



Instituto
Criança é Vida
Educating for Health
Children and Adolescents

2016

2016: A Year to Celebrate

After 20 years of **Criança é Vida (Child is Life) Institute** operation, we have always maintained our commitment to the transparency of all our financial accounts and activities, thus lending trust and credibility to our actions. An example of this is that, since 2004, all our social assistance numbers have been endorsed by external auditors who also audited our financial numbers, in other words, our social assistance numbers have been endorsed by external auditors for 13 years.

In the years to come, our commitment is to continue monitoring procedures and processes, thus ensuring the adoption of principles and practices of good corporate governance in order to ensure the quality of our management and our longevity.

In 2016, another important step was taken in this sense. In August, we became the first organization – among the country's largest institutes and foundations – to comply with **100** percent of the GIFE Transparency Panel indicators. We were the only organization to achieve this goal during the entire year.

Launched in the beginning of 2016, the panel was inspired by international experience and its role is to organize and make available relevant information on those associated with the Group of Institutes, Foundations and Enterprises (GIFE). Seen in the

country as a reference for social private investment, GIFE brings together major institutes, foundations and companies that together spend about R\$ **3 billion** a year in the social area.

The publication of independent auditors' reports and financial statements, and the Activity Report for the previous year and of our vision for the future were some of the requirements complied with by the **Criança é Vida (Child is Life) Institute**, which took us to this level.

*As President of the Council, I look with gratitude at the directors, partners and other counsellors of the **Criança é Vida (Child is Life) Institute**. As citizen of a nation devastated by inequality, injustice and indecency, I cannot ignore the incomparable contributions of this group. Made up of people who not only act with transparency, but who also daily spread their protective mantel over those more vulnerable, helping them live their lives with more dignity and safety.*

Prof. Dr. Miguel Srougi
President of the Council



2016: A Year To Recognize

In order to celebrate over the two decades of work of the **Criança é Vida (Child is Life) Institute**, completed in 2016, we decided that it was also time to recognize the critical role of those who worked together with us over these 20 years to promote the physical, emotional and social health of children and adolescents, improving the lives of thousands of families.

Therefore, we created the “Educando para a saúde: eu faço a diferença” (“Educating for Health: I make the difference”) Recognition Campaign. Focused on educators participating in our certification courses, the campaign invited educators to create activities that can be included in our projects.

Innovation, playfulness, creativity, originality, novelty, and relevance with the topic of health and education, the power of transformation of those involved and economic feasibility were the criteria used for selecting the winning works.

Robert Eduardo Andrade, Marta Regina de Souza and Marina Claudino dos Santos were the top three ranked. In addition to a cash award, the winners received trophies for their participation in the campaign.

For Robert Eduardo Andrade, 34 years old, and the first ranked, the certification courses offered by the Institute play a crucial role in his activity with children and adolescents assisted by the Vivenda da Criança (Children's House) NGO, in the Parelheiros neighborhood, at the southern end of São Paulo. “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 courses provided by the **Criança é Vida (Child is Life) Institute** bring us this,” said the educator and student of Social Services.

In the case of educator Marta Regina de Souza, 48 years old, and the second ranked in the campaign, the booklets of the **Child is Life Living Well project** served as important support material for activities with 7-to-9-year-old children, assisted by the Família Feliz (Happy Family) NGO,

in the municipality of Taboão da Serra, in São Paulo. She was surprised to have won: “I believe in my project and in what I did, but I really didn't expect to win.”

With an undergraduate degree in Physical Education and Dance, Marina Claudino dos Santos, 30 years old, was the third ranked. A socio-educational guidance counsellor of the Centro da Criança e Adolescente (Child and Adolescent Center) in Jardim Aurélio, in the Capão Redondo neighborhood, in São Paulo, Marina participated in the certification course of the **Criança é Vida (Child is Life) Institute's Living Well** project. Marina describes the importance of the award as “being able to feel that this activity can be multiplied in other spaces.”

By awarding three winners, the campaign also sought to recognize and enhance the efforts of many other professionals, who every day make children, adolescents and their families aware of the content we develop and offer in our certification courses.

“The winners were people very enthusiastic about the real purpose of education and truly committed to learning, including within our projects.”

