





Activity Report **2025**  
**Brazil**

Urban road safety  
intervention in  
Fortaleza (Ceará).  
Photo: Thiago Gaspar



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# Innovation that connects Brazil to the world

Since joining Vital Strategies, I have had the opportunity to closely witness our Brazil team's public health impact. Vital Strategies Brazil has not only advanced its national efforts, but also established itself as a strategic hub for innovation, learning and the development of solutions with global relevance.

In 2025, we have seen the emergence of initiatives that consistently bring together our team's expertise in data intelligence, strategic communication and policy implementation. This model has enabled us not only to respond to complex public health challenges in the country, but also to generate insights and experiences that directly inform our global strategy, expanding Vital Strategies' reach and impact across diverse contexts.

Brazil has played a fundamental role in this process—through the innovative use of data and artificial intelligence, the development of new approaches to evidence generation, and strengthening and integrating work on mental health and climate.

This commitment to innovation is reflected in concrete initiatives that are expanding the boundaries of what is possible in public health. The More Data Better Health program has demonstrated how new cost-effective methodologies can transform the production of evidence in Brazil by strengthening the way we listen to people and bringing data closer to lived experience.

This approach has also made it possible to explore topics and populations that have historically been underrepresented in conventional studies, including the first national-level measurement of people's everyday experiences of discrimination, as well as the impact of climate change in indigenous communities across the Legal Amazon. These innovations

reflect our ongoing commitment to ensuring that the evidence informing public policy includes the diversity of lived experiences across Brazil—placing people at the heart of public health.

In this context, something central to Vital Strategies becomes clear: Effective solutions emerge from the intersection of local knowledge and global collaboration. As we bring to Brazil our international experience supporting 50 plus governments to build next-generation public health systems, we also carry lessons from Brazil to other regions around the world for scalable public health impact.

None of this would be possible without the dedication and excellence of the Brazil team and its partners, who work every day to deliver concrete responses to complex challenges, guided by a commitment to equity and lasting impact.

I would like to congratulate the entire Vital Strategies Brazil team for another year of meaningful progress and contributions. It is a privilege to see the role the office plays in building healthier and more vital futures in Brazil and around the world.

**Mary-Ann Etiebet**

President and CEO,  
Vital Strategies



# A year of progress for public health

In 2025, Vital Strategies expanded the reach and impact of its efforts in Brazil through work that is collaborative at its core. We have continued on a trajectory built in partnership with people and institutions committed to public health, including governments, civil society organizations, research institutions and other strategic partners.

We continued to advance in sectors central to national public health that we have supported since we began our work in the country, such as tobacco control, road safety and promotion of healthy eating. At the same time, we have launched, scaled and evolved new initiatives.

One example is the expansion of the ethical use of artificial intelligence in gender-based violence prevention. Using innovative data-matching methodologies, which allowed the analysis of millions of records from primary health care, we began generating accurate evidence on patterns and risk factors. In Recife, these analyses found that women in situations of violence tend to intensify their search for health services, on average, about 90 days before formal notification of their cases. This type of evidence increases the health system's capacity to identify violence and support more effective institutional responses to prevent violence from escalating to femicide.

Simultaneously, 2025 marked the expansion of Vital Strategies' climate and environmental health agenda in Brazil. In a context of growing concern about the impacts of climate change on health, we have strengthened initiatives in this area, with a particular focus on the consequences of extreme heat. We also participated in international debates during COP30—the United Nations Climate Change Conference held in Belém, Brazil in November— and initiated our lead poisoning prevention program, expanding our role in responding to environmental risks which the public still knows little about.

On all these fronts, we combined the main pillars of our work: data intelligence, strategic communication and public policy solutions. Through this tripod structure, we support governments, at the national and subnational levels, in building solutions to Brazil's main health challenges.

And a vital point in a country still as unequal as ours, alongside all these initiatives, is our commitment to equity—in its multiple meanings—as a central dimension of health, guiding responses that can address structural inequities. This commitment joins the ethical use of data and innovation as pathways for promoting fairer and more people-centered solutions.

With this, I invite you to read this report. In addition to a record of activities, it represents the consolidation of new work fronts that had been under construction in recent years. But not only that: It also documents and celebrates the continuity and scale-up of programs launched nearly a decade ago and that demonstrate our commitment to long-term, sustainable impact.

These stories also demonstrate the essential role of the many valued partners we have at our side in our mission of working so all people can have longer and healthier lives. My sincere thanks to you all.

**Pedro do Carmo  
Baumgratz de Paula**

Country Director,  
Vital Strategies Brazil



# Broadening pathways for public health

“Public health requires approaches that integrate knowledge, evidence and coordination capacity between different actors. In this sense, Vital Strategies' performance in Brazil stands out for the consistent way it mobilizes data, communication, innovation and partnerships to face complex challenges. As members of the Advisory Board, we observe the concrete contribution of this work, which not only strengthens public policies in the country, but also produces knowledge with potential for application in other contexts. We reaffirm, therefore, the importance of sustaining dialogue and advancing increasingly integrated solutions capable of transforming evidence into action and generating a lasting impact on people's health.

## Advisory Board, Vital Strategies Brazil



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Director of FGV Cidades



**Pedro Hallal**

Full Professor and Director of the Public Health Master's Program at the University of Illinois Urbana-Champaign (USA)



**Felipe de Paula**

Lawyer, professor at FGV Law and researcher at the Center for Analysis on Freedom and Authoritarianism



**Renata Reis**

Executive Director, Doctors Without Borders Brazil and member of Vital Strategies' Global Board of Trustees



**Jurema Werneck**

Executive director of Amnesty International Brazil



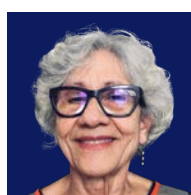
**Sandra Maria Chaves dos Santos**

Associate Professor at the Federal University of Bahia



**Maria Laura Canineu**

Deputy Director, Environment and Human Rights at Human Rights Watch



**Sandra Valongueiro**

Researcher at the Federal University of Pernambuco

## About us

Vital Strategies works in partnership with governments and civil society to influence policy, practice and people in addressing the world's greatest public health challenges. Our team, with more than 400 professionals working globally and about 40 in Brazil, is composed of epidemiologists, public policy specialists, communicators and data analysts, among others. We focus on evidence-based public policy solutions that are capable of generating lasting, sustainable, high-impact results.

Everyone should have the opportunity to enjoy longer, more vital lives. That is why we work to address the main causes of death and disease in the world, always guided by a commitment to health equity.

Vital Strategies Brazil team during a roundtable discussion with Mary-Ann Etiebet, President and CEO of the organization, during her visit to the Brazil office. Photo: Vital Strategies Archive





# How we work



## Promoting Health

Noncommunicable diseases (NCDs), such as cancer, cardiovascular disease and diabetes, are the leading cause of death worldwide.

**NCD prevention and control**

**Tobacco control**

**Food policy**

**Alcohol policy**

**Mental health**



## Protecting Communities

Climate change and environmental hazards are among the fastest-growing threats to public health.

**Air pollution and heat**

**Environmental and climate health**

**Urban health**

**Lead poisoning prevention**

**Epidemic prevention**



## Preventing Harm

Road traffic crashes, gender-based violence and overdose claim millions of lives each year.

