. On the other hand, the number of families rose about **6%** with **13,181** people involved.

# Assessment by Project

## ADULTS

A pioneer project of ours, for nearly 22 years Criança é Vida Adultos (Child is Life Adults) has sought to educate institution employees and families of children living in communities in situations of social vulnerability. In 2017, the project was active in 94 institutions, benefiting 5,086 families.



*“According to participant Renata Aparecida, it was interesting the way in which the Institute addressed issues such as body hygiene and environment, inducing active participation of families, especially with regard to the dynamics of dealing with environmental protection and the importance of not polluting rivers, helping them understand that this was not the sole responsibility of government, but also of each of them, to be aware of this issue.”*

**Andreia**

Educator at SASF- Maria Paola Center - DRE Pirituba,  
São Paulo - SP

## Assessment by Project

### AFFECTION AND PROTECTION

Designed to sensitize and inform parents and educators with respect to the delicate issue of violence against children, Criança é Vida Afeto e Proteção (Child is Life Affection and Protection) reached **39** institutions in 2017, offering its proposal for preventing violence in child education to **2,000** families.



*“Before getting involved in this project, I was very aggressive with my children with words, discouraging them and putting them down. When I started the project, I saw how bad it was for them and I began to change, help and believe in my children, and they even asked what had happened to me due to the fact that I was now supporting them so much”*

**Simone Chaga dos Santos**

Educator in the Kolping de Embu Community – Education Secretariat of Embu das Artes - SP

# Assessment by Project

## BABIES

Care for babies during the first 36 months of life is essential to their physical, emotional and social development. Providing specific knowledge to parents and educators about this stage is among the objectives of Criança é Vida **Bebês** (Child is Life **Babies**) which, in 2017, assisted **4,521** families, through **94** institutions, benefiting **5,640** children.



*“Parents always thank us for this because they don’t see it as a course, instruction or meeting but as get-togethers and shared moments. They are occasions where they feel free to open up, talk about something frustrating for them or highlight moments of joy and discovery for their children”*

**Stephanie Sandra Custódio**

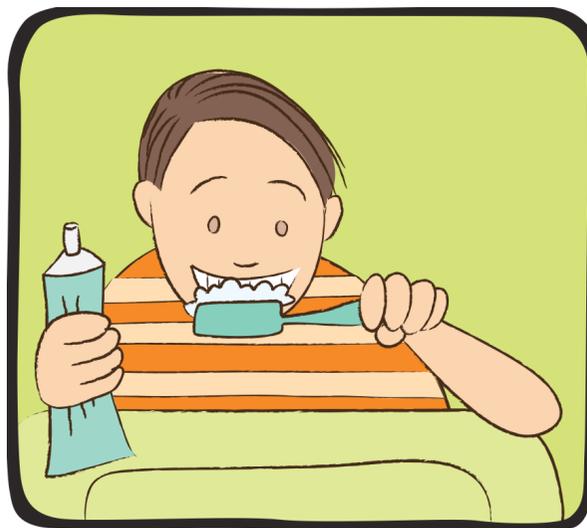
Educator at EMM Nadir Adolphina Pereira – Barueri Municipal Government  
Education Secretariat - SP

## Assessment by Project

### CHILDREN

Designed to transform children into small agents of change of their own reality, Criança é Vida **Crianças** (Child is Life **Children**) works with boys and girls between 3 and 4 years of age. It is by playing that children learn the importance of basic health and personal hygiene.

In 2017, the project was offered in **119** institutions, benefiting **7,801** children and impacting the lives of **225** families.



