



Vital
Strategies

Brazil Activity Report 2024

Working for a world
where everyone,
everywhere is protected
by equitable and effective
public health systems







Brazil
Activity
Report
2024

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everywhere is protected
by equitable and effective
public health systems



Urban intervention for road safety in the city of Recife.
Photo: Josenildo Gomes.

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Global progress, local leadership and innovation

When I joined Vital Strategies in 2024, I was delighted to become part of this global team of 400+ professionals who apply their knowledge, experience and grit to the urgent work of fortifying health systems around the world to better serve future generations. In 2024, our Brazil office once again demonstrated its capacity for strategic action—mobilizing data, communication and multisectoral work to drive evidence-based public health policies.

Together with decision-makers, civil society organizations and academia, our team addresses some of the biggest health challenges in Brazil and the world: noncommunicable diseases, the impacts of pollution and climate change on health, road traffic injuries and deaths, and violence against women and girls. Across its portfolio, the Brazil office keeps a steady focus on health equity, especially the unequal impact of injuries and deaths on historically racialized populations.

It was a year marked by important advances. In the process of tax reform in Brazil, we supported the landmark effort to use a powerful tool to improve health: health taxes. The approval of selective tax on harmful products such as alcohol, tobacco and sugary drinks is a significant policy win that reinforces the immense transformative potential of health taxes in the fight against noncommunicable diseases.

Our team in Brazil continued its pioneering efforts to use data and artificial intelligence to prevent femicides—protecting women and girls from the ravages of gender-based violence. This work demonstrates the value of using technology ethically, focusing on people.

Other highlights of the year include the production of the Children's Mental Health Promotion Platform, a first-ever compilation of 29 indicators that evaluate risk and protective factors, strengthening public administration with local data.

None of this would be possible without the talent, commitment and knowledge of the Brazil team, made up of experts who understand the country's challenges and build solutions with and for people. Our operating model values precisely this combination of deep local knowledge, expertise and partnerships with broad global collaborations, learning and impact.

Congratulations to the entire Vital Strategies team in Brazil for another year of transformative work. It is an honor to walk alongside you.

Mary-Ann Etiebet, M.D.
President and CEO
of Vital Strategies



Strengthen health, secure the future

Health stands at the center of today's most pressing dilemmas. Climate change has already intensified food insecurity and the occurrence of environmental disasters, compromising people's health, overloading systems and deepening inequities. Lack of safety on the roads, alcohol use and a diet dominated by ultra-processed foods also affect people's health and demand effective policies. To respond to this scenario, we need to overcome the view of health as restricted to the treatment of disease. We must protect people's right to live in environments that promote healthy habits and life conditions, preventing illness and enabling people to live longer and better. And no one can be left behind: Health and quality of life for all is a matter of social justice.

With this vision, in 2024 the Brazil office of Vital Strategies consolidated partnerships with six ministries and governments of three states and seven Brazilian capitals, always with a focus on promoting sustainable and evidence-based public policies. We have implemented 14 projects in the country and conducted 15 communication campaigns on topics such as healthy eating, road safety, alcohol policy and tobacco control.

In the field of data innovation, our work in Recife with the use of artificial intelligence in primary health care has shown that it is possible to detect signs of violence against women up to three months before that violence is officially notified, paving the way for early action that prevents suffering and saves lives. Also, we helped the city double its capacity for prevention of epidemic outbreaks through an international epidemic prevention methodology adopted by the World Health Organization (WHO), which is now being expanded nationally.

Our work also focused on the tax reform agenda. We advocated for a healthy and sustainable reform,

which included harmful products such as alcohol, tobacco and sugary drinks in the selective tax. Besides collaborations and technical contributions to studies and recommendations made to the government, our campaigns on the subject reached tens of millions of people in the country.

We continue to advance in the organization and systematization of public indicators on interactive dashboards, such as the Children's Mental Health Promotion Index and the Children's Environmental Health Index. Developed in partnership with governments and technical organizations, these indices support public administrators in visualizing local data, defining priorities and formulating more effective public policies.

None of this would be possible without strategic alliances—partners and funders committed to public health—and a team that mixes global expertise in public health with experienced Brazilian professionals, who understand the challenges and specificities of our country.

Public health is a collective commitment. We must join forces to turn data into action, knowledge into policy, and challenges into solutions.

**Pedro do Carmo
Baumgratz de Paula**
Country Director of
Vital Strategies Brazil



Broadening horizons for public health



Public health is, above all, a collective exercise of responsibility, solidarity and a vision for the future, based on the struggle for the rights to health and life. In a country marked by many deep inequalities, it is inspiring to see Vital Strategies' work contributing to strengthen public policies based on science, data and commitment to equity. We in the Advisory Council closely monitor these advances and reaffirm the importance of expanding alliances, valuing local knowledge, and maintaining dialogue between academia, civil society, governments and communities at the heart of the strategy for a healthier and more equitable Brazil.

ADVISORY COUNCIL, VITAL STRATEGIES BRAZIL



Ciro Biderman
Director of FGV Cidades



Pedro Hallal
Full Professor and Director of the Master of Public Health Program at the University of Illinois Urbana-Champaign



Felipe de Paula
Lawyer, Professor of Law at FGV Law and Researcher at the Center of Analysis on Freedom and Authoritarianism



Renata Reis
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Executive Director at Amnesty International Brazil



Sandra Maria Chaves dos Santos
Associate Professor at the Federal University of Bahia



Maria Laura Canineu
Deputy Director of Environment and Human Rights at Human Rights Watch Brazil



Sandra Valongueiro
Researcher at the Federal University of Pernambuco



Brazil's Unified Health System team visits community affected by storms in the city of Porto Alegre. Photo: Wanderson Rosa/Ministry of Health.