**Road safety**

**Overdose prevention**

**Gender-based violence prevention**

**Prevention of violence against children**

### Our approaches

Data intelligence

Strategic communication

Public policy solutions

# Our approaches

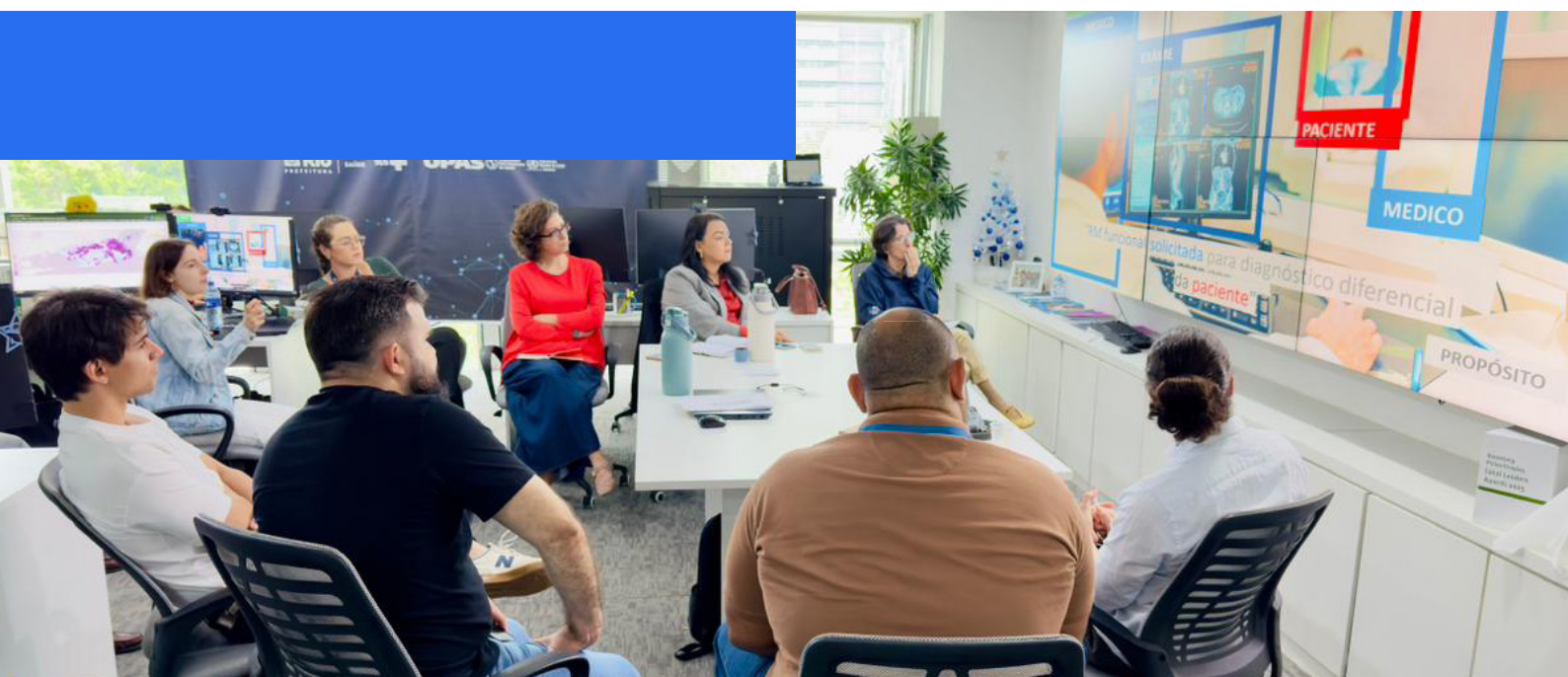
## Data Systems and Intelligence

### Evidence to guide health policies

Quality data is the foundation of effective public health policies, identifying health trends and enabling deployment of resources to where they are needed most. We support governments in designing health information systems, using robust data integration methodologies and developing digital tools that support real-time and evidence-based decision-making. We also develop innovative methods of using data, such as using artificial intelligence for early identification of health risks and adopting faster and more cost-effective ways to listen to the population.

- Data analysis for policy formulation
- Development of health surveillance systems
- Improvement of civil registration and vital statistics systems
- Creation of digital monitoring and analysis tools
- Development of indicator frameworks
- Use of artificial intelligence to detect health risks
- Population surveys

Training and technical discussion activities with the Rio de Janeiro Municipal Health Department on the use of data and artificial intelligence to prevent gender-based violence. Photo: Vital Strategies Archive



# Strategic Communication

## Mobilizing and enriching public debate

Comprehensive communication strategies can encourage healthy behaviors, mobilize public opinion, and advocate for policies that protect people's health. They build trust and fight misinformation. We create campaigns that leverage both online media—for example, partnerships with digital influencers—and broadcast on traditional media, such as major TV and radio stations. We also develop digital products such as websites and dashboards, which compile relevant information in attractive and accessible formats. Through the press, we give wide visibility to data, studies and evidence on public health issues.

- Media campaigns
- Advocacy for public health policies
- Opinion and behavior research
- Press relations
- Monitoring the lobbying strategies of harmful product industries
- Developing digital products to present data and evidence

Campaign displayed on Latin America's largest LED billboard in Brasília, featuring the message "Do You Want a Dose of Reality?" and highlighting alcohol as a major cause of breast and colon cancer. Photo: Vital Strategies Archive.



## Policy Solutions

### Advancing policies that save lives

Robust, evidence-based policies generate lasting change. Warnings labels on ultra-processed products, taxation of products harmful to health, and smoke-free laws are some examples of policies that can protect millions of people. To support governments in adopting sound and sustainable policies, we perform regulatory analyses, map policy scenarios, and estimate the economic and health impacts of different actions.

- Legal and regulatory analysis
- Political environment analysis
- Health and economic impact estimates
- Public policy development
- Support for policy and program implementation

## Principles that guide our work

### Equity

In a country marked by profound inequities, we understand that promoting public health requires addressing structural challenges and considering the social determinants that disproportionately affect different population groups.

### Innovation

We continually seek to innovate methodologies, tools and forms of collaboration to amplify impact, efficiency and responsiveness to complex public health challenges.

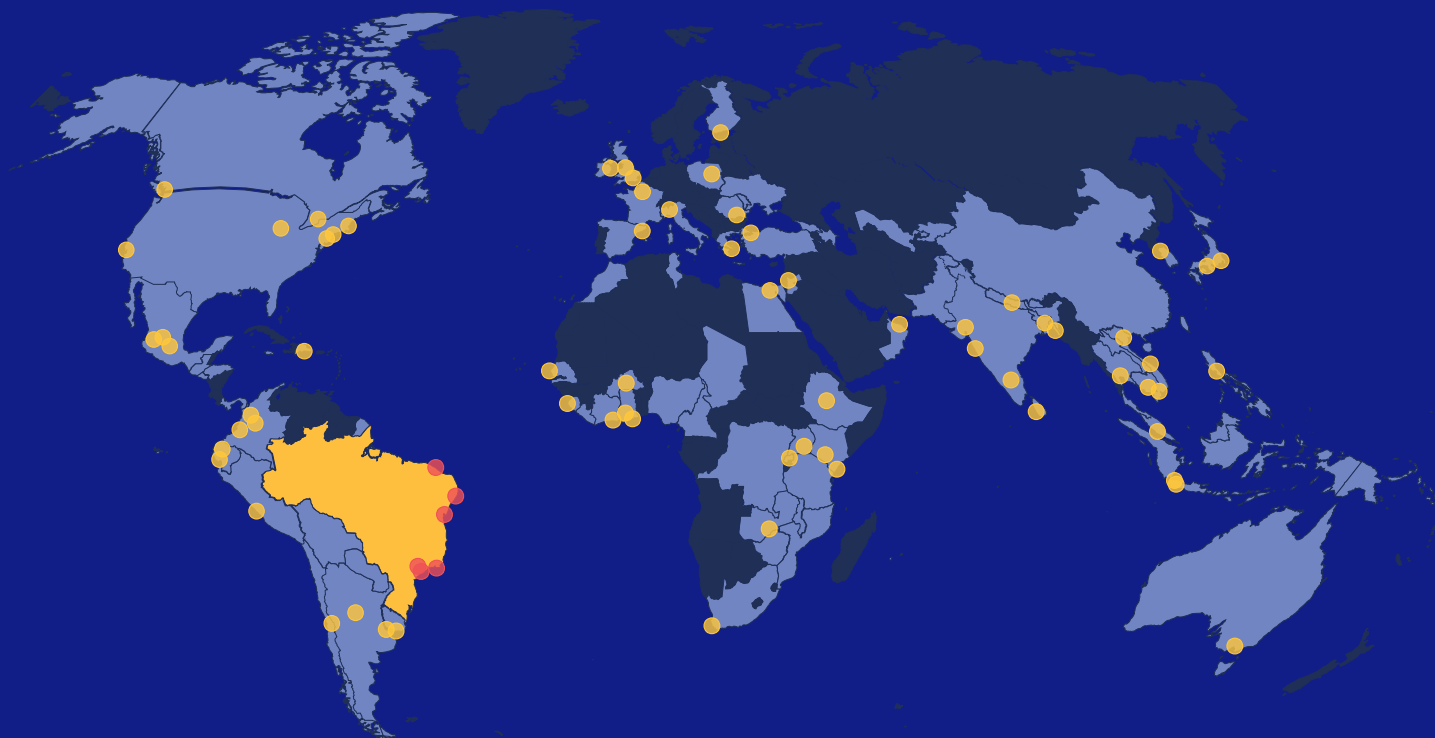
### Ethical use of data

We work with a commitment to ensure quality, transparency and accountability in the use of data, so that evidence is generated with technical rigor and respect for people.





# Global reach, local expertise



## AROUND THE WORLD:

**80+ countries**

**70+ cities**

We are a global health organization—supporting more than 80 countries around the world—and have formally established its presence in Brazil in 2017. By collaborating with governments and organizations at multiple levels, we develop relevant and sustainable solutions, and amplify impact by combining international knowledge and local experience.

## IN BRAZIL,

WE HAVE CONSOLIDATED PARTNERSHIPS WITH:

**7 Ministries**

Health, Human Rights and Citizenship, Finance, Justice, Environment and Climate Change, Racial Equity, Transport

**2 States**

Espírito Santo and São Paulo

**6 Cities**

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

# Our impact on Brazilian health

In 2025, we reaffirmed our commitment to strengthening public health in Brazil and building a healthier future for all people. Together with governments and partners, we worked to influence policies, practices and people to tackle the world's greatest public health challenges, focusing on innovative, evidence-based solutions capable of generating lasting, sustainable and high-impact results.



**12 projects implemented**  
6 in partnership with the Ministry of Health



**13 communication campaigns**



**2,600+ mentions**  
in the national press

From left to right: Mary-Ann Etiebet and Adriano Massuda, Executive Secretary of the Ministry of Health; Dose of Reality campaign; Mel Mura at Vital's invitation during COP30. Photos: Vital Strategies Archive



“Over the years, we have built a joint working relationship of trust with Vital Strategies that, since 2023, has strengthened to expand collaboration in several areas, such as road safety, lead poisoning prevention, alcohol and tobacco use reduction, as well as prevention of epidemics and gender-based violence. This partnership is an example of how government and civil society organizations can work collaboratively, joining efforts to respond to the most diverse and complex public health challenges in our country.

**Mariângela Simão**, Secretary of Health and Environment Surveillance, Ministry of Health



## Shared knowledge

To expand access to the digital product portfolio created by Vital Strategies, we have launched a repository for works developed in recent years. The objective is to present data visualization tools and health information portals that have a common goal: transforming data and evidence into clear and accessible narratives, aimed at supporting decision-making in public administration or bringing quality information to the people.



