

Through virtual mobilizations, CEDAPS and M.A.C Viva Glam develop real actions

Between the months of August and November, CEDAPS – Center for Health Promotion and leaders of organizations that are part of the National Network of Healthy Communities (RNCS – Rede Nacional de Comunidades Saudáveis) were engaged in intense articulation. The AtivAção Project was in the making - thanks to a partnership forged between CEDAPS and the M.A.C Viva Glam Fund to strengthen entrepreneurship and promote health and personal, professional and commu-

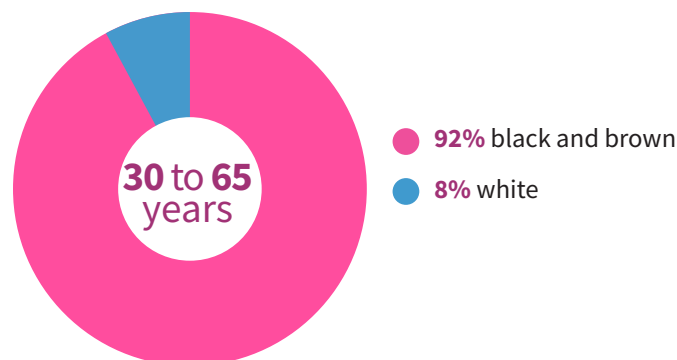
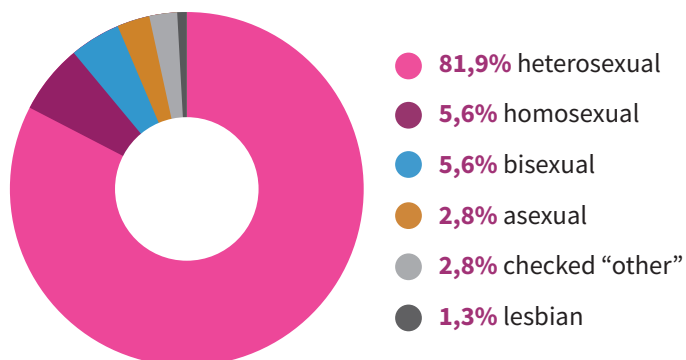
nity development for socially vulnerable groups.

Due to the pandemic, project leaders initially came together as a group through virtual meetings online. Meeting remotely allowed them to keep a distance and stay safe while still working closely together. The group was formed by leaders in organizations that had the necessary presence within favelas e peripheries and could therefore lay the path towards reaching as many people as possible.



Who are the people mobilizing sex education initiatives in favelas and peripheries?

Among the **72 members**, most are black, and the group for the most part is female, formed by cis and trans women with a great diversity of sexual orientations, including those who see themselves at a different point within the immense spectrum of human sexuality and checked “other” among the multiple choices offered. All data were self-declared.





Each individual brings lived experiences and knowledge that are fundamental to the project. These experiences are accumulated from initiatives taken by residents of communities who seek to improve their physical environment and their social, cultural and economic lives as they take on an active role in solving problems and guaranteeing social benefits and rights.

What actions and strategies are being developed in favelas and peripheries?

Thematic workshops were held to discuss topics that offer knowledge as a tool for citizenry, such as: Brazil's public healthcare system, known as *SUS – Sistema Único de Saúde*; Sexual Diversity; Citizen Participation and issues related to rights and equality. In addition to rights and identity, other topics also addressed health promotion: HIV/AIDS causes, symptoms, diagnosis and treatment, combined prevention, and the fight against stigma and discrimination against people living with HIV/AIDS.

Based on the thematic workshops, Local Action Plans were elaborated while ties were strengthened and experiences shared. An average of **45 leaders from Rio de Janeiro, São Paulo, Bahia and Rio Grande do Sul** met in four events to plan and develop actions in favelas and peripheries.

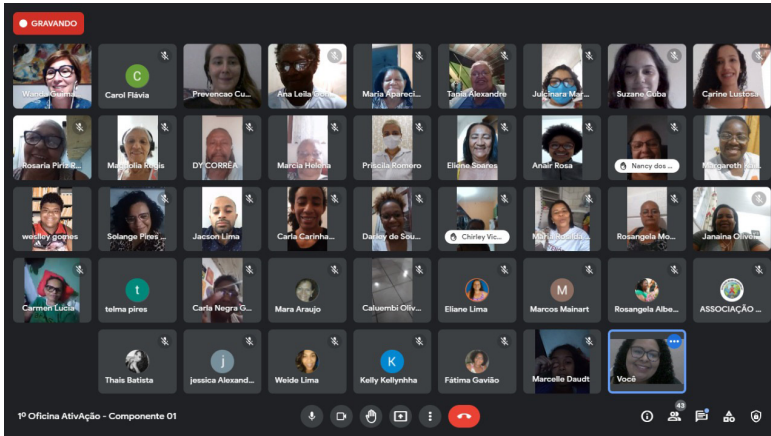
“

“All of us women need to know our own bodies, which can bring us problems as well as pleasures.”

“Services need to take into consideration the LGBTQIAP+ population and their specificities. Every person has the right to good service.”

“In terms of LGBTQIAP+, there's a lot more cookies in the jar than we think.”