About us

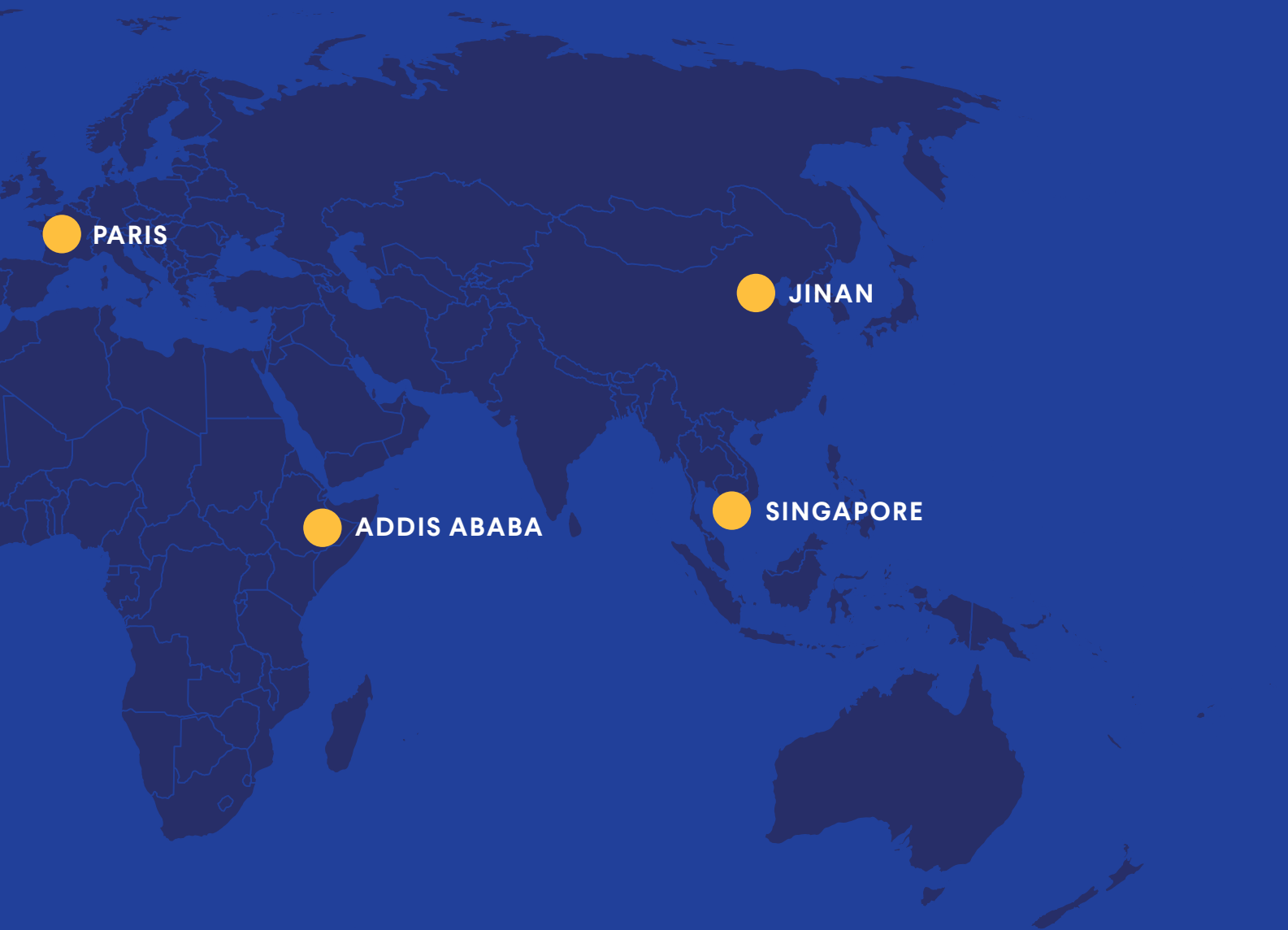
Global health organization

A dark blue map of the Americas is positioned in the upper right quadrant of the page. Two yellow circular markers are placed on the map: one in the northeastern United States and another in the southeastern region of Brazil. The text 'NEW YORK' is placed to the right of the first marker, and 'SÃO PAULO' is placed to the left of the second marker.

NEW YORK

SÃO PAULO

We collaborate with civil society organizations and provide technical support to governments at the federal, state and municipal levels to address some of the greatest global challenges in public health. By using data in innovative ways and turning scientific evidence into concrete action, we develop scalable and replicable solutions that can save lives and promote a healthier future for all people.



VISION

A world where all people are protected by effective and equitable public health systems.

80+
countries

6
offices

400+
collaborators

Strategies that transform

Approaches

DATA-DRIVEN DECISION-MAKING

We use evidence to generate insights, inform action and set priorities that drive effective policymaking.

POLICYMAKING FOR HEALTH

We support locally led policy solutions such as legislative and regulatory actions that shape the physical and social contexts in which people live.

STRATEGIC COMMUNICATION AND ADVOCACY

We use rigorous research and compelling storytelling to mount communication campaigns that aim to change policy and behavior.

PROGRAM IMPLEMENTATION

We promote sustainable solutions such as enforcement of policies and delivery of services to make systems operate effectively to protect and promote health.

Solutions



Public Health Systems and Violence Prevention

Data for Health
Epidemic Prevention
Violence Prevention



Prevention of Noncommunicable Diseases

Tobacco Control
Alcohol Policy
Food Policy
Mental Health Promotion
Population Surveys



Urban and Environmental Health and Climate Change


Road Safety
Environmental Health
Partnership for Healthy Cities

RACIAL EQUITY

Global expertise, national work



Vital Strategies Brazil team
gathered for a planning
deep dive in 2024.



We established our Brazil office in 2017, with a team dedicated to combating the main causes of preventable diseases, injuries and deaths.

Vital Strategies in Brazil

Start of operations in Brazil, in the cities of Fortaleza and São Paulo, in partnership with the Bloomberg Philanthropies Initiative for Global Road Safety, conducted by seven local consultants, hired directly by Vital Strategies headquarters in New York.

Expansion of work on Road Safety and start of local implementation of three more programs: Tobacco Control, Data for Health and Civil Registration and Vital Statistics. Launch of communication campaign that inaugurated our work on Food Policy in the country.



Official registration of Vital Strategies in Brazil. That year, Fortaleza, São Paulo and Rio de Janeiro joined the global Partnership for Healthy Cities, focusing on the prevention of noncommunicable diseases.

↑
2015

2016

2017

2018

2019



Launch of advocacy campaign for the adoption of warning labels on foods high in sodium, sugar and fat, in partnership with local institutions. This contributed to the approval of new nutrition labeling rules that came into force in 2022.



Inauguration of the São Paulo office, accompanied by the expansion of the team, including in executive management, communication, finances, operations and projects, which increased local implementation capacity.

Continuation of pandemic response work, with technical support for states and municipalities in the development of surveillance tools, such as the national excess mortality dashboard, and risk communication initiatives, including the national Cities Against COVID-19 campaign.

Expansion of the portfolio of local projects, with the start of work on gender-based violence, epidemic prevention, and mental health. The first edition of Covitel, a national survey on noncommunicable diseases, was conducted.



Strengthening of work at the federal level, with partnerships established with various ministries and national bodies. Highlights included the launch of the first report on violence against children and the beginning of implementation of the global RESET program, aimed at public policy to control alcohol use, with Brazil as a priority country.

2020

2021

2022

2023

2024

Establishment of the first locally funded project, focused on air quality and health. This added to the organization's portfolio, helping Vital Strategies round off the year with 15 active projects. With COVID-19, efforts were directed to strengthen pandemic response through data generation, studies and strategic communication.



Event on gender-based violence and health at USP's School of Public Health. Photo: Renata Teixeira.



Actions for Brazilian health

In 2024, we reinforced our commitment to strengthening public health in Brazil and improving public policies that save lives and promote a healthier future for all people.

14

**projects
implemented
in Brazil.**

3

international forums

had our presence: Summit of the Future at the UN General Assembly; Civil Society Working Group for the G20 Summit; executive committees at the Pan American Health Organization (PAHO).

2,600+

**mentions in the
national press.**

15

**communication
campaigns**

on topics essential to a healthy life, such as alcohol and food policy, road safety, and tobacco control.