Visit the portfolio



# Promoting health

Noncommunicable diseases (NCDs), such as cancer, cardiovascular diseases, diabetes and respiratory diseases, along with mental health conditions, are the leading cause of death in Brazil.



**76%**

of deaths in the country are caused by NCDs



**446,000**

premature deaths (under age 70) were caused by NCDs in 2023

To address these challenges, we support strategies to reduce consumption of products that increase the risk of developing these conditions, such as tobacco, alcohol, sugary drinks and ultra-processed products.





Access to healthy foods at a local market, contributing to health promotion.  
Photo: Brasil com S

## The Selective Tax and the agenda to reduce preventable deaths

TOBACCO CONTROL

FOOD POLICY

ALCOHOL POLICY

The ongoing Brazilian tax reform remained one of the central themes of Vital Strategies' agenda in Brazil in 2025. After the approval of the constitutional amendment that instituted the Selective Tax, Congress started the debate to define its regulation, a decisive step to ensure that taxing products harmful to health fulfills its purpose of encouraging healthier habits.

The Selective Tax was created by the reform to tax products harmful to health and the environment. Aiming to reduce consumption of these products, the tax, which should come into force in 2027, will focus on tobacco, alcohol and soft drinks, among others.

In 2025, the executive branch focused on drafting the bill that will regulate the Selective Tax and define the rates applicable to products harmful to health and the environment. In this context, Vital Strategies promoted dialogue with relevant ministries and members of academia and civil society, as well as developing communication campaigns and producing studies that enabled the proposed law to be developed based on data and scientific evidence.

Our studies showed the measure's potential to reduce deaths and costs, supporting the argument that products that generate higher social and economic costs should have proportionally higher fiscal contributions, strengthening tax justice and reducing the products' impact on people's health. Our communication campaigns worked as a guiding thread for this strategy, integrating evidence, advocacy and public mobilization.

“ By translating technical data into widely accessible language, we kept the Selective Tax in the public and institutional debate, connecting alcohol, tobacco and soft drinks within the same logic of addressing risk factors for chronic diseases. This way, we contributed to inform the public debate and support evidence-based decisions, always with a central focus on reducing preventable deaths and diseases.



**Tainá Costa**, Senior Manager, Program Communication, Vital Strategies Brazil



# Taxing alcohol is a public health measure

## ALCOHOL POLICY

We released, through the RESET Alcohol program, the study Estimating the impact of different scenarios for reducing alcohol consumption in Brazil, conducted by researcher Eduardo Nilson from the Oswaldo Cruz Foundation (Fiocruz), at the request of Vital Strategies and ACT Health Promotion. The survey analyzed the effects of a 20% reduction in national alcohol consumption, as recommended by the World Health Organization, and its potential impact on deaths and costs for the country.

# 100,000+

deaths were attributable to alcohol consumption in Brazil in 2019

**R\$ 20+ billion** per year in indirect costs associated with premature deaths

Media coverage in Brazil highlighted findings from a Fiocruz report showing that reducing alcohol consumption by 20% could prevent approximately one death per hour.

PROJETO SAÚDE PÚBLICA

## Redução de 20% no consumo de álcool pode evitar uma morte por hora no Brasil, diz estudo

Relatório da Fiocruz mostra que país evitaria perda de R\$ 2,1 bilhões em produtividade por ano

FOLHA DE S.PAULO

★ ★ ★

# 10,000+

lives can be saved annually by reducing consumption of alcoholic beverages by **20%**

**R\$ 2+ billion** per year in productivity losses associated with premature deaths would be avoided



Scan the QR Code to read the full study





## CAMPAIGN

## Dose of Reality

The data from the study were translated into accessible language in the “Dose of Reality” campaign, which sought, in 2025, to enrich the public debate on the Selective Tax in the context of the tax reform. The initiative presented evidence about the impact of alcohol consumption on health, the economy and the lives of Brazilian families, highlighting

taxation's potential as an effective measure to reduce diseases and prevent deaths. With digital materials, videos, explanatory content and mobilization of influencers, the campaign connected technical data to everyday situations, expanding people's understanding of the social and economic costs of alcohol and reaffirming the Selective Tax's role as a public health instrument.

**20.7+**  
**million**

people reached  
by the campaign  
materials

[Learn more](#)



Available in Portuguese

The Dose of Reality campaign highlights that increasing the price of alcoholic beverages can save thousands of lives each year. Photo: Vital Strategies Archive





## How we create campaigns at Vital Strategies

Our campaigns follow a structured, evidence-based process that combines strategic analysis, creative development and audience validation.

### Analyze

We understand the problem, the context and the audiences involved.



### Plan

We define the objectives, strategies and media for communication.



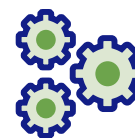
### Prepare

We develop and test messages, with focus groups and surveys, to ensure relevance and effectiveness.



### Implement

We launch the campaign and carry out the planned actions.



### Review

We continuously monitor the results and adjust the strategy in real time.



### Evaluate

We measure the impact of the campaign on defined behaviors and goals using research and metrics analysis.



# Progress and surveillance in the fight against smoking

## TOBACCO CONTROL

Tobacco control was high on our Promoting Health agenda in 2025, as debate continued on the Selective Tax's regulation and the need to update pricing policies so that taxes are high enough to discourage consumption. Despite Brazil's historic advances in reducing smoking, the adjustments of the minimum price of cigarettes has been too small in recent years; this, plus the growing use of electronic smoking devices pose additional challenges for public health protection.

We worked to reinforce and amplify the evidence that price and tax policy remains the most effective measure to reduce consumption while preventing disease and premature deaths. In the tax reform debate, we provided technical support to advocates working for adequate tax rates for tobacco products and the annual update of the minimum price, joining scientific and economic evidence with the tax discussion.



## CAMPAIGN

## What's Cheap Has Its Cost

This tobacco control campaign showed that low prices encourage consumption and hinder progress in reducing smoking. With accessible language and a focus on the relationship between price and health, it highlighted the need to update the minimum price annually and apply higher taxes, aligning economic and health arguments.

[Learn more](#)



Available in Portuguese

Campaign ad from The Cheap That Comes at a Cost, featuring the message "The smoking rate stopped declining because cigarette prices stopped increasing" and highlighting the role of tobacco taxation in reducing smoking prevalence. Photo: Vital Strategies Archive.



We supported initiatives to strengthen local tobacco control policies, including work in Rio de Janeiro under the Partnership for Healthy Cities that combined technical assistance, policy monitoring and strategic communication to safeguard communities and help build a healthier city.

## Partnership for Healthy Cities

The Partnership for Healthy Cities is a prestigious global network of more than 70 cities committed to saving lives by preventing NCDs and injuries. Supported by Bloomberg Philanthropies, in partnership with the World Health Organization and Vital Strategies, the initiative enables cities around the world to deliver high-impact policy or programmatic interventions to reduce NCDs and injuries in their communities.

The Partnership supports public health work in three Brazilian cities—Fortaleza, Rio de Janeiro and São Paulo—with a focus on heat health, tobacco control and overdose prevention.

In 2025, with the Partnership's support, Rio de Janeiro adopted a municipal resolution to strengthen tobacco control monitoring and enforcement, in alignment with national regulations, including electronic cigarette devices, in public and private spaces. The measure requires establishments to ensure compliance with the smoking ban and to post clear information about the ban.

To support the city's inspection process, a digital dashboard was launched, monitoring infractions, locations and complaints and helping guide and prioritize enforcement.

The project also included workshops with tobacco control inspectors, commercial sector representatives and administrators from the city's bus rapid transit system. The workshops focused on strengthening enforcement of the national electronic cigarette ban and municipal regulation.

To support regulatory and enforcement actions, the city also launched a comprehensive public health campaign on current regulations and on the harms of smoking, reaching 450,000 people and generating over 1.2 million online impressions.

Representatives of the Partnership for Healthy Cities during a technical visit to the Rio de Janeiro Municipal Health Department. Photo: Rio de Janeiro City Hall/Reproduction





# Healthy eating as public policy

## FOOD POLICY

We developed campaigns that addressed various dimensions of the food agenda: advocating for increased taxation on soft drinks; promoting healthier school meals; regulating advertising; and confronting industry influence in spaces that should promote health, such as sports venues.

The campaigns developed in 2025—backed by methodological rigor and integrating evidence, communication and advocacy—connected health, regulation and tax fairness and expanded the public debate on food policy.

# 40+ million

people reached by campaign materials

Campaign ad from Soft Drink Sweet Deal displayed at Brasília Airport, raising awareness about the health and economic impacts of sugary drinks and advocating for soda taxation. Photo: Vital Strategies Archive.