*“What most impressed me in the project was the priority given to the fun aspects, even knowing this is essential in elementary school because with the hecticness of everyday life, everything becomes very mechanized. The project showed me that the way to real learning is to add play and lightness to content. Thank you!”*

**Mayara**

Educator at Cantinho Alegre Day Care Center (Santos - SP)

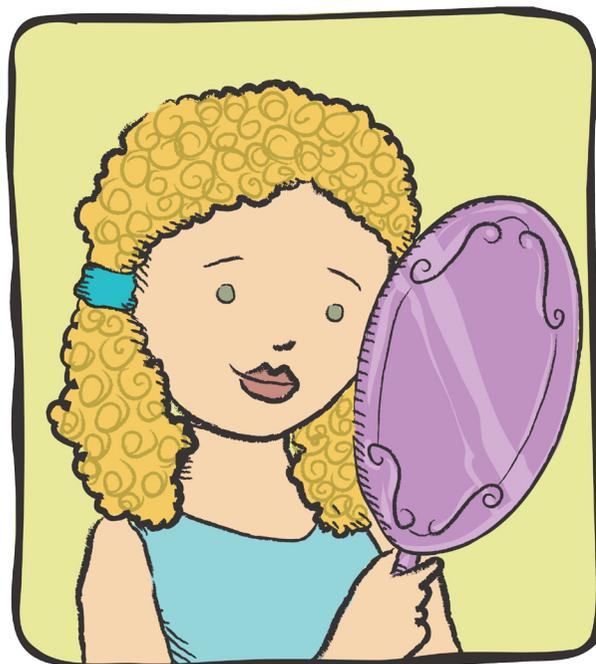


## Assessment by Project

### SEX EDUCATION: TIME OF DISCOVERY – 7 TO 9 YEARS OF AGE

To know, enjoy and take good care of their own bodies, understand processes such as the birth of a baby or know how to ask for help when another person's behaviour bothers them. Criança é Vida **Educação Sexual – Tempo de descobrir** (Child is Life **Sex Education – Time of Discovery**) provides an opportunity for children to gain knowledge about this and much more.

It was this way for the **1,078** children who benefited in 2017 from the project by means of a partnership with **20** institutions, impacting **41** families.



*“After we showed a video, the children asked about menstruation. It was clear how curious they were and how much they wanted to know how their and their friends' bodies work. I was surprised to see how much attention they paid and how naturally they behaved”*

**Alessandra Taís**

Educator at the União Cidade Líder Pró Melhoramento do Bairro NGO  
CCA União Cidade Líder – Itaquera, São Paulo - SP

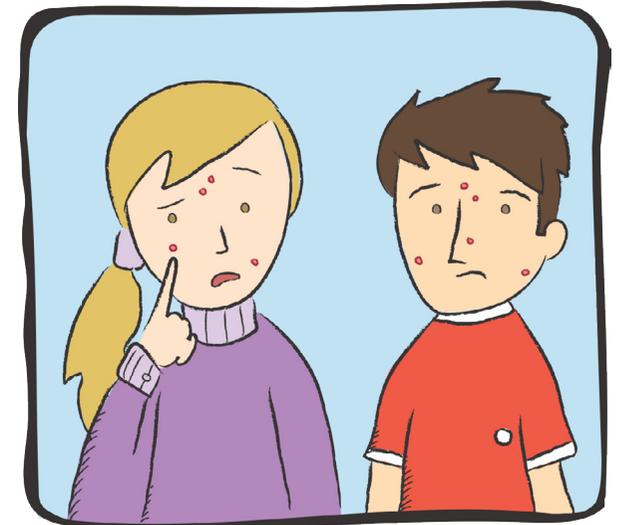
## Assessment by Project

### SEX EDUCATION: SEX, LOVE AND RESPONSIBILITY – 10 TO 12 YEARS OF AGE

Dating, sexual behavior, conception, pregnancy, gender relations, and self-esteem. Topics present in the day-to-day lives of children, which are handled in a clear way in the certification courses offered by Criança é Vida **Educação Sexual – Sexo, amor e responsabilidade** (Child is Life **Sex Education – Sex, Love and Responsibility**).

Offered in **79** institutions, the project benefited **4,182** children and **133** families in 2017.

At the Santa Cruz and Bom Jesus Center for Children and Adolescents (CCA), in the Jaguaré neighborhood, in São Paulo, close to 90 children directly benefited from the project.