Consolidated partnerships with:

6 Ministries

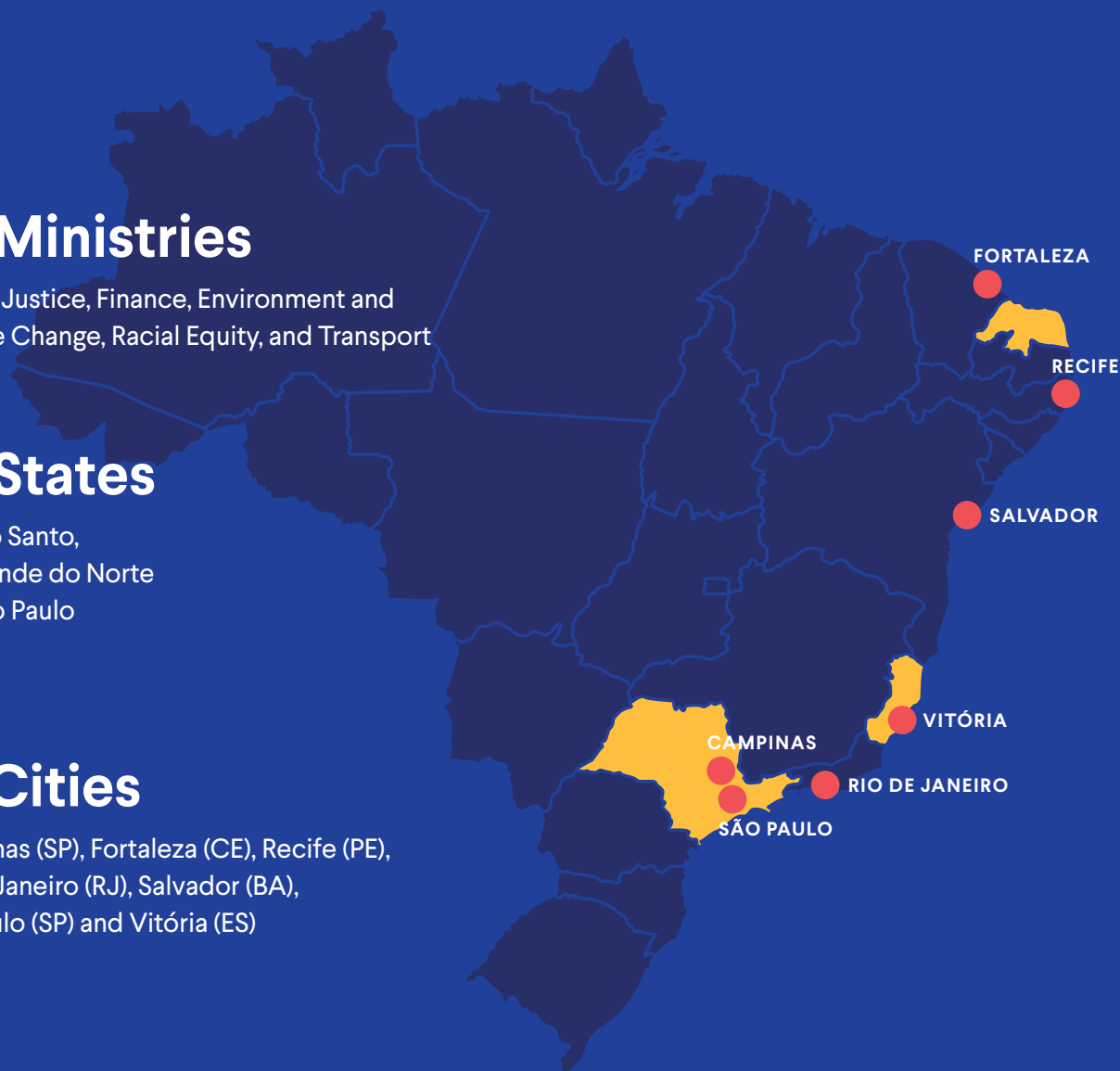
Health, Justice, Finance, Environment and
Climate Change, Racial Equity, and Transport

3 States

Espírito Santo,
Rio Grande do Norte
and São Paulo

7 Cities

Campinas (SP), Fortaleza (CE), Recife (PE),
Rio de Janeiro (RJ), Salvador (BA),
São Paulo (SP) and Vitória (ES)



In the following pages,
learn about some of the
highlights of 2024.

PUBLIC HEALTH SYSTEMS AND VIOLENCE PREVENTION

PREVENTION OF NONCOMMUNICABLE DISEASES

URBAN AND ENVIRONMENTAL HEALTH AND CLIMATE CHANGE

RACIAL EQUITY



Public Health Systems and Violence Prevention

Robust, up-to-date and integrable databases are essential to guide effective decisions for protecting people's health. Agile and coordinated generation of evidence-based analyses is crucial to supporting the formulation of responses to contemporary challenges such as gender-based violence and health emergencies, including epidemic outbreaks.

Our team of experts works with governments in Brazil and in countries of the Global South, supporting the implementation of methodologies for data collection, matching and analysis—from structuring collection systems to improving the use of data already available. We use consolidated methodologies, and, at the same time, test innovations, such as the use of artificial intelligence (AI) in violence prevention.

GENDER-BASED VIOLENCE IS A HEALTH ISSUE

MONITORING TO PROTECT CHILDHOOD

RECIFE DOUBLES CAPACITY FOR PREVENTION OF INFECTIOUS OUTBREAKS

COOPERATION AND DATA FOR GLOBAL HEALTH

Gender-based violence is a health issue

In 2024, we advanced the use of data and AI to strengthen the health system's capacity to identify and prevent gender-based violence in Brazil. Recognizing that violence against women is a public health emergency, our work focuses on creating tools capable of detecting early signs of violence in data, reducing underreporting, and preventing serious outcomes such as hospitalizations and deaths.

In Rio Grande do Norte, a state in the Northeast region of Brazil, we supported the creation of an interactive dashboard that provided access to analyses based on the innovative matching of databases from health, public security and social assistance systems. It allows active victim searches and reveals important patterns of women's behavior as they use these services and of the functioning of the health care network.

The analyses showed that women with a notification in the Notifiable Diseases and Conditions Information System (Sinan) are 162 times more likely to die by assault and 96 times more likely to die by

self-inflicted injuries than women without records in that system. The dashboard has been actively in use by the state's health care network and has been praised for allowing responses that are more effective at preventing the escalation of violence and saving lives.

In Recife, another state in Northeastern Brazil, we launched a pioneering pilot project to expand the use of data and AI in gender-based violence prevention. In partnership with the computational linguistics laboratory FrameNet Brasil from the Federal University of Juiz de Fora, we used technology to expand the volume of data analyzed, going beyond those extracted from hospitalization and death systems, Sinan and public security records such as police reports.

With the use of AI and semantic analysis on the free text fields of medical records, it was possible to deepen our work. The analysis identified changes in the vocabulary used by health professionals and patients in the months prior to notification, such as increased mentions of physical aggression and of the perpetrators of the violence—revealing important patterns in the progression of cases.

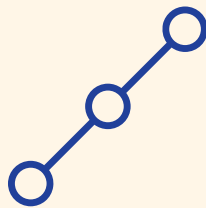
HOW IT WORKS

The use of AI allows a significant expansion of the volume of data analyzed. This makes it possible to read and standardize millions of text records with reports of care made by health professionals—sources rich in information, but unfeasible to be processed manually by surveillance professionals in a timely manner.