CAMPAIGN

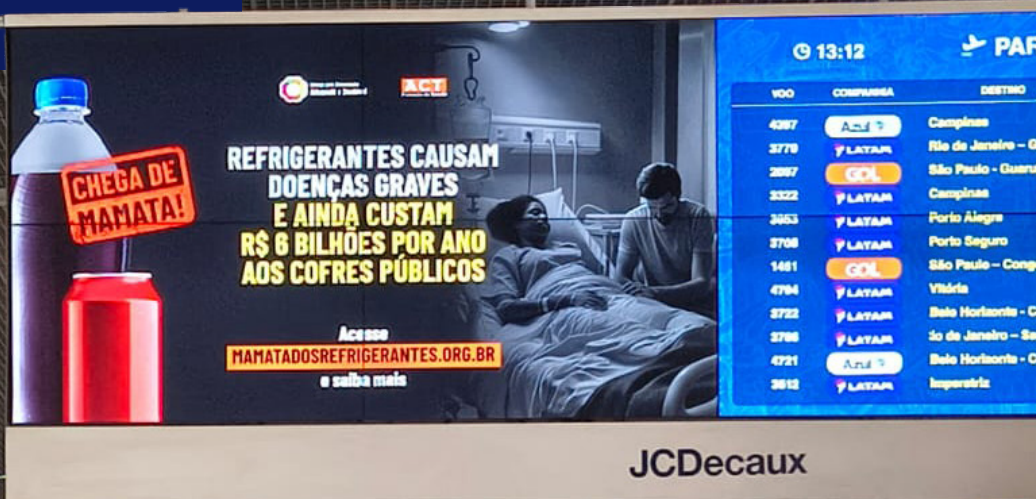
## Soft Drink Sweet Deal

This campaign was part of our strategy to inform and enrich the Selective Tax regulation debate, coordinating public communication and technical positioning. The mobilization focused on the definition of the tax rate for soft drinks and sought to challenge the proposal to establish a maximum rate of 2%, which could compromise the tax's effectiveness as a public health instrument. As a result, the maximum rate was overturned in Congress, a significant victory that marks an unprecedented advance in the regulation of ultra-processed products in the country. This campaign was carried out in partnership with ACT Health Promotion and the Alliance for Adequate and Healthy Eating.

Learn more



Available in Portuguese





## CAMPAIGN

## Eating Well at School

Mobilizing the school community, politicians and society to defend healthier eating in schools, the campaign focused on restricting the supply and advertising of ultra-processed products in the school environment, as well as expanding access to healthy options.

The initiative organizes the agenda on three fronts:

- School cafeterias: reduce ultra-processed and increase healthy foods.
- Snacks: counter the industry narrative and encourage natural choices.
- Meals: strengthen, value and protect the National School Feeding Program as a promoter of healthy eating.

The campaign was carried out in partnership with ACT Health Promotion, Desiderata Institute, FIAN Brasil and the Brazilian Institute for Consumer Protection (Idec).

## Public policy victory: Ceará bans ultra-processed products in schools

At the end of September 2025, the Legislative Assembly of the state of Ceará unanimously approved a law that bans the supply, sale and advertising of ultra-processed products and sugary drinks in public and private schools throughout the state, expanding the protection of almost 1.8 million children and adolescents.

The approval was the result of social mobilization and technical advocacy, with the participation of civil society organizations and partners. The strategy, combined with strong media coverage, increased public pressure for passage of the bill. The initiative strengthens the movement for healthier school meals in Brazil and may inspire similar policies in other regions.

[Learn more](#)



Available in Portuguese

Campaign promoting healthy school meals, featuring the message "Eating Well at School."







CAMPAIGN

## Kick Big Soda Out

The soft drink industry uses sports as a strategy to promote sugary drinks, and this global campaign highlights how multinational companies put their profits ahead of public and environmental health. Originally launched in 2024, during the Paris Olympics, “Kick Big Soda Out,” which has Brazil as one of its focus countries, demanded that the International Olympic Committee end its historic partnership with Coca-Cola. The campaign was then replicated in 2025 and, this time, expanded the challenge to FIFA, taking advantage of the FIFA Club World Cup as a mobilization window to question the sponsorship of sugary drinks at major sporting events.

By drawing attention to the relationship between sports and the soft drink industry, the initiative seeks to mobilize individuals and organizations to demand change and advocate that sport celebrates health, and not products associated with chronic diseases.

**97 partner organizations**

engaged to tackle industry influence on sports and public health

**520,000+ people**

committed to the movement

[Learn more](#)


CAMPAIGN

## Advertising That Makes You Sick

This campaign advocated for regulation of advertising for ultra-processed food products, highlighting that their consumption is associated with health problems, especially among children and adolescents. By providing evidence of these products' ubiquity on television, in schools and on social media, the initiative underlines that the absence of restrictions exposes society to a harmful influence and that regulation is necessary for transparent, ethical and responsible communication. The initiative was carried out in partnership with ACT Health Promotion, Desiderata Institute, FIAN Brasil and the Brazilian Institute for Consumer Protection (Idec).

[Learn more](#)


Available in Portuguese

Campaign featuring the message “Kick Big Soda Out”





# Confronting the global cancer crisis

## NCD PREVENTION AND CONTROL

We developed a digital dashboard that organizes evidence on risk factors for cancer, responsible for one in six deaths worldwide, and transforms data into accessible and engaging narratives. The initiative also features interactive visualizations and a simulator to show the impact of alcohol consumption on people's health.

The product also uses Brazil's success story with tobacco control to exemplify how concrete and consistent policies can reduce the prevalence of risk factors, translating evidence into information that enriches the public debate and supports prevention policies.



Read our President  
and CEO's  
interview with  
Folha de S. Paulo



Available in Portuguese



Visit the  
dashboard



mais dados  
mais saúde

## More Data Better Health: Primary Health Care

NCD PREVENTION AND CONTROL

Primary health care was the theme of More Data Better Health's first module. The survey was conducted with the goal of measuring people's perception of access and quality of services to evaluate primary health care's performance, exploring sociodemographic differences.

The results show that the overload on the Brazilian health care system, either public or private, can lead people to abandon their search for medical care, reaffirming the need for more action to optimize care and reduce wait times. The survey also brought visibility to the widespread cultural habit of treating health problems without professional assistance, as in the case of self-medication, a frequent behavior among Brazilians.

By focusing on actively listening to the population, the program contributes to informing the debate on primary health care performance and supporting the development of public policies that are more responsive to people's needs.

The results were presented at the program's official launch, held at the Pan American Health Organization (PAHO) headquarters in Brasília, with representatives from the Ministry of Health and wide coverage in national press outlets.

**62% of  
Brazilians**

do not seek medical care  
when they need it

**2,458 users**

of public and private  
networks participated in the  
national survey

**14 days**

was the time required to  
perform data collection in all  
Brazilian states

**150+ articles**

in the national press after  
the launch

[Learn more](#)



Launch of the initiative at the Pan American Health Organization (PAHO) in Brasília, with representatives from the Ministry of Health and the National Council of Health Secretaries (Conass). Photo: Vital Strategies Archive



**More Data Better Health** is a program of innovation in public health data collection based on the premise that in-depth understanding of the challenges faced by public health systems is the first step toward more equitable and effective public policies. It aims to innovate in two main areas:

- piloting effective, innovative data collection methodologies.
- monitoring emerging or under-explored themes.

In 2025, we launched three modules, with data on primary health care, everyday discrimination and the impact of climate change on the Legal Amazon. We have also started collecting data for the fourth module, dedicated to investigating perceptions and behaviors related to cancer and its risk factors, with a launch scheduled for the first half of 2026.

The program is carried out in partnership with Umane, with support from Devine Institute.

“With More Data Better Health, we advanced not only the generation of information on emerging topics, but also the construction of a model that can be continuously expanded and replicated, strengthening the country's capacity to produce evidence more dynamically and in a way that is better connected to people's reality.

**Thais Junqueira**  
General Superintendent, Umane





# Protecting communities

Climate change is a growing public health threat, with air pollution and extreme events such as heat waves taking the lives of more and more people every year.



**320,000+**

deaths from causes associated with air pollution occurred in the country between 2019 and 2021



**48,000+**

Brazilians died from the effects of sudden increases in temperature between 2000 and 2018

We work to identify these risks and support the formulation of public policies that promote healthy and sustainable environments where people live, work and study.

39°C

AR  
R  
U  
I  
M

Record of extreme heat in an urban area.  
Photo: Paulo Pinto/Agência Brasil



In 2025, efforts in São Paulo and Fortaleza centered on enhancing environmental health data collection and application to evidence-based policies. These actions were supported through the city's work with the Partnership for Healthy Cities and in collaboration with the World Health Organization.

## Reducing urban heat-related morbidity and mortality

### AIR POLLUTION AND HEAT

In São Paulo, the Partnership for Healthy Cities supported the city government in developing a new commitment to address the impacts of rising temperatures on people's health. The initiative seeks to strengthen the city's ability to understand and respond to the risks associated with extreme heat, especially for people most affected, such as the older people and those with noncommunicable diseases.

Equipment was installed to monitor temperature, air humidity and wind speed in different regions of the city, enabling analysis of the relationship between weather conditions, mortality and heat-related diseases. The choice of sites considered climate and health data, as well as dialogue with local residents and institutions, to map areas of greatest risk and guide more effective responses.

The information generated by monitoring will also support urban planning and climate adaptation efforts. Planned measures include establishing a network of public spaces in parks and green areas that provide shade and cooling.

Sensor installed to monitor temperature and urban climate conditions.  
Photo: Daniel Reis/SVMA Archive





# Air quality as public policy

## AIR POLLUTION AND HEAT

During COP30, the United Nations Climate Change Conference, Fortaleza launched the municipality's first heat monitoring system and collaborative map, the Climate Risk Observatory. The platform enables monitoring and analysis of climate events with real-time data that will guide heat mitigation policies. The city subsequently adopted the Municipal Policy on Climate Change of Fortaleza to institutionalize the Observatory and mandate its use as a permanent platform and tool to monitor, analyze and communicate climate events.

