



BRASIL
FEDERAÇÃO DAS ASSOCIAÇÕES DE MULHERES
DE NEGÓCIOS E PROFISSIONAIS

GIVING LIFE

Project Chair: Eunice Cruz – BPW Brasil President

Associated Club: BPW Brazil Federation

Scheduled Date: from August 26th to September 27th

Local: cities where BPW Clubs are located

Partnership: Local NGOs, Professional Associations, Private and Public Sectors, Hospitals and Schools

Introduction

The Federation of Business and Professional Women's Associations - BPW Brazil, convenes all Local BPWs for a national mobilization to be held from August 26th, [Women's Equality International Day] to September the 27th [Organ Donation's Day]. The campaign aims to bring the community to organs donation, tissues (blood, corneas, bone, skin), and breast milk, as well as to clarify important donation subject. The campaign is carried out with great success and great mobilization of the society and the media, since 2013 is realized in diverse BPWs in Brazil.

The donation of organs, tissues and breast milk needs to be encouraged and all issues that involve should be clarified. The vast majority of people do not know how it happens and what are the required procedures for donations; the matter is not addressed clearly.

There is a mystery, especially regarding organ and tissue transplants. There is general lack of knowledge for basic procedures necessary for authorization and conditions for implementation. Also in relation to the donation of blood and breast milk it is necessary to give the population the knowledge about the needs, basic procedures and information about who can donate, where and how to donate.



BRASIL

FEDERAÇÃO DAS ASSOCIAÇÕES DE MULHERES
DE NEGÓCIOS E PROFISSIONAIS

The campaign also aims to encourage people to inform their families about their desire to be organ and tissue donors. Taking into account that the donor is no longer able to decide and authorize the donation; the authorization of the family is required at any moment, for the removal of organs. However, if the family is well informed about their wish, the donation is done at no time.

According to a survey done by a Brazilian organ transplant Association (ABTO), in 2016 Brazil recorded growth in donations and organ transplants. In 2016, 7,898 organs were donated there was an increase of 3% from 2015. The donors average rate rose from 13.5 per million people to 14.2 per million, however, fell below the association's target for 2016 which was 15 per million. In addition, the index is far from reaching the goal of 20 donors per million people by 2017.

Another problem for the achievement of the transplants is the lack of relatives ' consent for surgery. Measured by the so-called "negative family rate", the index stood at 46% in 2015, only 1% less than in 2013. In some States, the percentage of families who do not accept that a relative donate their organs is even greater. In Goiás, for example, the value jumps to 82%. In Sergipe, to 78%, and in Acre 73%.

Many reasons lead families not to authorize the removal of organs, from doubts about the will of their relative, whether or not they are a donor, ignorance about the procedures for verification of death and removal of organs, religious beliefs and even unprepared medical team approach. Such a difficult time for family needs a lot of sensitivity from all involved.

The blood campaign held in parallel, contributed to the blood bank stock and encourage women to donate.

For three years, the campaign was also carried out by BPW Londrina, which in addition to the success of the increased blood donation was extended to donation of bone marrow and breast milk. The campaign is carried out with great success and great mobilization of the society and the media. Since 2013 several BPWs have also joined the campaign.

Even though it's a quick, simple and safe procedure, the Act of donating blood is not yet a common practice among Brazilians, mostly women, who at the national level is in the range of 2 to 3%. There is still another problem within this context, among those that apply for donating blood, they register a high rate of disability in clinical



BRASIL

FEDERAÇÃO DAS ASSOCIAÇÕES DE MULHERES
DE NEGÓCIOS E PROFISSIONAIS

The screening, which is in the order of 41%, while in men the rejection is 14%. In most cases, the donors belong to the less wealthy class of the society, the inadequacy relates more to problems of anemia. Secondary reasons that make a woman unfit are: abortion, pregnancy and postpartum.

OBJECTIVES

1. Focused on BPW's social responsibility as an entity integrated into the community.

- Increase the number of donors in all types of donations;
- raise awareness among the population, especially women about the importance of this act of solidarity;
- help demystify the donation, procedures, family authorization;
- sensitize women and young people to the act of giving, since they are in smaller numbers in the donor statistics;
- take the subject to different environments, from work to school, so that people are informed about the desire to give of their friends and family;
- awareness of the need to eliminate the causes of authorization;
- increase the number of units of blood collected by the Public blood bank;
- help demystify blood donation among the female audience, mainly of classes A and B, since the less favored class are the ones that participate as faithful donors.

2. Focused on strategy for the visibility and strengthening of BPW Local brand with the community and business environment and BPW as a National network.