The following topics were also discussed during this period: smoking, women’s comprehensive health and early detection of cervical cancer.



One of the meetings that culminated in the elaboration of the Action Plans.

“It’s really important to touch and know ourselves. Our bodies give us signs, and the more you know your body, the more you take care of yourself.”



Social media are also part of the plans.

Instagram and Facebook posts will be made as the Action Plans implemented by the community leaders move ahead, bringing content on educational activities taking place in their communities

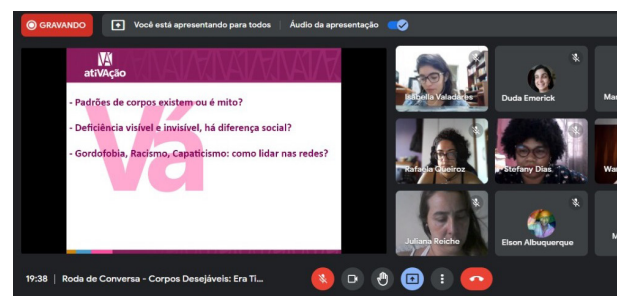


The *Bailão da Prevenção*, prevention event carried out by the Megê Collective in Suzano (SP), brought information on HIV/STIs, local public HIV/AIDS treatment services, self-care and self-esteem.

Sexual Education and Rights with and among young people in a collaborative effort

Considering the importance of a healthy life for young people with and without disabilities, and their participation and active voice in discussions about sexual education and rights, several activities were carried out to support them, such as:

- Meeting with partners to mobilize representatives of organizations that are engaged with the disability agenda and discussions about sexual and reproductive rights and access to prevention by people with disabilities;
- Round table discussion titled “Desirable Bodies: The Tinder Era”, on racism, fatphobia, homophobia and ableism in the virtual world;
- Live stream event: “Red December: HIV Prevention and Sexuality of People with Disabilities.”



Round table discussion on racism, fatphobia, homophobia and ableism in social media with young people with and without disabilities.





13 hours

of capacity-building and action training with community leaders and social activists

113 participants

in round-table discussions, thematic workshops and action trainings

33 favelas and peripheries

with Action Plans in progress

Fala, Comunidade! National Seminar - Self-care and Human Rights Guarantee go hand in hand

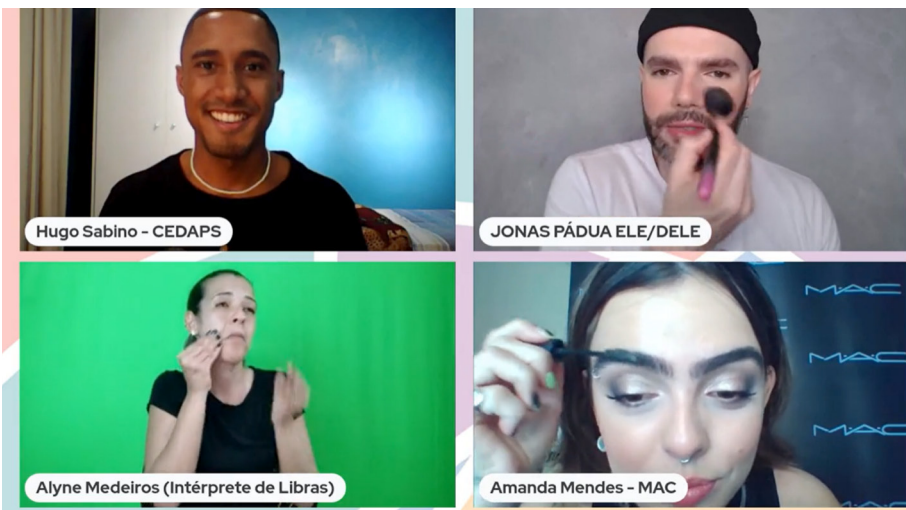
About the AtivAção Project

The AtivAção Project (Sexual Rights and Inclusive Communication for Prevention and Health Promotion) aims to promote health and personal, professional and community development for people with and without disabilities, women, young mothers and LGBTQIAP+ people living in socially vulnerable situations, *favelas* and peripheries.

About CEDAPS

CEDAPS – Center for Health Promotion develops technical cooperation processes through participatory methodologies aimed at promoting health and personal, professional and community development for individuals participating in the projects and initiatives developed by the organization.

See you in our next report! ;)



The 2021 edition of “Fala, Comunidade!” opened this year’s Seminar, in celebration of the event’s 20th anniversary, with activities such as a makeup workshop and talks about self-care and self-esteem, especially for those who don’t fit into any imposed social standards.

The event was held virtually on December 14 - 15 to respect the still relevant Covid-19 safety measures, and was broadcast on Facebook and YouTube. Four thematic panels brought a rich exchange of experiences and discussions on

the following topics: human right to health, citizen participation, inclusion, and access to services, respect and dignity.

On average, the event received 180 live views, with 170 registered participants, of whom 78% were brown and black and 22% were white.

The highlight of the event was the Makeup Workshop, which opened the Seminar and was offered by M.A.C Viva Glam with Jonas Pádua, Viva Glam Ambassador and Amanda Mendes, M.A.C. Makeup Expert.



Execution

Funding