Developed under the Partnership for Healthy Cities, in collaboration with the city of Fortaleza and the

Federal University of Ceará, the project strengthens the use of evidence in the development of public policies for climate adaptation and health protection.

## 30+ low-cost sensors

monitor air quality in Fortaleza

Installed in different areas of the city, the sensors monitor air pollution parameters such as fine particulate matter (PM2.5), which is associated with increased risk of cardiovascular disease, lung cancer and chronic obstructive pulmonary disease. The initiative expands the production of local data on air quality and its impacts on people's health.

“Addressing climate challenges is a collective effort that requires public sector leadership working in dialogue with civil society and academia to expand the reach and impact of solutions. It is a great source of satisfaction to see Fortaleza standing out in the development of public policies that protect people's health through data, evidence, and innovation. I would like to thank Vital Strategies for its partnership over the past few years. Through the Partnership for Healthy Cities, we will continue to move forward with strong local leadership to build a city that is increasingly healthier and better prepared to protect its population.”

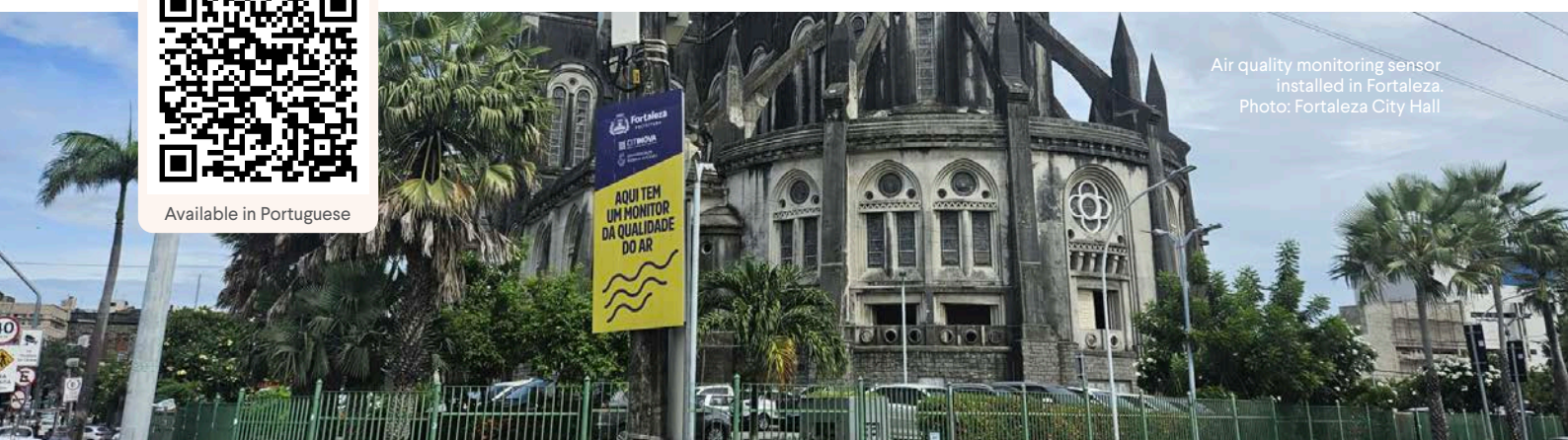


Evandro Leitão, Mayor of Fortaleza

Learn more



Available in Portuguese



Air quality monitoring sensor installed in Fortaleza. Photo: Fortaleza City Hall



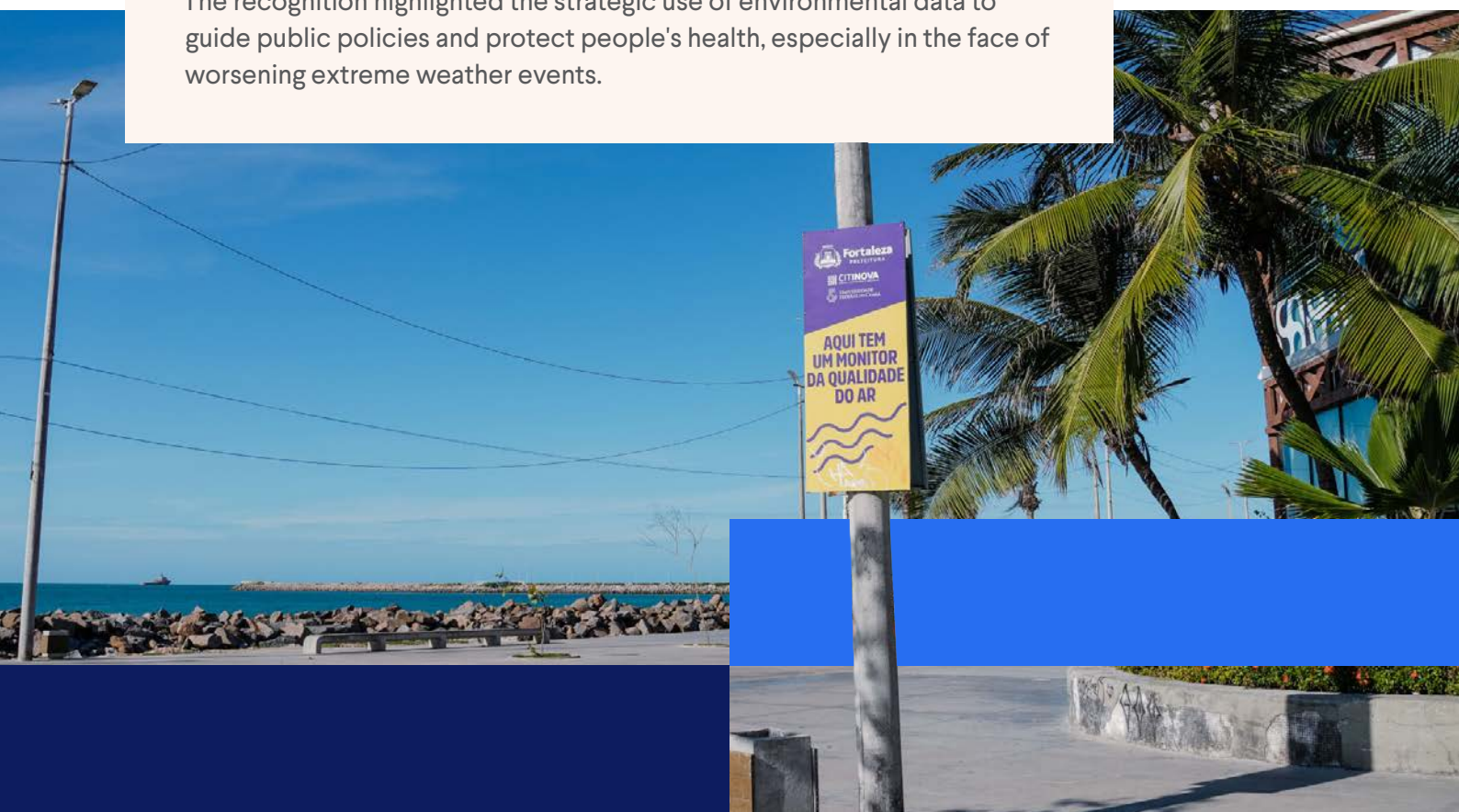
Fortaleza delegation receiving an award during the Partnership for Healthy Cities Summit.  
Photo: Bloomberg Philanthropies/ Disclosure

## International recognition

In March 2025, Fortaleza received an award at the Partnership for Healthy Cities Summit in Paris in recognition of its public health leadership and achievements in advancing air quality monitoring.

The recognition highlighted the strategic use of environmental data to guide public policies and protect people's health, especially in the face of worsening extreme weather events.

Air quality monitoring sensor installed in Fortaleza.  
Photo: Fernanda Barros/O Povo





mais dados  
mais saúde

## More Data Better Health: Climate and Health in the Legal Amazon

### ENVIRONMENTAL AND CLIMATE HEALTH

In 2025, the **More Data Better Health** program launched a module dedicated to investigating how the people of the nine Brazilian states that make up the Legal Amazon (Acre, Amapá, Amazonas, Maranhão, Mato Grosso, Pará, Rondônia, Roraima and Tocantins) perceive the impacts of climate change on health and living conditions.

The results indicate that climate events are already part of the daily experience of most of the people, with perceived effects on health: 90.6% believe that we are already experiencing global warming, and 88.4% recognize that climate change has been occurring in Brazil and in the world in the previous two years. Almost 40% said they knew someone directly affected by the phenomenon, a figure that rises to 48.4% among traditional peoples and communities.

Learn more about the program on page 28

Panoramic view of Macapá (Amapá), in the Legal Amazon.  
Photo: Shutterstock (ID: 2437308647)





## 1/3 of people

in the Legal Amazon say they were directly affected by climate change

## 4,037 people

took part in the survey between May and July 2025

## 44% of the respondents

were members of traditional peoples and communities, such as Indigenous people, *quilombolas*, fishermen and *ribeirinhos*

It was also observed that 41.7% of the population of the Legal Amazon showed concern about the lack of food associated with drought and flood cycles. Among traditional peoples and communities, this percentage rises to 53.8%, highlighting the region's vulnerability to environmental factors and the potential consequences of climate change.

The findings reaffirm the urgency of integrating health, climate and equity, and providing subsidies to guide public policies capable of protecting the health and rights of Amazonian peoples.