*“Adolescent girls talked about how important the information on contraceptive methods was because they had heard many wrong things and they stressed the importance of the decision about sex relationships”*

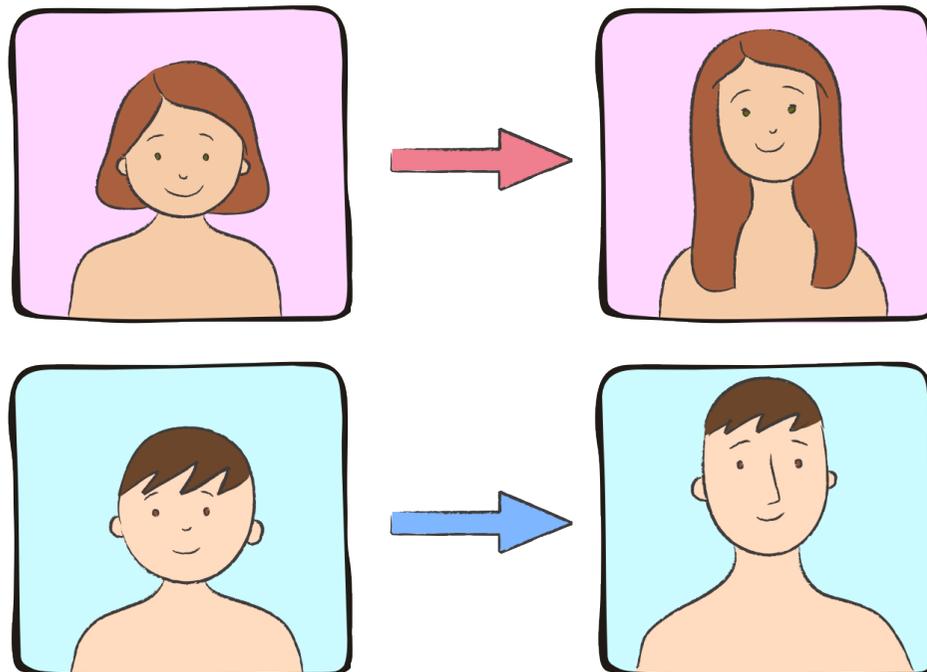
**Allan**  
Educator at the “Árvore da Vida” Charity Association,  
Mogi das Cruzes - SP

## Assessment by Project

### SEX EDUCATION: ISSUES OF ADOLESCENCE – 13 TO 15 YEARS OF AGE

Adolescence arrives and, with changes in the body, leading to questions, curiosity, fear and uncertainty. Guiding adolescents at this stage of so many discoveries is the important task of the **Educação Sexual – Questões de adolescência (Sex Education – Issues of Adolescence)** project.

Over the course of 2017, **4,268** adolescents benefited from the project offered in **112** institutions, impacting the lives of **203** families.



In answer to a request from the Santa Cruz Congregation, in the Jaguaré neighborhood, in São Paulo, to provide instruction to its employees, to help them deal with the present day situation of the community, direct implementation of the project took place for 20 employees, benefiting 51 adolescents.

*“Over four years participating in the Criança é Vida project, I saw an improvement in the quality of materials and teaching methods applied. I also saw a decline in pregnancy rates at the CCAs in which I worked and work. I like the Instituto Criança é Vida (Child is Life Institute) very much”*

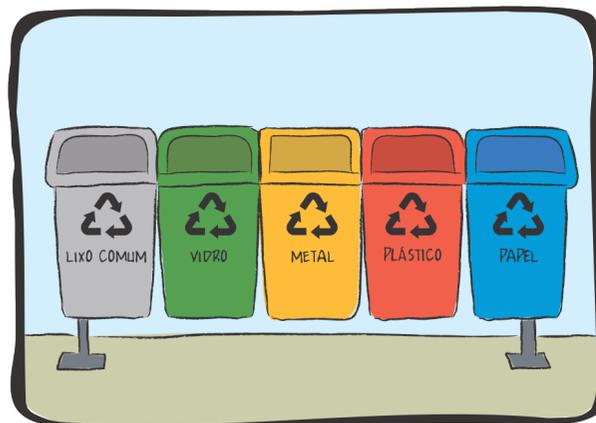
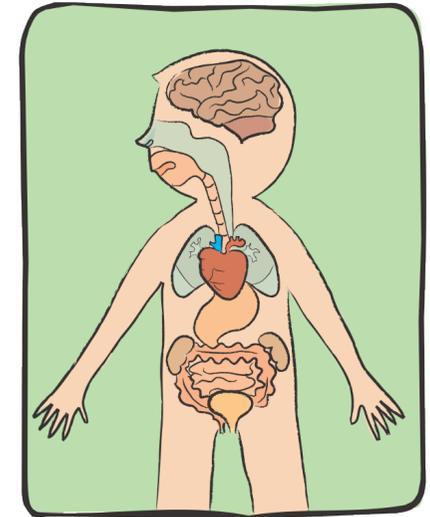
**Bruno Ricardo**