Regina Stella Schwandner
Managing Director of the Criança é Vida (Child is Life) Institute

To learn more about the winning projects, go to the [Highlights](#) section of our website.



2016: A Year To Innovate

In a year marked by political instability and economic crisis, the **Criança é Vida (Child is Life) Institute** faced a new challenge: Developing educational activities with 7-to-9-year-old children to teach them at early age to deal with money in a healthy, funny and interesting way.

The Financial Health project, requested by parents and educators, was tested in the last quarter of the year.

The objective of the project is to teach basic concepts and notions of how to deal with money in a healthy way, encouraging actions aimed at conscious and sustainable consumption and better use of available financial resources.

In a fun way and using a kid-friendly language, we work with the following content in two certification units:

- The origin of money
- What is money for?
- The importance of rules and limits
- Managing my money
- Balance between giving and receiving
- Conscientious use of money
- Basis for sustainability



We start from the premise that, with healthier habits regarding the use of money and consumption, these children – subject to the harmful effects of financial scarcity, such as stress and parents' ongoing concern over the lack of money – will influence the decisions of their families and become agents of change of the reality in which they live.

In addition to contributing to the preservation of emotional health in the nuclear family, we believe that talking, discussing and learning about financial health, from an early age, also helps in the development of ethical and responsible citizens.



2016: A Year To Consolidate

Sex education has been the topic of a project with children since 2007: Time of discovery - cycle for the 7-to-9-year-old age group and Love, sex and responsibility - cycle for the 10-to-12-year-old age group. In the second half of 2015, always attentive to the needs of the country's institutions and to social changes, the **Criança é Vida (Child is Life) Institute** developed the "Issues of Adolescence" cycle, for the 13-to-15-year-old age group. Adolescents were thus incorporated into the target audience.

After the experimental pilot actions in the Congregação de Santa Cruz institutions, in the Jaguaré neighborhood of São Paulo, in the state of São Paulo, in 2016, the **Sex Education – Issues of Adolescence** project was implemented on a large scale for adolescents, many of them with cultural baggage in sexuality already acquired through participation in our previous projects.

With the participation of **20** institutions in the Cidade Ademar community, on the southern side of the São Paulo capital; and **19** in the municipality of Mogi das Cruzes, in the interior of São Paulo, the project was multiplied, reaching **1,762** adolescents, and was widely accepted.

Divided into six certification units, the project works with concepts such as privacy, sexual exploitation, pornography in social media and perseverance in the development of one's own life project. Pregnancy, sexuality, gender relations, prejudice, sexually transmitted diseases and safe sex are also topics addressed during the meetings.

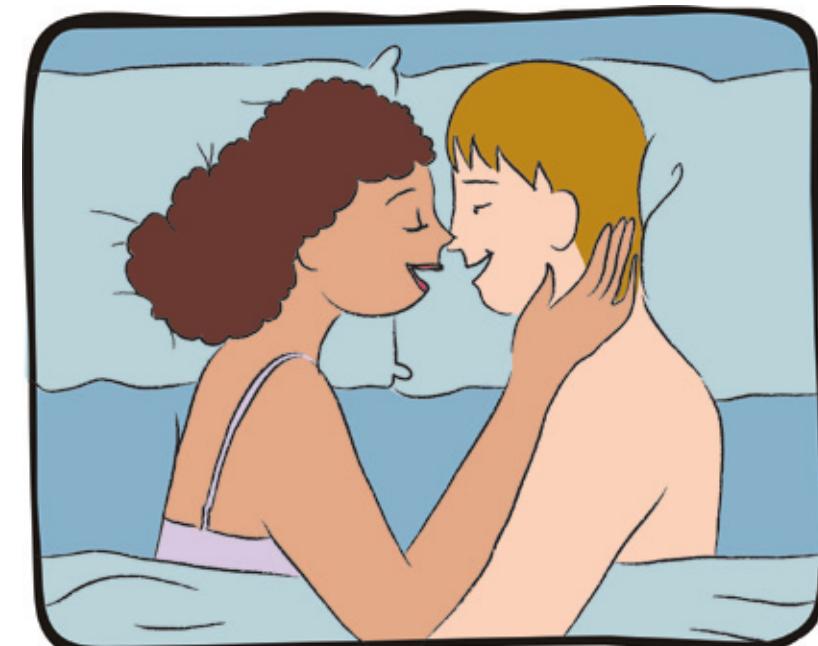
As always happens during our projects, the care taken regarding the way knowledge is transmitted is as important as the content itself. We realized that information alone does not work. Consequently, our approach to this new age group seeks to encourage the young people to play a prominent role under the guidance of the educators.