From left to right: Mary-Ann Etiebet (Vital Strategies), Leticia Cardoso (Ministry of Health), Thais Junqueira (Umane), and Renata Biselli (Devive Institute) during the launch of More Data Better Health – Climate and Health in the Legal Amazon. Photo: Vital Strategies Archive



“ More Data Better Health revealed that, in the Legal Amazon, climate change, health and access to adequate food are intrinsically connected. Conducted 100% online, the initiative expanded territorial and social reach, bringing visibility to traditional peoples and communities, who experience these transformations more acutely in their territories and ways of life. By producing evidence from these realities, the program contributes to the development of solutions more appropriate to local contexts.



**Renata Biselli,**  
Executive Superintendent, Devive Institute

Learn more



Panel discussion at the "Climate Anxiety in Focus" event during the launch of the third module of More Data Better Health.  
Photo: Vital Strategies Archive





## COP30: health at the heart of the climate debate

### ENVIRONMENTAL AND CLIMATE HEALTH

Vital Strategies attended COP30, participating in different strategic agendas on health and climate. In the Blue Zone, the conference's official area dedicated to negotiations between countries and to diplomatic activities, we presented the results of More Data Better Health: Climate and Health in the Legal Amazon, during an event held at the Food Roots and Routes Pavilion, which brought together experts, public administrators and civil society organizations to discuss the impacts of climate change on health in the region.

We also participated in debates on the paths for the health and climate agenda post-COP and became signatories of the Beat the Heat, a global initiative driven by the U.N. Our delegation also followed discussions that underlined a unanimous message: Strengthening the resilience of health systems to climate change is urgent. And technology, especially artificial intelligence, was highlighted as a strategic ally to optimize systems, expand capabilities and support rapid responses.

Panel discussion during the launch of new More Data Better Health findings at COP30, featuring experts, academics, and representatives from civil society. Photo: Vital Strategies Archive





“ Participating in COP30 as part of Vital Strategies' delegation was a unique opportunity to highlight that health and climate are inseparable. In Belém, we were able to collaborate with discussions that reaffirmed the urgency of strengthening resilient health systems in the face of climate change and show, through More Data Better Health, how evidence and technology can guide rapid and effective responses. These conversations highlight the need for concrete action, mobilizing governments and partners to translate commitments into solutions that protect lives, today and in the future.



**Jacqueline Oliveira**, Senior Program Manager,  
Vital Strategies Brazil

[Learn more](#)



Vital Strategies Brazil delegation during COP30. Photo: Vital Strategies Archive



## Fast responses save lives

### EPIDEMIC PREVENTION

In 2025, we consistently advanced our strategy for nationalization of the 7-1-7 target, a tool promoted by the World Health Organization and developed by Resolve to Save Lives to support countries to prevent and respond to epidemics. The methodology establishes clear parameters for the time of detection, notification and response to public health events: up to seven days to detect a threat, one day to notify it to health authorities and seven days to initiate an effective response.

In Brazil, the strategy was adopted by Recife which became the first city worldwide to complete all stages of implementation of the 7-1-7 target. Using the methodology, in just one year the city doubled its response capacity to epidemic outbreaks, reducing the time needed to identify and react to public health events and demonstrating the tool's potential to strengthen surveillance systems.

Based on this experience, implementation was expanded nationally, beginning in the Northeastern region, with a regional workshop and the participation of 38 State Centers for Health Surveillance (CIEVS) to the initiative, an important step in the tool's dissemination across the country. The process included producing learning materials and encouraging state and municipal teams to take ownership of the methodology.

Through a PAHO event in Panama, the Brazilian experience was presented to other countries in Latin America as an example of the strategy's implementation, highlighting its potential for regional adaptation and scale.

Participants in the 7-1-7 metrics implementation meeting held in Gravatá (Pernambuco). Photo: Vital Strategies Archive





## Applying knowledge to strengthen surveillance

In partnership with Resolve to Save Lives, we developed a learning course to support public administrators in understanding, adapting and implementing the 7-1-7 target in their territories. It includes informative videos, a series of technical materials and an interactive chatbot for answering questions.

The course was presented in the city of Gravatá in October during a meeting promoted by the Ministry of Health with representatives from the CIEVS of the Northeastern Region. The initiative marked a significant step in the process of nationalizing the target and strengthening the Unified Health System's (SUS) response capacity for emergencies.



Hands-on activity during a meeting on the 7-1-7 metrics.  
Photo: Vital Strategies Archive

### 38 CIEVS

from the Northeastern Region joined the 7-1-7 implementation process

### 70 CIEVS representatives

were present at the implementation lecture in Gravatá

“ The experience in Brazil exemplifies the potential of the 7-1-7 target to improve outbreak surveillance and response processes at all levels of public health systems. Recife was the first municipality in the world to adopt the 7-1-7 approach, and their success and the lessons learned from their experience demonstrate how collaboration between governments, international organizations, and technical partners can generate rapid and concrete results. The empirical evidence, technical tools and best practices from Brazil are already inspiring other performance improvement initiatives in Latin America and reinforce the country's role as a regional leader in strengthening health security.



**Andrew Gall**, Senior Technical  
Advisor, 7-1-7 Alliance



## Lead poisoning on the national public health agenda

### LEAD POISONING PREVENTION

We launched a program aimed at supporting national strategies to prevent lead exposure, identifying at-risk populations, sources of contamination and policies to reduce health impacts.



Meeting with the Ministry of Health on strategies to prevent lead exposure. Photo: Vital Strategies Archive

## An invisible problem with lasting harms

Lead is a toxic metal with no biological value in the human body, and there is no safe level of exposure. It is present in sources such as batteries, paints, formal and informal industrial activities, contaminated water, cookware, plumbing, contaminated foods, and electronics.

Children are especially vulnerable, with proven impacts on cognitive development, school performance and future potential. Prevention is possible by identifying exposure sources, active surveillance and strengthening public

policies.

### Key sources of lead exposure



#### Productive and occupational activities

Activities such as mining, ceramics, construction and waste handling can expose workers to lead and bring contamination into the home, also affecting children.



#### Contaminated environments

Lead can remain in soil and dust for years, even after the activities that caused it have ended, becoming a continuous source of exposure. Dust inside homes and proximity to dumpsites and waste are factors that increase risk.



#### Products and consumption

Lead may be present in everyday items, such as paint, water and food, increasing exposure risks in the domestic environment.

The goal is to structure a national system for surveillance and prevention of lead poisoning, with a focus on strengthening state capacity. Together with the Ministry of Health and the Ministry of Environment and Climate Change, we will support surveillance actions, the updating of clinical guidelines, the development of technical capacities, and the promotion of preventive solutions. The initiative is carried out with support from Bloomberg Philanthropies and in partnership with Pure Earth, the Pan American Health Organization (PAHO), and the CDC Foundation.

In Brazil, Vital Strategies' approach to lead poisoning prevention is organized around three pillars: biomonitoring, with the generation of unprecedented national data on blood lead levels in children; developing clinical protocols for proper diagnosis and treatment; and integrating health and environmental data.

“Lead poisoning is an under-recognized global problem that affects one in three children around the world, compromising their development and health throughout their lives. By launching this initiative in Brazil, we recognize the country's strategic importance, given the strength of its public health system and its prioritization of the presence of heavy metals. Vital is working alongside the Brazilian government and other partners to understand the severity of exposure, support the expanded role of clinicians in raising awareness and responding to lead, and building ongoing public health system engagement to keep the children of Brazil safe from lead.



**Daniel Kass**, Senior Vice President of Environmental, Climate and Urban Health, Vital Strategies

Pedro de Paula (Vital Strategies) alongside representatives of the Ministry of the Environment and Climate Change at the launch of the National Strategy for Joint Actions to Address Lead Contamination. Photo: Rogério Cassimiro/MMA



# Preventing harm

Road traffic crashes and violence against women and children cause thousands of early, preventable deaths in the country.



**36,000+**  
people died in road  
crashes in Brazil in 2024



**1,568**  
women died in Brazil in 2025  
for gender reasons, equal to  
four deaths per day

To address these preventable deaths, we apply communication, innovation, data and scientific evidence to support the formulation of public prevention policies. In 2025, we advanced initiatives to prevent violence against women and children and strengthen road safety strategies.





Action held on  
the World Day of  
Remembrance for Road  
Traffic Victims in Recife  
(Pernambuco). Photo:  
Hélia Scheppa/PCR

## Gender-based violence is a health issue

### GENDER-BASED VIOLENCE PREVENTION

Gender-based violence is a serious public health issue. Many victims seek care through health services before violence is reported, leaving important clues during care. To turn these clues into actionable information, we developed a specific methodology.

The methodology matches different databases, such as primary care, hospitalizations, reports of violence and death records. Simultaneously, it incorporates artificial intelligence and semantic analysis tools capable of interpreting the open text fields of electronic medical records, a space where health professionals make notes during care.

This data set, rich in detail and difficult to process manually on a large scale, allows us to identify early signs of violence, reconstruct victims' trajectories and recognize recurring patterns, supporting faster responses from protection services.

In Recife, where the strategy has been developed in partnership with the local Secretariat of Health since 2024, the project analyzed records of over 23,000 women victims of violence and millions of records of primary care. This analysis revealed that women in situations of violence tend to intensify their search for health services in the months before their cases worsen: on average, about 90 days before a formal report of violence. This pattern creates a window of opportunity to identify risk situations early and extend the protection window for victims.

From these analyses, practical tools were developed to support public administration and health professionals in preventing and responding to violence against women. The city now has two data dashboards focused on gender-based violence prevention, which have already been used by municipal surveillance to guide strategic decisions and strengthen coordination of protection services.