Educator in the Estrela Nova Community Movement – SAS Campo Limpo, São Paulo - SP

# Assessment by Project

## LIVING WELL

Education for health, environmental responsibility, values and social behavior (good manners), and drug prevention. Attitudes which, when present in our everyday lives, contribute to better lives. For this reason, the Criança é Vida **Viver Bem** (Child is Life **Living Well**) project teaches concepts like these to 7-to-9-year-old children and their families. It was this way with the **3,428** children and **93** families who benefited in 2017 from the project offered in **47** partner institutions.

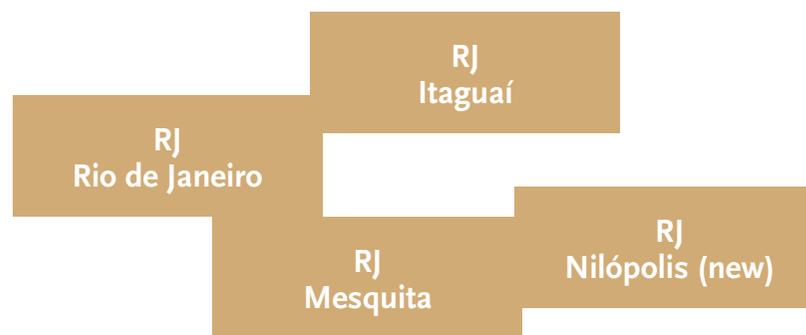
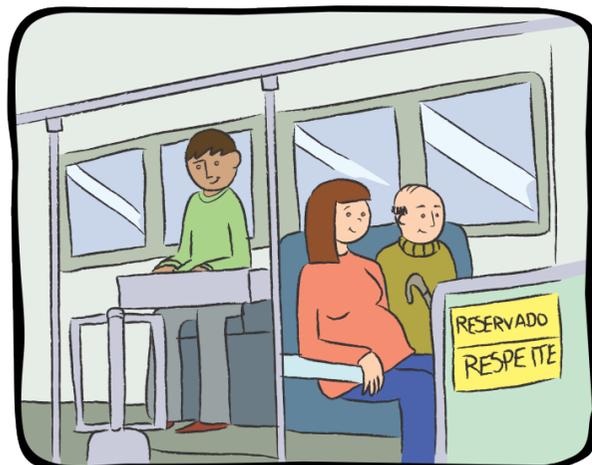
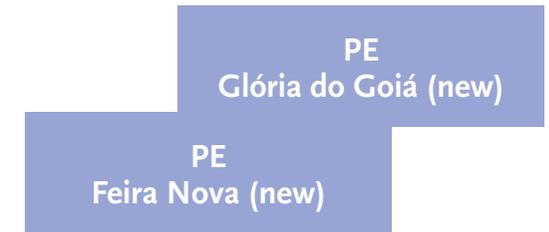


*“A student’s mother said that now he waits for his turn to speak, without interrupting others. There was also a change in some habits related to food and environmental awareness”*

**Eliana Melo**

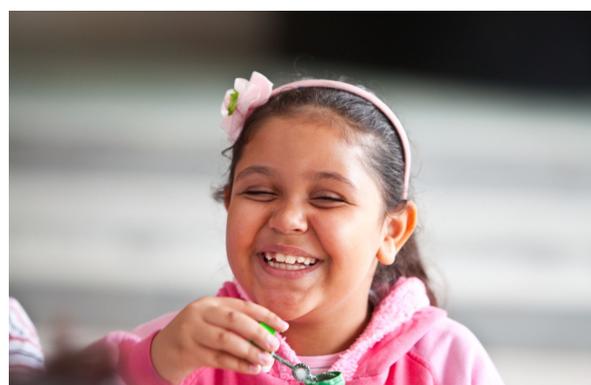
Educator at EMEF Estevan Placêncio, Barueri - SP

