

AtivAção enters its final phase with informational actions

While bringing information to a wider public and focusing on the health and development of people living in socially vulnerable situations, Cedaps and M.A.C Viva Glam finalize the Project through actions geared towards gender, sexuality, health and entrepreneurship.

The last quarter of the AtivAção Project found an environment of great creativity and social transformation. Topics that guided the project's actions in communities and peripheries

during the past two years, such as access to health, sexual rights, women's rights and the rights of the LGBTQIAPN+ population were at the core of daily life. Also evident was the direct participation of community leaders who live in areas neglected by the State as decisive actors in the development of transformative actions in their surroundings. The importance of identifying leaders and empowering their actions in communities has never been clearer.

In a moment of renewal, hope and mobilization, information gathered and shared through educational activities to strengthen community-based organizations is an important tool. Hundreds of activities were carried out in partnership with Cedaps and M.A.C Viva Glam with the leadership of movements, collectives and leaders from:

27

low-income communities in the Southeastern, Northeastern and Southern regions of Brazil;

14,000

people reached;

Topics included digital education, sexual rights, rights of people with disabilities and entrepreneurship.





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Kátia

According to Kátia Edmundo, Cedaps' executive director, bringing together the Project with periphery and favela leaders is what creates the necessary spaces for the Project to take off.

..... “AtivAção is an opportunity to join capabilities and build up from there to develop a work that will strengthen potentials that already exist in communities and peripheries. M.A.C Viva Glam is a partner that recognizes and invests in these potentials.”

Jonas Pádua, Viva Glam ambassador in Brazil, highlights the importance of the topics addressed by the Project:

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Jonas

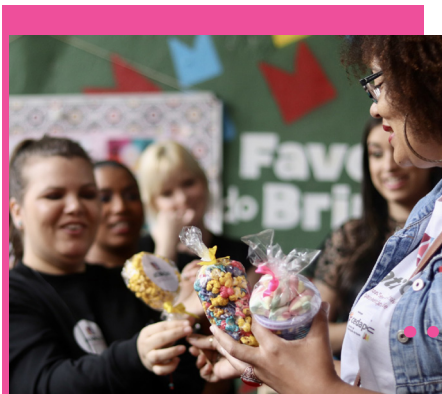
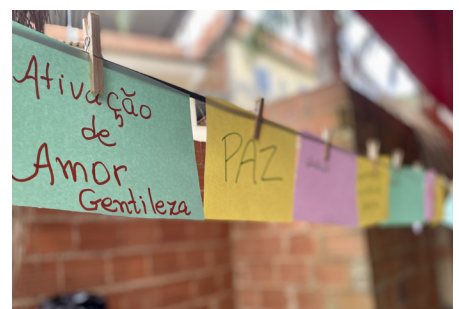
..... “Viva Glam offers a very important perspective to bringing awareness and sex education among young people in vulnerable situations, empowering the LGBTQIAPN+ community and raising awareness about HIV and Aids.”



Closing with mobilization

The project’s closing event took place at the Conjunto de Favelas do Alemão, in Rio de Janeiro, with the theme “LGBTQIAPN+ Pride Day is every day.” This last mobilizing action, even in an atmosphere of festivities, celebration and farewell, focused on promoting and valuing rights, in addition to Sexually Transmitted Infections (STI) prevention, HIV/AIDS, and reflections on the fight against LGBTQIAPNphobia.

The conversation rounds, educational stands, line of feelings, music, poetry and slam sessions shared space with M.A.C Viva Glam Fund’s make-up workshop and an exhibit of community projects managed within the project’s entrepreneurship workshops.



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Luana”

“It was really important to participate in the Ativação Project. It came at a moment in which I had just separated and was trying to find a way to support my kids. In it, I learned about management, sales and marketing, and received an extra push with a financial support to start my business. It really helped me achieve that,” says Luana Tiara, from the Realengo.

Janice Delfin, from the Morro dos Prazeres, highlights the tools she acquired for her business project:

“The mentorship I received from the community entrepreneurship workshop was wonderful. It opened my mind and I learned about tools and solutions to everyday issues in my business.”

Janice



Power and creativity

The last actions of the AtiVAção Project were focused on producing and handing out educational materials including a glossary entitled, “I am what I am – a guide to words that describe identities, desires and respect for diversity,” cards on combined prevention, and the Carousel “Se liga, hein” (Stay sharp, yo!), which pointed to how important it is to inform people about health and the fight against prejudice as well as the need to check sources before sharing messages.

 [LINK to the Glossary.](#)

AtivAção – Health and HIV Course

Whatsapp, a digital tool that is easily accessible to the majority of the Brazilian population, can also be a space for learning. With that in mind, we launched the four-module course “AtivAção – Health and HIV.” With the aid of cards, videos and quizzes, the course shows in practice how the messaging app can be used in a positive and responsible manner to support the work of local initiatives.

The course was developed by the team to train and share content with residents of favelas and peripheries in a dynamic and interactive manner. It can be considered highly innovative and inclusive since it takes place entirely via WhatsApp – even the final certificate is delivered through the messaging app.

The AtiVAção course: Health and HIV, launched on the WhatsApp digital platform, was developed by the team to train and share content with residents of favelas and peripheries in a dynamic and interactive manner.

 [LINK to the Course.](#)

Soninha

“Community leaders are always participating in training opportunities. We reach places where services and health units don’t. That’s why a simple course about HIV keeps us updated and gives us a chance to spread the word to residents and people interested in our community,” says Sônia Regina, activist from Morro do Urubu.



Pam

“I see how important it is to be informed for the fight against stigma and prejudice, especially through true, safe and reliable sources. ‘Cause it’s not enough to have access to information. Information has to come from reliable sources and guide us towards policies that challenge and fight against oppressive and authoritarian systems,” says Pam Mariano, artist and entrepreneur participating in the project and resident of Pavão Pavãozinho/Cantagalo.