Our proposal is not to tell adolescents what is right or wrong, but to create a space for reflection with them, to think about dreams and life planning. In addition to working on self-esteem, which was forgotten or almost does not exist for them.

With our sex education work, we want to help adolescents develop and exercise their sexuality with pleasure and responsibility.

"I was happy to be in this certification unit because I learned to observe myself before answering some questions. I had never reflected on the importance of stopping and thinking. We always seek to observe others, but almost never observe ourselves. It was really cool."

Nicoly da Silva Honorato
Adolescent



Overall Assessment

The number of children and adolescents assisted is growing

With a **25** percent growth rate compared to the previous year, in 2016 we reached the number of **34,494** children and adolescents assisted by our projects. This means that our direct work with children and adolescents represented **73.54** percent of the year's total direct assistance.

We also closed 2016 with a total of **46,907** people assisted, **6** percent more than in 2015, on **770** work fronts with **633** partner institutions involved.

Ten health education projects were implemented in 12 municipalities of three states (São Paulo, Rio de Janeiro and Pernambuco).

In 2016 we worked much more with direct projects for children. And the projects focused on Values were those with the highest participation. The country's political situation, with media coverage of corruption scandals appearing every day, a terrible example for society, makes it necessary to work with values such as honesty, integrity and respect, not just with children, but also with educators.

Regina Stella Schwandner
Executive Director of the Criança é Vida (Child is Life) Institute



Assessment by Project

Growing Up with Values assisted the most children in 2016

With 11,543 children (7-9-year-olds) and 5,908 in the 10-12-year-old age group, the **Child is Life Growing Up with Values** project provided the highest assistance in 2016. There were 17,451 children assisted, corresponding to 50 percent of total direct child assistance for the year.

Started in 2014, the project deals with values relating to respect, gratitude, tolerance, friendship, honesty, loyalty, ethics, courage, empathy and perseverance.

Divided into four certification units, the meetings discuss implementation of about 30 activities to both develop self-esteem and more self-assured and conscientious children.

In 2016, the **Growing Up with Values** project – 7-9-year-olds – was implemented in 145 institutions in São Paulo and Rio de Janeiro, indirectly benefiting 356 families. In the 10-to-12-year-old age group, the project was introduced in 102 institutions, also in São Paulo and Rio de Janeiro, and reached 184 families.

"I noticed that the content helped stimulate children's involvement in the activities, creating a more harmonious environment and interpersonal skills, mutual respect, good manners, concentration and self-knowledge. The proposal of this project will encourage healthy behavior and increase our children's interaction."

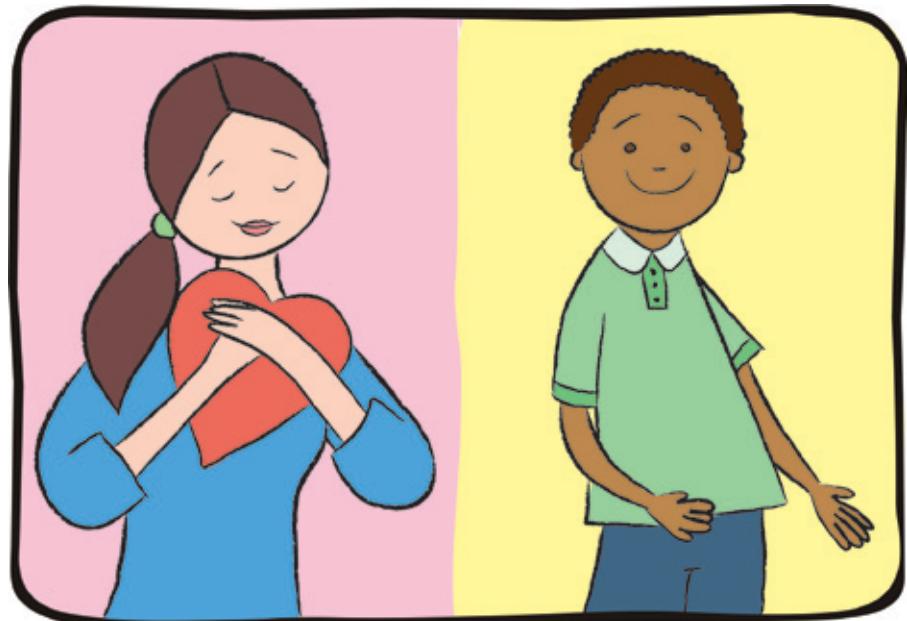
Maria Solange Pereira de Sousa
Padre Jósimo Tavares Institution