Meeting between the Vital Strategies team and the Recife Health Department to discuss the project. Photo: Vital Strategies Archive





## Gender-Based Violence and Health Panel

The dashboard gathers historical data on violence records and allows users to analyze patterns by age group, neighborhood and health unit. It also includes estimates of underreporting, making it possible to identify territories where there is a greater probability of unregistered cases and thus inform the health network's actions.

## Lifeline Dashboard

The tool reconstructs the trajectory of women in situations of violence in the health system. From the history of care, it enables identification of recurring patterns of search for services, supporting surveillance and active search for cases at risk.

Also in 2025, an innovative tool began development, to be launched in March 2026: ClarIA, an alert system integrated into the public health network's electronic medical records. Developed in partnership with FrameNet Brasil, a research lab at the Federal University of Juiz de Fora (UFJF), and the city of Recife, the tool is able to identify, through analysis of clinical and historical data recorded in health systems, signs compatible with situations of violence and generate alerts directly in the electronic medical record. By signaling risk patterns before formal notification of violence, the tool contributes to the early identification of cases and expands health services' capacity to protect women.

The initiative is accompanied by actions to train professionals and strengthen the care network, so that the alert works as a support for clinical evaluation, and not as a substitute for professional judgment. The strategy also includes technical instruments and referral workflows that guide identification, notification and care, linking health services to a specialized network for women's care and protection.

### IA vai ajudar profissionais de saúde a identificar vítimas de violência doméstica no Recife

Chamada ClarIA, tecnologia emite alertas no prontuário eletrônico quando identifica sinais de violência durante atendimentos na rede básica de saúde.

Por **g1 Pernambuco**  
10/03/2026 03h00 - Atualizado há um mês.

Media coverage in one of Brazil's leading digital news outlets highlighted ClarIA. "AI Will Help Health Care Professionals Identify Victims of Domestic Violence in Recife," showcased the initiative's potential to strengthen early detection and support for women at risk.

#### Meet ClarIA



Available in Portuguese

#### Visit the project website







Vital Strategies and Rio de Janeiro City Hall teams during a working session in Rio de Janeiro. Photo: Vital Strategies Archive

## Expansion of work to Rio de Janeiro

In 2025, Vital Strategies signed a memorandum of understanding with the municipality of Rio de Janeiro, initiating a partnership aimed at preventing gender-based violence, alongside the city's Epidemiological Intelligence Center.

Training and technical discussion activities with the Rio de Janeiro Health Department. Photo: Vital Strategies Archive

The work focused on structuring and integrating a large volume of data from different city databases, a fundamental step to enable the first analyses, scheduled for 2026, and expand the methodology's application in larger-scale urban contexts.



## 11 million records

from various databases of the city of Rio de Janeiro were processed with our support.

“ In the past, the partnership with Vital Strategies was strategic to consolidating Rio's Epidemiological Intelligence Center as a reference in applied data analysis for public health. Now, we are expanding this partnership, focusing on action for gender-based violence prevention in our city. The organization's technical support, bringing their expertise with innovative data generation and analysis methodologies, will further strengthen our ability to identify risk patterns and guide timely responses to protect women and girls.



**Gislani Mateus**, Health Surveillance Superintendent, City of Rio de Janeiro

Data processing activities with the Rio de Janeiro City Hall team. Photo: Vital Strategies Archive







Discussion on the ethical use of artificial intelligence in public health during the Global Digital Health Forum 2025. Photo: Vital Strategies Archive

## Digital innovation in health in the global debate

In December, a Vital Strategies delegation attended the Global Digital Health Forum in Nairobi, Kenya, one of the main international meetings on digital innovation in health. Pedro de Paula, Country Director of Vital Strategies Brazil, and Mary-Ann Etiebet, the organization's President and CEO, participated in discussions on the use of artificial intelligence, public digital infrastructure and new models of health intelligence. In this context, the Brazilian experience of using AI in gender-based violence prevention was presented as an example of innovation applied to public health.

## From gender-based violence to new health agendas

The methodology developed by Vital Strategies combines data integration, artificial intelligence and semantic analysis to interpret the open text fields of electronic medical records and identify early signs of health risk before formal notification. Initially applied to gender-based violence prevention, this approach has shown potential to also support the early detection of critical situations in other priority areas of public health.

Some of the agendas under development are initiatives related to mental health, suicide prevention, cancer and menstrual health. The goal is to expand the use of this methodology to strengthen the health system's capacity to recognize risks earlier, support public administrators in directing policies and contribute to faster and more effective responses.



# Data to address violence against children

## PREVENTION OF VIOLENCE AGAINST CHILDREN

In 2025, we consolidated Vital Strategies' work on preventing violence against children. In partnership with the Brazilian Coalition to End Violence Against Children, Brazil became the first country to adapt, at the local level, the INSPIRE indicators, a structured set of metrics proposed by UNICEF that guide the monitoring of strategies for prevention and eradication of violence.

INSPIRE frames prevention as a long-term agenda. By organizing indicators that treat violence against children as a complex, multifactorial and intersectoral phenomenon, the initiative contributes to inform diagnosis, guide priorities and support the transition to the implementation phase.

The launch of the project's first phase, held at a national event in early 2025, brought together strategic actors from government, civil society and the technical community. This marked not only the presentation of indicators adapted to the Brazilian context, but also the consolidation of an intersectoral coordination space to strengthen evidence-based policies.

More than a technical instrument, the indicator set works as a strategic tool to integrate data, align actors and strengthen prevention governance, expanding the country's capacity to monitor progress and identify gaps in public policies.

## 62 indicators

were mapped to monitor the prevalence of violence against children in Brazil

Read the report



Available in Portuguese

Event marking the launch of the report on the adaptation of the INSPIRE Indicators in Brazil. Photo: Alécio Cezar



Reading the report  
during the launch event  
of the INSPIRE Indicators.  
Photo: Alécio Cezar

## National prevention indicators

After the mapping stage carried out in 2025, the project will advance to a national survey of indicators for preventing violence against children. In all, 62 indicators will be analyzed, gathering data already existing in the country, which is currently dispersed across different databases.

In 2026, this data will be gathered into a public dashboard, which will present a comprehensive panorama of how Brazil positions itself in relation to violence prevention and support the formulation of more effective public policies.

“ Preventing violence against children requires understanding the problem in all its complexity. Initiatives that integrate different databases and transform dispersed information into accessible evidence are fundamental to guide more effective public policies. By gathering indicators and producing intersectoral analyses, this project assists government and civil society in strengthening strategies for protecting children.

**Márcia Woods**, Executive Director, Infnis





## Policies that save lives on the road

### ROAD SAFETY

In 2025, the road safety agenda was marked by the closure of a cycle in the Bloomberg Philanthropies Initiative for Global Road Safety and the preparation for a new stage of action in Brazil. A national meeting held in April brought together partners, public administrators and representatives of Bloomberg Philanthropies who shared knowledge and discussed the next steps of the partnership. Subsequently, an institutional agenda in Brasília reinforced the dialogue with the Ministry of Transport and Ministry of Health and expanded the dialogue with the Ministry of Cities, strengthening the incorporation of road safety into the federal agenda.

Representatives of Vital Strategies and partners during the national meeting of the Bloomberg Initiative for Global Road Safety in São Paulo. Photo: Roosevelt Cássio





## São Paulo State: institutional strengthening and structural policies

We provided technical support for the preparation of the São Paulo State Road Safety Plan, a strategic document delivered to the state government and currently in the final phase for launch. The plan establishes guidelines and goals to reduce traffic deaths and injuries, aligning the state with international best practices and positioning São Paulo among the pioneers in the formulation of state strategies for road safety in the country.

We also contributed to the reformulation of the Respect for Life Program (PRaVida), an initiative of the São Paulo Traffic Department (Detran-SP), which finances and coordinates road safety actions in support of cities in the state of São Paulo. The program's new structure organizes actions on three fronts: Safe Roads, Education and Enforcement. In addition, it guides the application of resources for interventions with proven effectiveness in preventing traffic deaths and injuries, strengthening the logic of evidence-based public policies.

Another highlight was technical support for the launch of Infosiga 3.0, the state's road crash monitoring system. The new version expands access to detailed data on occurrences, victims, risk profiles and crash characteristics, in addition to incorporating a specific dashboard for cities. With this information, public administrators can identify patterns, prioritize interventions, and guide actions in engineering, enforcement and traffic education, strengthening surveillance and responsiveness of road safety policies across the state.

[Learn more](#)



Available in Portuguese

São Paulo State Traffic Department (Detran-SP) team during a working session at the Vital Strategies office. Photo: Vital Strategies Archive



“ Road safety requires method, coordination and continuity. The partnership with Vital Strategies adds technical expertise and an international outlook to an essential public mission: reducing deaths and injuries in São Paulo traffic. More than supporting specific initiatives, this collaboration leaves a relevant institutional legacy by strengthening governments' capacity to formulate and implement more precise, transparent and effective policies.

**Eduardo Aggio**, President, DETRAN-SP



## Data integration to strengthen road safety

We advanced data integration processes to strengthen decision-making in road safety. In Recife, we supported the unprecedented integration of information from the local traffic agency with data from the police, ambulances and hospitals. The goal is to consolidate at least three years of data from these different sources,

expanding the ability to identify records related to the same crash. This approach allows for greater coverage and quality of information, while reducing inconsistencies and enabling more robust analyses for more effective public policy planning.