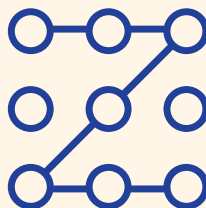
6 million

electronic medical records were processed by AI to identify cases of violence in Recife.



12,772

girls and women victims of violence had their trajectories tracked by matching data on the same person in different databases.



Patterns

were identified that may indicate the occurrence of violence before it escalates.

WHAT WE FOUND

Among femicide victims identified by matching violence and mortality databases, more than

60% of the cases ended in death within 30 days of a notification of violence in Sinan.

Women significantly increase their visits to primary health care services up to 92 days before notification.

Also, they already openly reported episodes of violence in these visits. This finding proves that signs of violence appear long before notification, revealing a critical window of opportunity for early intervention and protection for victims.



The trajectory of many women victims of violence is similar: Before a fatal outcome, many sought care several times in health care units. But in most of these cases, violence remained invisible, without even being recorded in official data systems. Therefore, our work aims to reduce the underreporting of violence against women, encouraging notification in primary care, before violence worsens. With the use of health care data and AI tools, we can identify cases early and stop cycles before they evolve into serious injuries and deaths.

Sofia Reinach

Deputy Director of Public Health
Systems and Violence Prevention at
Vital Strategies Brazil



NEXT STEPS

The project is already beginning to generate local impact: The Recife Secretariat of Health is implementing a data visualization dashboard to identify underreported cases. With this, the focus is on the continuity and improvement of the project in the municipality, with the development of an alert system linked to electronic medical records, which will assist health professionals in the early detection of possible violence. In addition, the project will be expanded nationally to three other cities, including at least one major capital.



**VISIT THE
WEBSITE**

violenciaesaude.org



Monitoring to protect childhood

In partnership with the Coalition to End Violence Against Children and Adolescents, we adapted the **INSPIRE indicators** to Brazil with the aim of monitoring strategies to eradicate violence against children and adolescents. With this initiative, Brazil will be the first country to adapt these indicators for local

collection and monitoring. Developed by UNICEF, **INSPIRE** is composed of seven strategies developed by a consortium of international organizations led by WHO in partnership with the Global Partnership to End Violence Against Children. The Portuguese version of the full report was made public in 2025.



SEE THE
REPORT



The report adapted global indicators about violence against children and adolescents.

Recife doubles capacity for prevention of infectious outbreaks

We supported Recife to help it become the municipality with the most complete implementation cycle of the 7-1-7 target in the world, a method of preventing epidemic outbreaks recommended by WHO.

Developed based on international scientific evidence, the target defines an optimal flow for response to health emergencies: 7 days to detect threats to public health (such as diseases that are unknown or have high potential for spreading), 1 day to notify health surveillance and 7 days to structure an effective response.

In the cases where these deadlines were not met, we, alongside Recife's Secretariat of Health team, conducted an analysis to understand the causes of the delay and identify opportunities for improvement. One of the main obstacles was the manual input of data and the use of spreadsheets, which hindered the efficient management of information. To overcome this challenge, free and customizable software capable of supporting real-time outbreak monitoring was adopted.

The tool was initially applied in a pilot project during the 2023 Carnaval, during which 610 cases of infectious diseases were monitored, 23 of which were classified as having a high risk of dissemination. Around 2,500 health care professionals have been trained to use the new platform. Based on this experience, the software was incorporated into the official workflow of the municipality's health surveillance, allowing the continuous application of the 7-1-7 methodology.

As a result, Recife has doubled its capacity to respond to epidemic outbreaks and has become an international reference in the adoption of this strategy.

The data analyzed indicate that, in the first half of 2023, 43% of cases achieved the goal of responding within 7 days. In the same period in 2024, the rate rose to 80%.

Currently, we are expanding the work with the 7-1-7 target, implementing it in the Municipal Secretariat of Health of the city of Vitória as well as the State Secretariat of Health of Espírito Santo. Additionally, there are ongoing negotiations with the Ministry of Health and the Pan American Health Organization for the target's implementation throughout the whole country.

Recife is a global reference in the implementation of the 7-1-7 target.
Photo: Gil Vicente Xaxas.



7-1-7 Alliance

“

The tool was first tested during the 2023 Carnaval, when the city received around 2 million people. In this period, 610 suspected cases of infectious diseases were monitored, including hepatitis, measles and severe diarrheal disease. We determined that it was necessary to digitize the monitoring process to facilitate management. After the experience, the Recife surveillance team incorporated the software into their regular workflow, helping us meet the 7-1-7 parameters in a much larger number of health events.

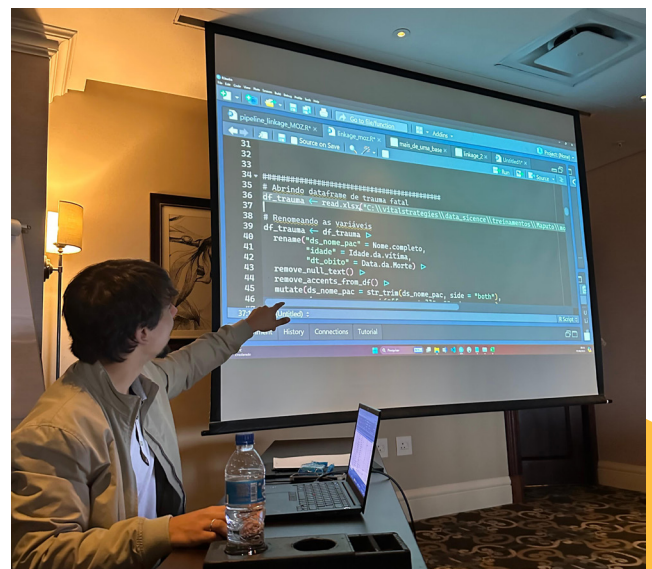
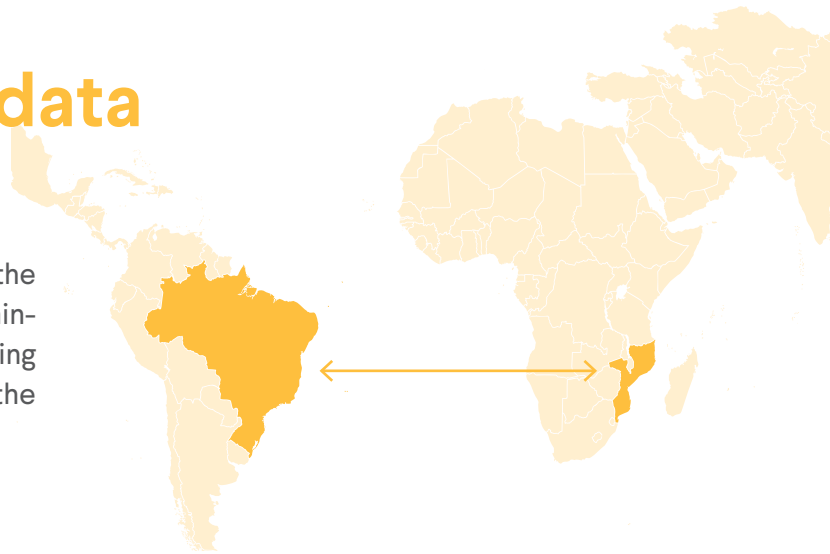
Luciana Albuquerque
Recife Secretary of Health



Debate on 7-1-7 in lecture in Recife's health network.