Sex Education

Starting in 2016, applied on a large scale for the 13-to-15-year-old age group as well, the **Child is Life Sex Education** project was responsible for assisting **8,708** children and adolescents.

In the 10-to-12-year-old age group, **4,480** children participated, from **93** institutions, in addition to **182** families involved. For children from 7 to 9 years of age, **2,419** children and **70** families, from **44** institutions, benefited. The number assisted in the 13-to-15-year-old age group in the first year of the project was **1,762** adolescents and **81** families from **39** participating institutions in Cidade Ademar and Mogi das Cruzes, in São Paulo.



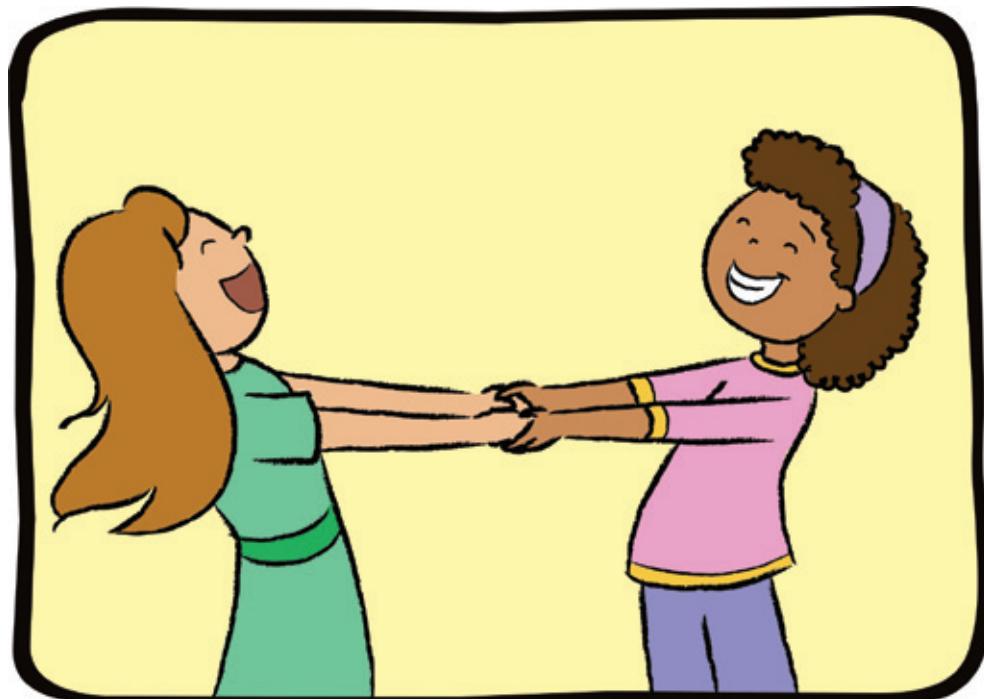
We believe that by working on the sex education issue, we can help children and adolescents fully develop and exercise their sexuality. The topic is related to citizenship, since it involves respecting oneself and others, and fundamental rights to all like health, information and knowledge.

“Since 2011, when we participated in the Sex Education project for 10-12-year-olds at MSD’s facility in Sousas, every year we have repeated the project for our children. We really believe in this, in sex education. Six years have already gone by and we have had no more teenage pregnancies.”