BRASIL

FEDERAÇÃO DAS ASSOCIAÇÕES DE MULHERES
DE NEGÓCIOS E PROFISSIONAIS

- mobilization of Local BPWs for extremely significant action in order to join forces and express to the market the power of the network throughout Brazil formed by business women who are also engaged in important projects with society;
- presenting BPW to the community as a representative organization with a national mobilization force;
- to expose the brand with a consistent and organized action so to arouse the interest of the female public to attract new associates;
- seek partnerships that can strengthen and add value to action with a consistent and organized campaign;
- capture space in the media for the dissemination of the action and at the same time increase the exposure of the brand based on one of the important objectives of the organization that is social responsibility.

STRATEGIES

- Use of visual identity materials - such as disclosures via email, banners, post, or some form of identification, applying the standardized brand across the country;
- Mobilizing members, in particular the members of the Health Committee, Women's Rights and Communication;
- Contact with the Transplant centers, blood centers, eyes and breast milk bank and other local partners to carry out a campaign involving the entire community;
- Develop and implement the project to the BPW Local campaign establishing the schedule to start on August 26th and end on September 27th every year ;
- Mobilizing the local media and raise spontaneous media;
- Mobilizing partners can participate in the action as supporters and sponsors;
- Report BPW Brazil with texts and pictures for publication in national media and register of local campaigns;



BRASIL

FEDERAÇÃO DAS ASSOCIAÇÕES DE MULHERES
DE NEGÓCIOS E PROFISSIONAIS

METHODOLOGY & ACTIONS

- Conducting meetings with potential partners in order to raise awareness and sensitivity within the members.
- Talks with professionals responsible for support in different sectors;
- Leafleting and promotion in the media during the campaign period;
- Elaboration of a guide manual with basic information and local addresses for donations;
- Task force in public squares to conduct by health partners' various medical tests and distribution of graphic materials.
- Distribution of gifts to the donors when collecting blood or breast milk are scheduled to be held.
- Evaluation of the social impact;

EXECUTION SCHEDULE / TIMETABLE

- The Local BPWs should search for partners to carry out the campaign since the beginning of June;
- Marketing and mobilization of members, partners and community in the media;
- The activities scheduled by BPW Club should take place from 26 August to 27 September and can be carried out actions in a day, a week, two weeks or for the entire period.
- Evaluation of the social impact in the community and also with the Organizations involved.



BRASIL

FEDERAÇÃO DAS ASSOCIAÇÕES DE MULHERES
DE NEGÓCIOS E PROFISSIONAIS

BUDGET

Material resources: graphic material will be sponsored by collaborators and also by partners.

Physical resources: the spaces are available for free.

Human resources: all professionals involved will carry out voluntary work waiving any kind of fees.

GIVING LIFE LOGO



(Organs, Tissues, Breast Milk)

DOANDO VIDA = GIVING LIFE

Seja Doador = Be a Donor



BRASIL

FEDERAÇÃO DAS ASSOCIAÇÕES DE MULHERES
DE NEGÓCIOS E PROFISSIONAIS

CONCLUSION

The project **Giving Life** can be adopted by any BPW clubs, anywhere and anytime, and the main goal is to raise awareness and consciousness on donating blood, tissues, organs to save life. It does not depend on extra financial resources, donors and volunteers are the soul of this action. On next pages, we attached 2 models implemented by BPW clubs which can be a reference for anyone interested in this project.

By promoting this action provide to all the actors involved substantive informations on 2030 Agenda for Sustainable Development Goals (SDG) launched by UN in September 2015 signed by 193 world leaders. Giving Life mobilize efforts of different sectors of the society translated into actions and achievement of goals (SDG 3,4,5,11,16,17) proposed by the 2030 Agenda.

Giving Life is a Plan Action for People, Family, Prosperity, Partnership and Peace.

SDG 3 *Good Health and Wellbeing*

SDG 4 *Quality Education*

SDG 5 *Gender Equality*

SDG 11 *Sustainable Cities and Communities*

SDG 16 *Peace and Justice – Strong Institutions*

SDG 17 *Partnerships for the Goals*



BRASIL

FEDERAÇÃO DAS ASSOCIAÇÕES DE MULHERES
DE NEGÓCIOS E PROFISSIONAIS

AGENDA 2030 – Sustainable Development Goals

“The new agenda is a promise by leaders to all people everywhere.

It is a universal, integrated and transformative vision for a better world. It is an agenda for people , to end poverty in all its forms.

An agenda for the planet, our common home.

An agenda for shared prosperity, peace and partnership. It conveys the urgency of climate action. It is rooted in gender equality and respect for the rights of all.