Cooperation and data for global health

In 2024, we held three training sessions within the framework of the Data for Health Initiative, training the Mozambican government in data matching methodology and conducting workshops on the strategic use of data in communication.



Data matching and communication workshops held in Maputo, Mozambique.



Prevention of Noncommunicable Diseases

Noncommunicable Diseases (NCDs) such as diabetes, cancer, cardiovascular diseases, chronic respiratory diseases and mental conditions, represent the main causes of death in Brazil and in the world. These conditions are affected by a combination of factors such as smoking, poor diet, alcohol consumption, physical inactivity and air pollution.

Therefore, we support public policies that address these risk factors, making healthy choices the most accessible to the population. Whether through support for tax policies and price increases for harmful products, communication campaigns that disseminate information or gathering and using data to support the prioritization of action, we work so that people are protected from the interests of industries that prioritize profits in detriment of people's health.

HEALTHY TAX REFORM

PROTECT HEALTH, COMBAT INDUSTRY INFLUENCE

NEW WAYS OF LISTENING TO THE POPULATION

MENTAL HEALTH BEGINS IN CHILDHOOD

Healthy tax reform

In 2024, Brazil achieved a generational milestone: The National Congress approved a tax reform that includes a selective tax on products that harm health and the environment, such as alcohol, tobacco, and sugary drinks. The selective tax—a historic breakthrough for public health in Brazil—is part of an overall reform of the country’s tax structure that aims to simplify and modernize taxation, making it more efficient, transparent, and fair. The selective tax aligns with WHO recommendations and follows the path of several countries that have already implemented similar measures.

We defended the inclusion of products such as alcohol, tobacco and ultra-processed foods—especially sugary drinks—in the selective tax, as recommended by WHO. Our proposal for a taxation model for alcohol, submitted during the period of consultation with civil society, was incorporated into the Ministry of Finance’s project and approved by Congress.

To advance this agenda, we focused our efforts in political work on the National Congress, through active participation in public hearings, in which we presented data and scientific evidence that demonstrate the urgency for the reduction of consumption of these products.

To broaden the debate, we mobilized public opinion to put pressure on the Executive branch and parliamentarians with a comprehensive and coordinated communication and advocacy strategy, structured in three pillars: data production, communication campaigns and political impact through technical recommendations for government actors.

NEXT STEPS

The final definition of the tax rates is still under debate. We are acting in this process, which will be decisive in ensuring the new taxation fulfills its role of protecting people’s health and reducing the social costs of the consumption of these products.

WANT A DOSE OF REALITY?

To highlight for the population, deputies and senators the harmful impacts of alcohol, we launched, in partnership with ACT Promoção da Saúde, the “Dose of Reality” campaign, which aimed to show the social and health harms caused by alcohol use, bringing a call to action during the tax reform vote.

The campaign had two phases. The first was launched exclusively in Brasília, in the month of the tax reform vote in the Chamber of Deputies and focused on directly reaching decision-makers. The second was strategically conducted in the time frame of the Federal Senate vote and expanded its distribution to Rio de Janeiro and São Paulo as well as the Federal District, with the aim of also mobilizing public opinion.

Campaign art displayed on the biggest LED panel in Latin America, in Brasília.



PROJETO SAÚDE PÚBLICA

Consumo de bebida alcoólica mata 12 pessoas por hora no Brasil, diz estudo da Fiocruz

Custos com doenças, acidentes e afastamentos são estimados em R\$ 18,8 bilhões por ano; país discute imposto seletivo para desestimular maus hábitos

F DE UM CONTEÚDO



FOLHA DE S. PAULO



Cláudia Collucci



In both phases, the campaigns were launched together with brand new data, which resonated in the press. In the first stage, we conducted an opinion poll showing that 61% of Brazilians are in favor of taxes to reduce alcohol use. In the second, in partnership with Fiocruz, we produced a study that revealed that alcohol use is responsible for 12 deaths per hour in Brazil and burdens public coffers at a cost of almost R\$19 billion per year.

28

million

people reached
by the campaign
materials

800

articles

in the main
press outlets



ACCESS THE STUDIES



READ THE ARTICLE



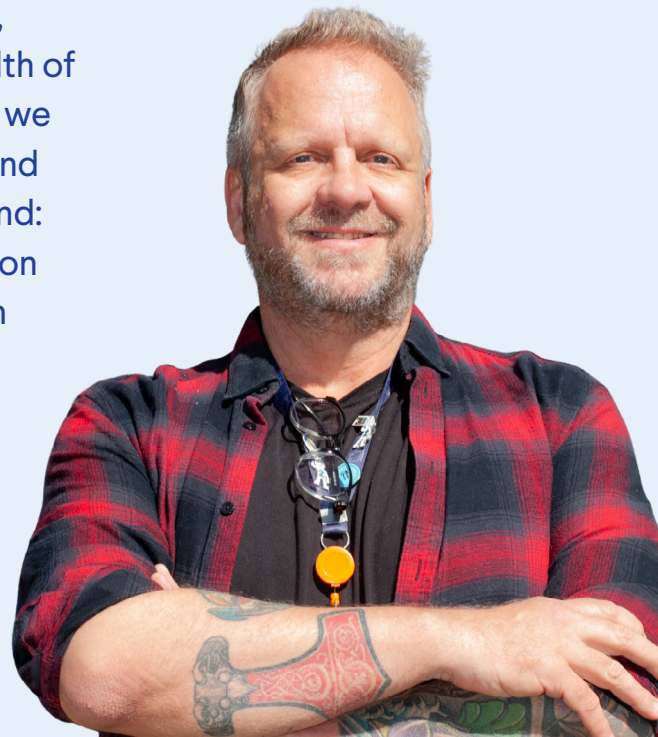
“Selective Alcohol Tax: A simple choice hounded by false dilemmas”, by Pedro de Paula, in Valor Econômico.

“

By bringing evidence on the impacts of alcohol, tobacco and ultra-processed foods on the health of the population and on the costs to the country, we have been able to broaden the public debate and give strength to a historical public health demand: the taxation of harmful products. Communication and data are also public policy tools—and when used well, they can save lives.

Eduardo Nilson

Researcher at Oswaldo
Cruz Foundation (Fiocruz)



TOBACCO CONTROL

Alongside our work for the taxation of tobacco in the tax reform, we launched the Portuguese version of Tobacco Slave, a documentary directed by Roy Maconachie and produced by the Tobacco Control Research Group, from the University of Bath, and by STOP, a network of academic and public health organizations cooperating globally as part of the Bloomberg Initiative to Reduce Tobacco Use.



**WATCH
THE MOVIE**

#CANCELAOVAPE

To remind young people about the risks of smoking, especially the use of electronic cigarettes, and mobilize society to protect children and young people against the influence of the tobacco industry, we promoted, in partnership with ACT Promoção da Saúde, the #CancelaoVape (#CanceltheVape) contest.