Maria Aparecida Vilela
Project Coordinator, São João Vianney
Social Assistance Association – Campinas

Children

Since 2008, the **Child is Life Children** project has worked to transform children into small agents of change of their own reality, with this process already starting at three years of age. Educational support to work with boys and girls in the 3-to-4-year-old age group comes from the Strategic Alliance with the Escola Viva (Live School), a preschool reference in São Paulo. From an early age, they learn important concepts related to personal hygiene, buccal health and food, among others, in a fun and interesting way.



In 2016, **8,248** children received the project content in **126** institutions, reaching **231** families.

"A mother told me that, after arriving home, the child said that she needs to bathe every day, even when it is cold."

Elisangela Paiva dos Santos Pereira
Primeiro Passo Community Association

Adultos

Aimed at institution employees and families of community children in situations of social vulnerability, the **Child is Life Adults** project, with simple and accessible language, presents content that is seen by doctors as essential to disease prevention in 0-to-6-year-old children. Care with hygiene, buccal health and accident prevention are some of the topics addressed in our certification courses. In 2016, **4,773** families, from **92** institutions, participated in the project.



*"I want to congratulate the **Child is Life Adults** project, which taught us how to handle our children. Congratulations to the teachers and teacher assistants."*

Valdir Jesus da Silva
Father

Affection and Protection

Aimed at parents and educators, the **Child is Life Affection and Protection** project is designed to sensitize and inform about the issue of violence against children; it provides parents with the tools they need to better understand and interact with children in their different stages of development.

We seek to alert and sensitize adults to always take responsibility for the care and education of their children with attention and affection.

Em 2016, **3,513** families from **68** institutions benefited from the project.



"A child came to me at the CCA to tell me that her mother was always quarreling with her and, no matter what she did, always said she was a 'stupid girl.' At the meeting with the families, I used this example without mentioning the child's name. At the end of the meeting, another mother said that she did the same thing with her daughter and that it 'hit her' all of a sudden that she knew she had made a mistake acting that way. It got her thinking about what her daughter thought about her attitude towards her. She asked the CCA's manager for help in order to change her behavior and take the correct attitude towards her daughter when reprimanding her."

Ana Claudia
Vila Andrade CCA.

Babies

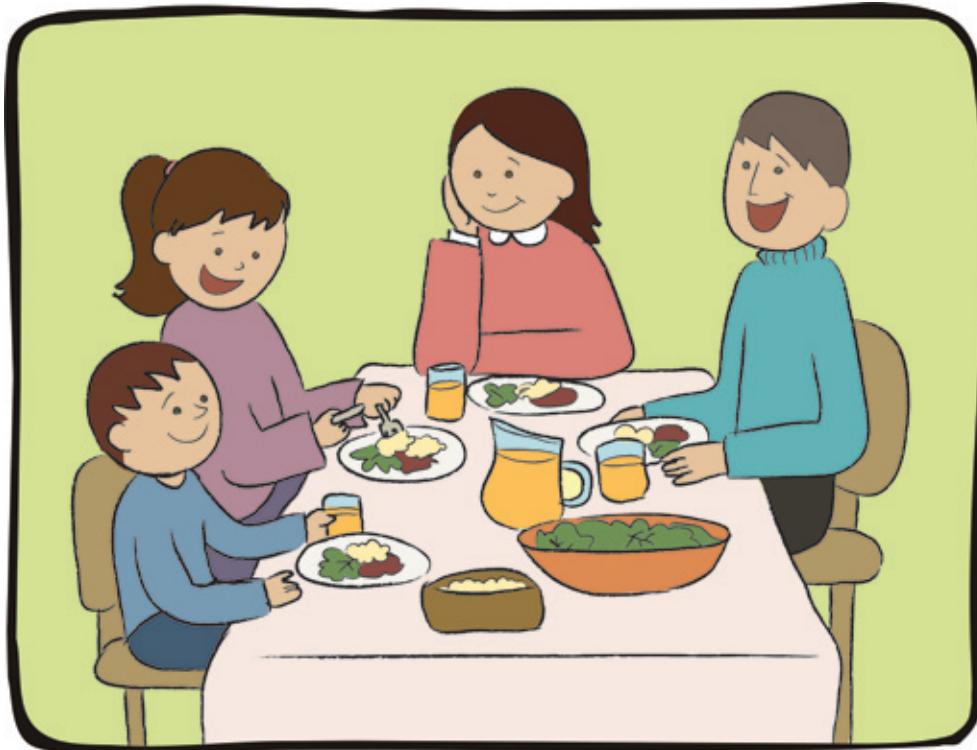
Created in 2003, the **Child is Life Babies** project provides parents and caregivers with knowledge about the stages of emotional and social development of babies and the care needed for them to develop in a healthy way over the first 36 months of life.