Above all, it pledges to leave no one behind “

UN Secretary General BAN Ki-moon



BRASIL

FEDERAÇÃO DAS ASSOCIAÇÕES DE MULHERES
DE NEGÓCIOS E PROFISSIONAIS

BPW Presidente Prudente – 2016

Chair: Eunice Cruz – BPW Brasil President

Coordinators: Neusa Mattos–BPW President of the city President Prudente,
Rodrigo Arteiro - OAB Pres.,

Date: August 25th, Sept. from 21st to 27th

Partners: Lions Club, Rotary, Club, OAB-PP, UNOESTE

Supporters: Hospital Santa Casa, Public Health Unit (Unidade Básica de Saude) ,
Eye Bank and Catholic Church

GOAL: Consciousness and Awareness on donation of organs and tissues

Local: Public Health Unit, Public Squares

Events: Lectures on Donation of Organs and Tissues

Tests of blood glucose, cholesterol and blood pressure

Cultural event



BRASIL

FEDERAÇÃO DAS ASSOCIAÇÕES DE MULHERES
DE NEGÓCIOS E PROFISSIONAIS

PROMOTIONAL MATERIAL

DOANDO VIDA
SEJA DOADOR
ÓRGÃOS, TECIDOS E LEITE MATERNO

PROGRAMAÇÃO DA CAMPANHA

25/08
18h30 às 21h30 - Lançamento da Campanha "Doando Vida" - PP
Local: Auditório da Casa do Advogado - OAB PP - Parque do Povo

18/09
8h30 - Abertura da Semana Nacional da Doação de Órgãos e Tecidos
Local: UBS Vila Marcondes - (Posto de Saúde)

21 a 25/09
9h30 - Palestras realizadas pela Santa Casa e HR
Locais: Unidades Básicas de Saúde de Presidente Prudente

26/09
9h - Caminhada de Sensibilização no Calçadão de PP
9h às 12h - Exames de Glicemia, Colesterol e aferição de Pressão Arterial
Local: Praça 9 de Julho
12h - Encerramento - Apresentações Culturais

27/09
9h00 - Missa - Igreja Nossa Senhora de Fátima

Coordenadores:
Rodrigo Lemos Arteiro - Presidente OAB PP | Neusa Matos - Presidente da BPW PP
Irineu Sesti - Presidente do Banco de Olhos Maria Sesti Barbosa
Eunice Cruz - Presidente da BPW Brasil

Apoio:

Cartaz: 29,7 x 42 cm/alt.



BRASIL
FEDERAÇÃO DAS ASSOCIAÇÕES DE MULHERES
DE NEGÓCIOS E PROFISSIONAIS

BPW São Paulo –2015

Date: August 13th , August 26 – 27th

Local: Hotel Tryp Higienopolis – São Paulo

Goal: to raise more consciousness and awareness to people and community on organs and blood donation and transplantation of organs. Transplanted patients' testimony and speech of doctors specialists in transplantation highlighted the event.

Partner: Hotel TRYP Higienópolis (chain Meliá Hotels & Resorts) as Project pilot will have the objective to involve more hotels and companies supporting future campaigns

Supporter: ABTO Associação Brasileira de Transplante de Orgaos (Brazilian Association for the Transplantation of Organs)

Public: BPW members, coworkers, guests and the hotel's clients, other guests

EVENT:

August 13th: Happy Hour to launch the action **Doando Vida – Giving Life** with a fashion show to entertain the guests.

August 26th – Lunch Lecture **Doando Vida – Giving Life** with Guest Speakers

1. Dr Henrique Boruchowski (doctor specialist in transplant surgery) explained about transplant procedures, prejudices, and post-transplant treatment and care.
2. Mrs. Marcia Maluf: testimony of a patient submitted to a heart transplant surgery in 1996.
3. Mr Paulo Ludmer: at the age of 70 years he was submitted to cornea transplant.

August 27th: Lectures for the hotel co-workers, BPW SP members, guests.

1. Dra Suelen Martins da ABTO Associação Brasileira de Transplante de Órgãos (Brazilian Association for the Transplantation of Organs)
2. Testimony: Marcia Maluf



BRASIL

FEDERAÇÃO DAS ASSOCIAÇÕES DE MULHERES
DE NEGÓCIOS E PROFISSIONAIS



Business Professional Women

BPW-SP

Associação de Mulheres de Negócios e Profissionais de São Paulo

40 ANOS



BAZAR DO BEM - BPW FAIR

And, in parallel to the event Giving Life it was organized for leisure two mornings BPW Fair - **BB Bazar do Bem** (Aug. 26-27th)

BPW Members had opportunity to expose, promote and sell a variety of products to the public attending to the Event. Also, the sophisticated space enabled specialized professionals to offer to members and clients courtesy of a session of quick massage and a consulting in make-up and esthetic treatment



BRASIL

FEDERAÇÃO DAS ASSOCIAÇÕES DE MULHERES
DE NEGÓCIOS E PROFISSIONAIS



Business Professional Women

BPW-SP

Associação de Mulheres de Negócios e Profissionais de São Paulo

40 ANOS





BRASIL

**FEDERAÇÃO DAS ASSOCIAÇÕES DE MULHERES
DE NEGÓCIOS E PROFISSIONAIS**