# Locations Served



## Number of Projects

PROJECT	INSTITUTIONS	CHILDREN	FAMILIES
Adults	94	---	5.269
Babies	94	5.695	4.587
Sex Education – 7-to-9-year-olds	20	1.078	41
Sex Education – 10-to-12-year-olds	79	4.182	133
Sex Education – 13-to-15-year-olds	112	4.268	203
Children	119	7.801	225
Living Well	47	3.430	93
Affection and Protection	39	---	2.000
Growing Up with Values – 7-to-9-year-olds	176	9.470	393
Growing Up with Values – 10-to-12-year-olds	166	8.044	309
Financial Health - 7-to -9-year-olds	19	1.063	20



## Volunteering

Promoting volunteering, supporting and encouraging volunteer activities. Attitudes that are not just a reflection of our conviction but also of our origin.

The Criança é Vida (Child is Life) project started in 1996 as a consequence of Schering-Plough Chemical and Pharmaceutical Industry President Gian Enrico Mantegazza's initiative to encourage volunteering among employees.

Since then, many things changed, the project became an institute and multiplied itself. But volunteering has always been part of our activities.

This is, for example, the case of the donation of blankets, in partnership with MSD, which benefited 200 children, in **São Paulo**, last year.



Two MSD Combined Volunteer Efforts were also organized in 2017 with the support of the Instituto Criança é Vida (Child is Life Institute). On June 23, the Ana Maria Center for Children and Adolescents, on the South Side of São Paulo, welcomed MSD volunteers who took responsibility for improving the headquarters structure with a new paint job. They also participated in a Brazilian June party, organizing food and games for kids.

On October 28, it was the turn of MSD factory employees, in the city of Campinas, to get down to business. With the participation of 34 employees, a closing party for Child Month was held at the **São João Vianney** Institution, which assists 6-to-14-year-old children.

*“Contributing with actions that can change society and believing that we are able to make a difference is what makes me participate in volunteer activities”*

**Roseli Ubaldo**  
MSD Volunteer

# Communication

## DIGITAL MEDIA

In 2017, our **website** was **updated** and now it also offers the opportunity for residents abroad to donate using PayPal.

The **monthly** publication of **articles**, always on subjects related to children, adolescents and the Institute, provides the public with quality information on each theme highlighted on the website.

By hiring the Silo Agency, we are striving to expand our activities on **Facebook**, promoting awareness of the brand and driving use of **Google AdWords**. The system allows use of keywords in the search tool to drive more traffic to our website. The strategy is being made possible by Google's donation of US\$ 10,000 per month to third-sector organizations.

An increase in **brand visibility** is a step towards the future goal of developing a campaign to promote donations from individuals online.

### Videos

Three new institutional productions marked 2017. Among the projects filmed were Sex Education for 7-to-9-year-olds, in Itaquera, São Paulo (SP); Financial Health for 7-to-9-year-olds, in the Cidade Ademar neighborhood, São Paulo (SP); and Growing Up with Values for 7-to-9-year-olds, in the state of Pernambuco.



## Institutional

In 2017, the Institute was the **only institution in all of Latin America** to receive an “International Neighbor of Choice Grant” (INOC) from MSD. This is an MSD subsidized program that supports non-profit organizations whose mission is to improve people’s quality of life. The grant was **US\$ 100,000**.

The first institution to comply with **100%** of the GIFE **Transparency** Panel indicators launched in 2016, we maintain the status of being the **only** organization to accomplish this goal in 2017.

We gained a new multiplying partner: the newly-created Dominique Geiger Institute. Starting in 2018, thanks to this partnership, we will be able to benefit close to 1,000 children in Trancoso, in the state of Bahia, through the Crescer com Valores – Conhecer e construir (Growing Up with Values – Understand and Build) project for the 7-to-10-year-old age group.

The year was also devoted to writing our General **Codes of Conduct** for Suppliers and Employees and to reviewing our Codes of Conduct for Service Providers and Participating Organizations. Another step towards good corporate governance.