In 2016, **2,180** families and **1,738** children from **44** institutions participated in the project.



Living Well

Focused on drug prevention, the **Child is Life Living Well project** takes an approach that involves decision making for living well. Directed at children in the 7-to-9-year-old age group and their family members, the project includes content on health education, as well as environmental responsibility, social values and behavior. In 2016, **843** families and **134** children from **17** institutions participated in the project.

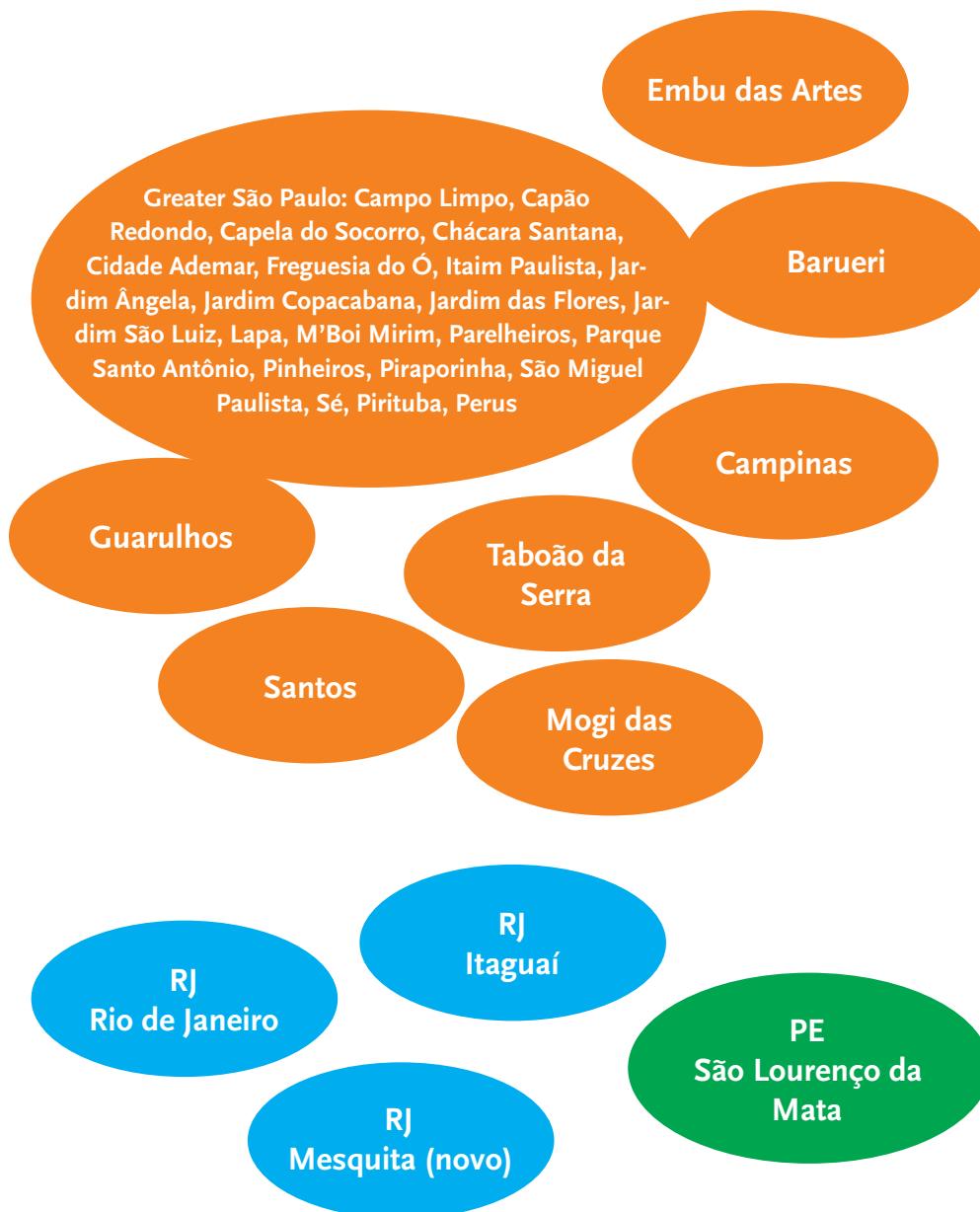


Number of Projects

| PROJETO | Project | INSTITUTIONS | CHILDREN | FAMILIES |
|--|---------|--------------|----------|----------|
| Adults | | 92 | | 4.773 |
| Babies | | 44 | 1.738 | 2.180 |
| Sex Education – 7-to-9-year-olds | | 44 | 2.419 | 70 |
| Sex Education – 10-to-12-year-olds | | 93 | 4.480 | 182 |
| Sex Education – 13-to-15-year-olds | | 39 | 1.762 | 81 |
| Children | | 126 | 8.248 | 231 |
| Living Well | | 17 | 134 | 843 |
| Affection and Protection | | 68 | | 3.513 |
| Growing Up with Values – 7-to -9-year-olds | | 145 | 11.543 | 356 |
| Growing Up with Values – 10-to-12-year-olds | | 102 | 5.908 | 184 |



Locations Served



Volunteering

Encouraging and guiding volunteering in partner and maintaining companies is another activity of the **Criança é Vida (Child is Life) Institute**. We believe that, in this way, we are able to promote well-being not only for those who benefit from volunteering, but also those who decide to practice it in their lives.

MSD's headquarters employees in São Paulo are an example of this. In the second half of 2016, **93** volunteers – who assisted **15** institutions on the southern side of the city – had certification courses in the “Values” and “I Am This Way” certification units of the **Growing Up with Values** project for 7-to-9-year-old children. This action benefited **670** children.

In response to MSD's demand, we also conducted a mutual-aid group effort (the so-called *mutirão*) in the Ana Maria Child and Adolescent Center, in the Campo Limpo neighborhood, on December 2. The action was supported by **21** volunteers who promoted the following activities:

- Painting of the toy library (the so-called brinquedoteca) and the playing field;
- Planting of grass in the playground area;
- Gymkhanas and play activities popular with children;
- Preparation of hot dogs, popcorn and chocolate truffles as snacks;
- Installation of a fenced-off area in the playing field;
- Handout of Christmas gifts for children.

Together with MSD, we created a Drawing Contest among the children assisted by the company's volunteers. Each child made a drawing relating to the subject of “Eu Sou Uma Pessoa de Valor” (“I Am A Person of Value”), a topic that was discussed with the children by the volunteer staff, as part of the **Child is Life Growing Up with Values** project.



Fifteen finalists were selected, of which six were winners – two children in each age group (ages 7 to 9). The contest's closing ceremony and delivery of certificates and gifts took place on December 8 at MSD headquarters.

“Over the past 20 years I have participated in ICV's volunteering, and, for me, it's always a new emotion, it is rewarding to give a little bit of my time to those who need so much help. The shine in the children's eyes when they hear me talking fill my heart with joy, sometimes I talk about simple things, like showing respect, gratitude, friendship, but for them it is something that is going to change their lives in the future. I am volunteer through adoption and a headstrong heart.”

Rosa Alayete - Volunteer
MSD BRASIL Executive Assistant

Communication

Investing in the promotion of our actions, thus contributing to increasing our public visibility and disseminating our new mission has been an ongoing objective of the **Criança é Vida (Child is Life) Institute**.

For this reason, in 2016, we launched two new videos about the **Child is Life Children** and **Growing Up with Values** projects, available on our [Youtube Channel](#).

We also improved our website update and we are now offering a version in English.



The monthly publication of reports on topics dealing with children, adolescents and the Institute is one of the communication actions we continuously promoted in 2016. In addition, weekly publication of posts on our Facebook page creates another channel to promote content important to our work and our cause.