Young people between 15 and 29 years old were asked to make creative and informative videos in the Reels or TikTok format, lasting up to 90 seconds, addressing the tobacco industry's strategies to attract young people to the consumption of conventional and electronic cigarettes.



SWEET POISON

In partnership with ACT Promoção da Saúde and the Alliance for Adequate and Healthy Food, we broadcast “Sweet Poison” through radio, TV, podcasts and social media, warning about the impacts of ultra-processed foods on the health of Brazilians and the risk of these products receiving tax incentives in the tax reform. The campaign reached nearly 20 million people.

WATCH THE CAMPAIGN VIDEO



POR UMA REFORMA TRIBUTÁRIA QUE NÃO DÊ BENEFÍCIOS PARA PRODUTOS QUE FAZEM MAL À SAÚDE.

Exija mais impostos para produtos ultraprocessados e menos impostos para alimentos saudáveis

APOIE JÁ DOCEVENENO.ORG.BR

ACT Promoção da Saúde

Aliança pela Alimentação Adequada e Saudável

HEALTHIER CHOICES START WITH INFORMATION

We also support initiatives that promote more thoughtful food choices. Among them, the “Pay Attention to the Fine Print” campaign instructed people on how to interpret food labels and identify ultra-processed products. Another campaign, “Close the Package and Open the Guidelines”, in celebration of 10 years of the Brazilian Dietary Guidelines, reinforced the importance of a diet that is healthy and based on in natura or minimally processed foods.



Protect health, combat industry influence

Consumption of ultra-processed foods is associated with a significant increase in the risk of noncommunicable diseases and premature death. In Brazil, it is estimated that these products are related to about 57,000 deaths per year—the equivalent of six deaths per hour. Given this alarming scenario, it is essential to expand access to clear information about the composition of foods and encourage healthier choices.

We supported the investigative journalism portal O Joio e o Trigo in the production of 30 reports that exposed the interference of large companies from the ultra-processed food industry in food policies.

We denounced industry interference through the “Kick Big Soda Out of Sport” campaign, launched during the 2024 Paris Olympics, which called on the International Olympic Committee to end its nearly century-long partnership with Coca-Cola.



**LEARN MORE
ABOUT THE
CAMPAIGN**



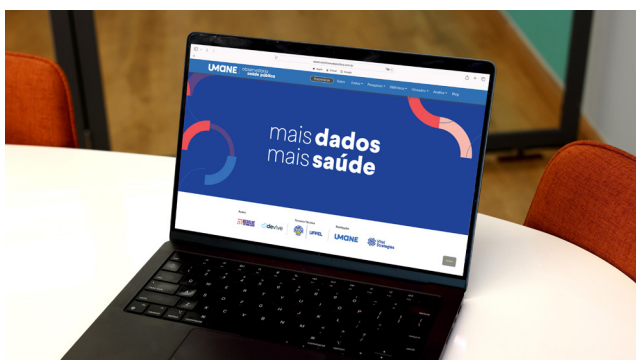
New ways of listening to the population

mais dados
mais saúde

In 2024, we—alongside Umane—launched More Data Better Health, a program of innovation in data collection for public health. The initiative focuses on testing effective data collection methodologies and monitoring emerging or underexplored themes, based on the premise that knowing the challenges in depth is the first step to strengthen more equitable and effective public policies for all Brazilians.

LEARN MORE

More Data Better Health emerged to succeed Covitel, a telephone survey conducted in partnership with Umane and the Federal University of Pelotas (UFPel). With editions in 2022 and 2023, the survey investigated the impact of the main risk factors for NCDs in the Brazilian adult population. With an innovative approach, the project collected data via mobile and included topics such as electronic cigarettes, AUDIT (alcohol dependence questionnaire) and mental health. The results have been mentioned in more than 170 academic articles and highlighted in more than 3,000 publications in the national press.



Two rounds of the study were published in the first half of 2025; you can access the data in the Observatório da Saúde Pública.



With Covitel, we were able to implement innovations in an agile way, collecting data on topics that are underexplored and implementing the mobile data collection method. The excellent results with this approach showed us the opportunity to continue innovating in population surveys with the creation of More Data Better Health. In addition to periodically bringing timely new data into public health debates, we will continue to seek methodological innovations that can be replicated in a reliable, agile and flexible manner.

Thais Junqueira

General Superintendent of Umane



Mental health begins in childhood

Mental health is influenced by social and environmental factors, such as the quality of schools, access to green areas, protection against violence and the strengthening of support networks. Well-structured public policies are essential to create environments that promote healthy choices and identify problems before they worsen.

50% of mental health conditions manifest themselves by the age of 14 and 75% before the age of 24, according to WHO.

In view of this, we developed, in partnership with Instituto Cactus and with support from RD Saúde, the Children's Mental Health Promotion Index. This tool synthesizes 29 indicators on factors that affect the risks of mental illness for children and adolescents throughout Brazil.

The data can be viewed by state or municipality, which allows public administrators in different spheres of government to develop more effective policies based on the prioritization of investments and the understanding of the specifics of each territory. In 2024, the index was presented to the Chamber of Deputies' Health Commission in the National Congress, in an event attended by around 35 parliamentarians.

**SEE THE
DASHBOARD**



www.indicesaudemental.org.br

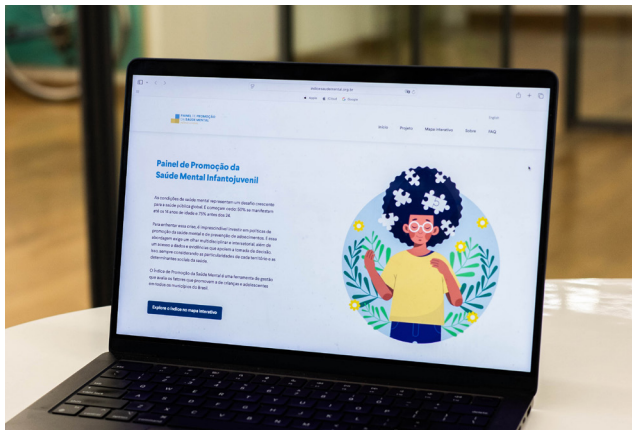


Investing in policies that promote mental health and prevent disease is essential. This approach requires a multidisciplinary and intersectoral perspective, as well as access to data and evidence to guide decision-making. It is also crucial to consider the particularities of each territory and the social determinants of health.

Luciana Sardinha
Deputy Director of
Noncommunicable Diseases
at Vital Strategies Brazil



Presentation of the Children's Mental Health Promotion Index in the Chamber of Deputies' Health Commission.



“

Evidence shows that it is at this stage of life in adolescence that mental health conditions materialize. If we can act at this moment, preventing illness and the aggravation of symptoms, we will have a generation of future adults who are mentally healthier, which has benefits for society as a whole.

Maria Fernanda Resende Quartiero
Founder and Director at Instituto Cactus





Urban and Environmental Health and Climate Change

Most of the world's population lives in urban centers and the way cities are structured is decisive for people to have more or less access to a healthy life. We work for safe roads, which protect road users, reducing

air pollution and encouraging active mobility, making people live less sedentary and healthier lives. We also support the monitoring of air quality and climate events, with special attention to children, the youth and the most affected groups.

CARING FOR THE ENVIRONMENT IS CARING FOR HEALTH

CLEAN AIR AS A HEALTH POLICY

SAFE TRAFFIC: DATA, CAMPAIGNS, SAFE ROADS AND POLICIES TO SAVE LIVES

Caring for the environment is caring for health

In 2024, Brazil experienced the most devastating flood in its history, forcing 600,000 people in the state of Rio Grande do Sul to abandon their homes—one of the many climate catastrophes that occurred on the planet in what was the hottest year on record. However, we do not have to wait for extreme events to notice the effects of the environment on health: chemical, biological or physical substances in the air, water, food or soil affect people's lives daily. Among the most vulnerable are children and adolescents.

Therefore, in partnership with UNICEF, the Ministry of Environment and Climate Change and the Ministry of Health, we developed the Children's Environmental Health Index, an innovative tool that offers a broad and multidimensional view of the environmental factors that affect people's health in the 5,570 municipalities of Brazil. The dashboard will be launched in the second half of 2025.

The Children's Environmental Health Index in Brazil, inspired by Vital Strategies and UNICEF's joint work in India and Southeast Asia, was built based on 44 indicators, with the aim of informing and promoting strategies and measures that promote the improvement of the environment, recognizing that a healthier environment directly affects the quality of life of children and adolescents.

From a methodological point of view, the index shows how interactions between environmental exposures and health outcomes are influenced by contextual factors. For example, exposure to pollutants or weather disasters can cause different health problems, and the same health problem can be caused by various exposures. These impacts are further aggravated by structural issues, such as poverty and food insecurity, which intensify the effects of adverse environmental conditions.

Children from the São Francisco do Mainã community ride a motorboat to school. Photo: Tomaz Silva/Agência Brasil.



“

Children’s environmental health is a social justice issue. In a country like Brazil, historically vulnerable groups are the most affected, as they have limited resources to deal with the impacts of pollution, environmental degradation and extreme events. Girls and boys are the least responsible for the environmental and climate crises, yet they are the most affected. This index is an important step in a long path, bringing information that allows for planning and adopting measures to ensure the rights to health and a clean, safe and sustainable environment for all.

Danilo Moura,
Climate and Environment
Specialist at UNICEF in Brazil



Clean air as a health policy

In 2024, the municipality of Fortaleza began implementing a new air quality surveillance policy. Approved in 2023, it was developed through the Partnership for Healthy Cities, a global program by Bloomberg Philanthropies and implemented by Vital Strategies in more than 70 cities around the world — in partnership with the World Health Organization (WHO).

According to data from WHO, Fortaleza registers at least 400 deaths per year due to diseases related to air pollution.

The policy, instituted by decree, formalizes air quality monitoring and the release of pollution data to the public. As a result, the city now has 23 low-cost monitors that monitor air quality in different neighborhoods.

The monitors have sensors that capture pollutants and climatological parameters such as temperature, humidity and pressure. Powered by solar panels, they transmit real-time data for analysis.

The work is coordinated by the Science, Technology and Innovation Foundation (Citinova) and the Secretariat of Urbanism and Environment (Seuma) and developed by the Federal University of Ceará, also responsible for the production and installation of the equipment.

Fortaleza implements unprecedented air quality surveillance policy.
Photo: Daniel Soutinho.



Safe traffic: data, campaigns, safe roads and policies to save lives

Based on data surveillance, communication and policy shaping, we work, through the Bloomberg Philanthropies Initiative for Global Road Safety, both at the national level and in collaboration with sub-national governments.

In 2024, we supported the National Traffic Secretariat (Senatran) in defining the guidelines of its communication campaign for 2025. With the motto “Slow down. Your greatest asset is life,” the campaign seeks to highlight the risks of speeding.

1,400,000

people have been reached by communication campaigns on speeding in Recife and Salvador.



Campaign conducted in the city of Recife.
Photo: Josenildo Gomes.

Delivery driver during communication campaign in Campinas, São Paulo.



We also contributed to the development of the Guide to Traffic Moderation Measures, in collaboration with WRI Brasil and Senatran, and promoted the concept of Vision Zero—an approach that prioritizes the elimination of deaths and serious injuries in traffic—in important national forums for the National Plan to Reduce Deaths and Injuries in Traffic (PNATRANS).

At the subnational level, we supported:

- the elaboration of Recife's Road Safety Program, to be published in 2025;
- youth engagement in the development of the São Paulo State Road Safety Plan, in partnership with UNICEF;
- an impact analysis of the blue lane for motorcycles in the city of São Paulo, carried out by a technical consortium with University of São Paulo, Federal University of Ceará and Instituto Cordial. The results will be released in 2025.

CAMPAIGNS THAT MOBILIZE AND SAVE LIVES

During Yellow May, an international movement for the reduction of road crashes, we supported campaigns in Salvador and Recife, aimed at reducing speed among motorcyclists. With real testimonials and warnings about the consequences of recklessness, the videos reached about 500,000 people in Salvador and 930,000 in Recife.

In Campinas, the “Slow Down. Don’t Exceed the Limit of Life” campaign was integrated into enforcement measures, expanding its scope and effectiveness in the month of June.

After the campaigns, we conducted impact assessments with the city governments through questionnaires applied in traffic enforcement checkpoints and areas with a large concentration of motorcyclists, the target audience for the three campaigns. It was the first time that these cities used this type of assessment, generating valuable data for the improvement of future measures.



Communication campaign focused on motorcyclists in Recife, Pernambuco.
Photo: Josenildo Gomes.

INTERNATIONAL RECOGNITION

Two Brazilian campaigns supported by Vital Strategies were finalists for the International Safety Media Awards, during the 14th World Conference on Injury Prevention and Safety, in New Delhi, India. Watch the campaign videos:



**SALVADOR:
WILL YOU LET IT
HAPPEN?**



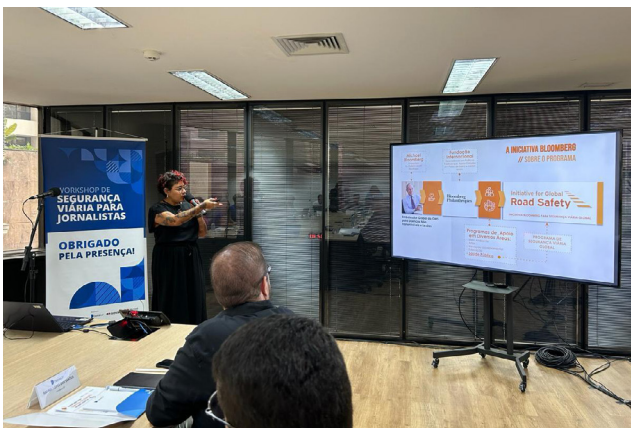
**CAMPINAS: SLOW
DOWN. DON'T EXCEED
THE LIMIT OF LIFE.**



COMMUNICATION AS AN ALLY OF SAFETY

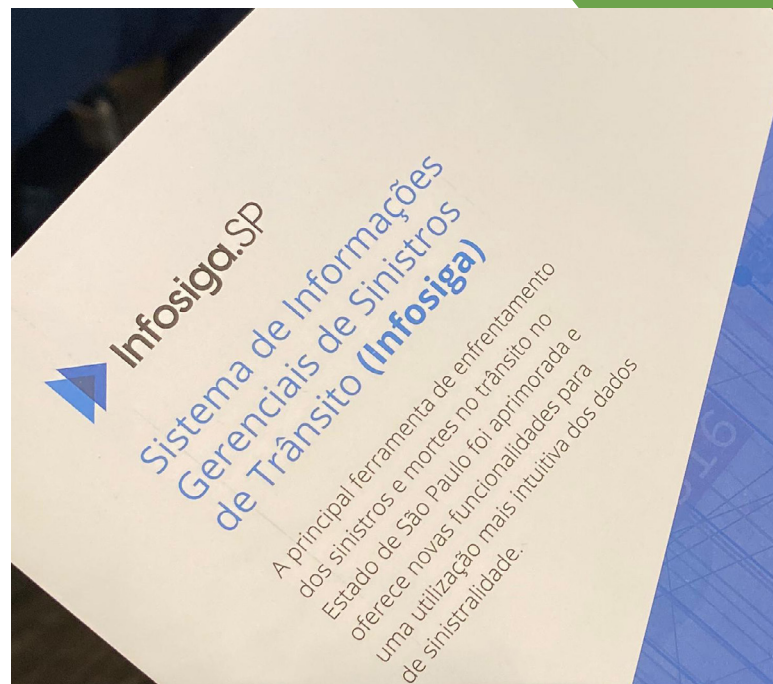
With the São Paulo Traffic Department, we held workshops with journalists aimed at improving coverage on road crashes and mobility. This work promoted the use of data and evidence to stimulate reporting that is more informative and with the potential to frame road safety as a public health issue.

Journalists exchange experiences and strategies in workshop.



Another highlight was the launch of the new portal for Infosiga, São Paulo State's road crash system. Between 2023 and 2024, with an investment of almost R\$9 million from the state government, the dashboard underwent great improvements, with technical support from the Bloomberg Philanthropies Initiative for Global Road Safety team and Vital Strategies. To this end, we elaborated recommendations to improve user experience and proposed indicators for the new public dashboard, which helps to monitor and analyze strategic data on road crashes.

New Infosiga portal enables decisions based on clear and accessible data.





Racial Equity

Including the racial perspective in the production and analysis of health data is essential to define priorities and guide policies aimed at protecting historically racialized populations.

Recognizing racism as a social determinant that affects the lives of the Black population is a historic demand of Black social movements and is fundamental for the creation of fair and equitable public policies.



Produce evidence, promote equity

Since 2021, we have produced evidence on the impact of racism on the health of the Brazilian population. The Race and Public Health platform revealed disparities between excess mortality among the Black and brown population, compared to the white population, in the first year of the COVID-19 pandemic, expanding the debate on inequalities.

In 2023, we analyzed data on gender-based violence, showing its disproportionate effects on Black and brown women compared to white women, with highlights for Goiânia and Rio Grande do Norte.

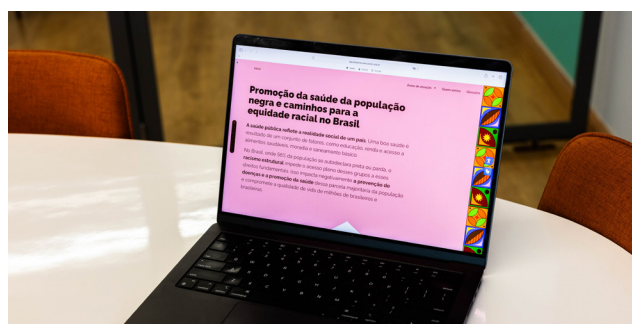
Going beyond specific analyses, starting 2023, with support from Instituto Ibirapitanga, the incorporation of the racial perspective in Vital Strategies Brazil's work on public health data became an institutional commitment which guides the organization in all its areas.

In 2024, we signed a memorandum of understanding with the Ministry of Racial Equity to expand this work and strengthen the production of health data on the Black population. The focus includes population studies, information on mental health and violence, and the development of technical materials to support public policies. As part of this commitment, we will launch, in 2025, a platform with new studies and recommendations.

SEE THE
DASHBOARD



www.equidaderacialesaude.org.br





Networks
that
strengthen
health

Partnerships for lasting impact

We work in collaboration with governments and with the support of partners who share the vision of a healthier, fairer and more equitable Brazil. Together, we develop strategies adapted to the local reality, prioritizing sustainable action and innovative solutions.

In 2024, we counted on new allies, such as Google.org, Instituto Devive, Instituto Galo da Manhã and Instituto Ibirapitanga. These partnerships, in addition to existing ones, strengthen our financial sustainability and diversify our funding sources.

FUNDING PARTNERS

**Bloomberg
Philanthropies**

UMANE

**BILL & MELINDA
GATES foundation**

 **CACTUS
INSTITUTO**

 **Coalizão Brasileira
pelo Fim da Violência
contra Crianças e Adolescentes**

 **Fundação
José Luiz
Setúbal**


**GALO DA MANHÃ
INSTITUTO**

Google.org

 **devive**

IBIRAPITANGA

 **Open
Philanthropy**

 **Patrick J McGovern
FOUNDATION**

 **RDsaúde**
por uma sociedade mais saudável.

 **RESOLVE
TO SAVE LIVES**

unicef 

PARTNERS

State of Espírito Santo

State of Rio Grande do Norte

State of São Paulo

Ministry of Finance

Ministry of Racial Equity

Ministry of Justice

Ministry of Health

Ministry of Environment and Climate Change

Ministry of Transport

City of Campinas

City of Fortaleza

City of Recife

City of Rio de Janeiro

City of Salvador

City of São Paulo

City of Vitória

National Traffic Secretariat (Senatran)

ACT Promoção da Saúde

Alliance for Adequate and Healthy Eating

Brazilian Coalition to End Violence Against Children

National Council of Health Secretaries (CONASS)

Oswaldo Cruz Foundation (Fiocruz)

Global Designing Cities Initiative

Brazilian Institute of Consumer Protection (Idec)

National Cancer Institute (INCA)

Johns Hopkins University

World Health Organization (WHO)

Pan American Health Organization (PAHO)

Global Road Safety Partnership

Brazilian Society of Hypertension

University of Brasília

University of São Paulo

Federal University of Juiz de Fora

Federal University of Minas Gerais

Federal University of Pelotas

Federal University of Ceará

WRI Brasil

Be a part of this change

Want to know how your organization can collaborate with Vital Strategies to strengthen public health in Brazil and the world?



Please contact us:

vsbrazil@vitalstrategies.org

Financial statement

Our sustainable financial management ensured the viability of all deliverables described in this report. We thank our funders and partners for the continuous support, essential for the realization of our work throughout the year.



**SEE THE AUDIT REPORT,
WITH ALL THE DETAILED
FINANCIAL DATA.**

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