Vital Strategies team in a meeting with the Recife Mobility Department.  
Photo: Vital Strategies Archive

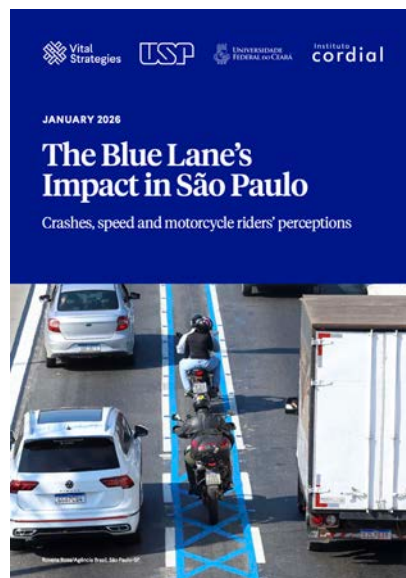




## Assessment and evidence: Blue Lane

In the city of São Paulo, we completed the evaluation study on the Blue Lane policy, conducted in partnership with an academic consortium led by the University of São Paulo (USP). The study contributes to filling a scientific evidence gap in the public debate on the measure by offering independent technical analysis to inform regulatory decisions.

Read the study



Enforcement and communication activity on the risks of speeding in Recife (Pernambuco). Photo: Josenildo Gomes/CTTU





## Strategic communication for road safety

In São Paulo, we supported the development of evidence-based road safety campaigns. The work included message testing with the target audience, involving government, agency and technical staff from the initial stages. After creative development, the materials were again tested with the priority audiences, which allowed adjustments and refinements. The process was complemented by post-campaign research conducted by the city with support from Vital Strategies, expanding local assessment capacity and consolidating a continuous learning cycle.

In Recife, Salvador and Campinas, the research was led by the transit agencies' staff themselves, with the aim of evaluating impact and behavior change. By integrating evidence, communication and public administration, the initiative contributes to strengthening technical capacities in governments and improving data-driven road safety policies.

We also held workshops with journalists and spokespersons at the national level, in partnership with the National Traffic Secretariat (Senatran) and Detran-SP, addressing data, press coverage and public communication on road safety.

Road safety program workshop with journalists, focused on public communication about traffic safety. Photo: Vital Strategies Archive



## Yellow May

With speed control on urban roads as its central theme, Yellow May 2025 (a dedicated yearly campaign for road safety awareness) featured educational campaigns, enforcement actions and communication activities in several cities supported by the Bloomberg Philanthropies Initiative for Global Road Safety.



CAMPAIGN

## Slow Down, Take It Easy

In Recife, the campaign focused on motorcyclists, who represent a significant percentage of the victims of road crashes in the city. The initiative by the Municipal Transport and Transit Authority of Recife (CTTU) and the Secretariat of Communication combined public communication, education and enforcement to reaffirm the importance of speed reduction and safe driving. The campaign's main video exceeded 800,000 views on YouTube.

Campaign promoting road safety and speed reduction in Recife (Pernambuco).  
Photo: Josenildo Gomes/CTTU







## CAMPAIGN

## Slow Down. There Is Always Someone Waiting for You.

This campaign in Salvador integrated content on TV, radio, external media and social media with activities aimed at different audiences: students, workers, motorcyclists and pedestrians. Inspection and education activities by the municipal transit agency (Transalvador) were also included, reaffirming the initiative's preventive goal.

Campaign promoting road safety and speed reduction in Recife (Pernambuco), featuring the message “Slow down, Dad”. There Is Always Someone Waiting for You.



## CAMPAIGN

## Getting There Is What's Important — Respect Speed Limits.

In São Paulo state, Detran-SP launched “Getting there is what's important—Respect speed limits,” with wide dissemination in mass media and social media. The initiative highlighted the importance of respecting speed limits as a central measure for the prevention of traffic deaths and was a part of the state's Yellow May activities.

At the center of each piece, the campaign's main message reinforces the importance of respecting speed limits. On the left, individual messages read: “Carol has been waiting 8 months for her husband to come home for dinner”; “Rita and Mauro have been waiting 3 years for their son to return from college”; and “Sofia has been waiting 4 months for her father to pick her up from school.





# Racial equity

Health promotion requires addressing structural inequities that disproportionately affect different population groups. In Brazil, where more than half of people declare themselves as Black or brown, structural racism compromises full access to fundamental rights such as education, income, housing, sanitation and adequate food—all essential determinants of health. Incorporating the racial dimension into public policies requires an intersectional approach, recognizing that individuals often occupy more than one socially disadvantaged position and that these conditions overlap and interact, shaping experiences and health.

Advancing the promotion of racial equity therefore requires continuous monitoring, evidence production, and coordinated action across different sectors.



Everyday scene in a domestic setting.  
Photo: Brasil com S

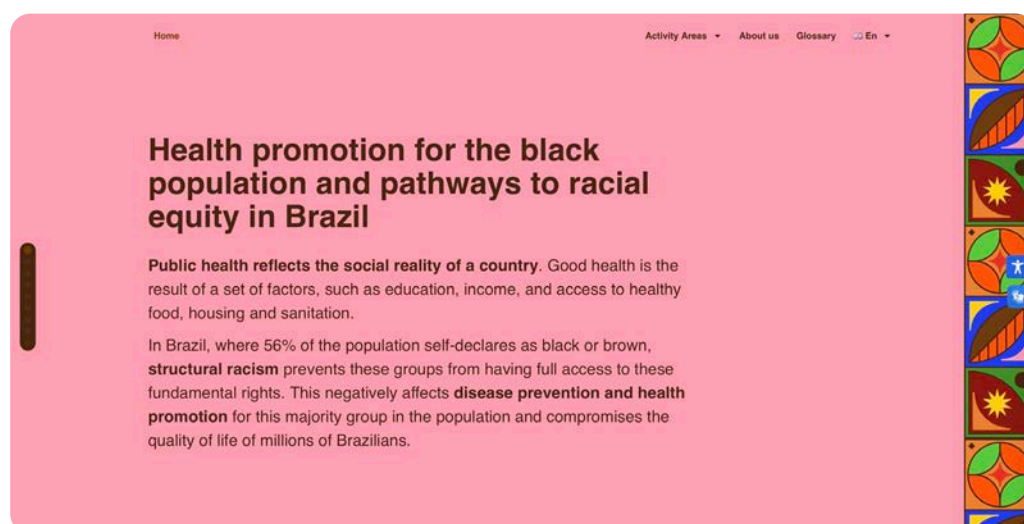
## Evidence to address racial inequities in health

In partnership with the Ministry of Racial Equity (MIR), we launched the Racial Equity and Health platform, an initiative that brings together data and evidence on the health of Brazil's Black population. The portal aims to gather and organize research and indicators on racial inequities in health determinants and outcomes, expanding access to evidence to support public administrators, researchers and civil society organizations.

With funding from the Ibirapitanga Institute, the project articulates different partners to generate, interpret and disseminate strategic information, with a special focus on public administration.

In addition to systematizing existing evidence, the platform is committed to the continuous production of knowledge and action, bringing recommendations for the strengthening of public policies aimed at racial equity in health. Its goal is to be a dynamic tool, periodically updated with new research conducted by partner entities and researchers in epidemiology and racial inequities.

By increasing the visibility of data and incorporating the racial dimension into decision-making in a multisectoral and transversal way, the initiative contributes to informing and enriching public debate and supporting more equitable policies.



Visit the website





**mais dados  
mais saúde**

## Experience of Everyday Discrimination by the Brazilian Population

In May, we launched the More Data Better Health survey module that investigated how often Brazilians perceive discrimination in daily activities and the main reasons associated with these experiences. We sought to understand how discrimination manifests itself in people's daily lives and how quantitative metrics of this discrimination can be incorporated into research and policy design aimed at addressing health inequities in Brazil.

The study represents the country's first application, at the national level, of the Everyday Discrimination Scale, an internationally recognized instrument to measure experiences of discrimination. By incorporating this methodology in a structured way, the project contributes to improving the monitoring of racial inequities in the country.

The data showed that race is the main factor associated with the perception of discrimination in Brazil, followed by factors such as physical appearance, socioeconomic condition and place of residence.

The study's results were also presented in academic and technical spaces, such as the Brazilian Congress of Collective Health (Abrascão), with the participation of researcher Jourdyn Lawrence, from Drexel University, who studied applications of the scale in different contexts, and in an event held at the University of São Paulo (USP) by Race.ID. The data's release also generated coverage in the national press, expanding the scope of the debate on racial discrimination and health.

[Learn more about the program on page 28](#)

**84%**

**of Black people**  
reported having already suffered discrimination on account of their race

**72%**

**of Black women**  
reported experiencing discrimination for more than one reason

[Learn more](#)



Available in Portuguese

Vital Strategies and Race.ID teams during the 3rd Symposium on Black Population Health Research. Photo: Race.ID/Reproduction



# Networks that strengthen health

## Shared commitment to lasting change

We work in Brazil with governments and civil society partners to develop solutions appropriate to the local context, with innovations and solutions as diverse as the country's public health challenges.



Be part of the solution:  
[VSBrazil@vitalstrategies.org](mailto:VSBrazil@vitalstrategies.org)

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## Governmental partners

State of Espírito Santo  
 State of São Paulo  
 Ministry of Human Rights and Citizenship  
 Ministry of Finance  
 Ministry of Racial Equity  
 Ministry of Justice and Public Security  
 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)

## Partners

ACT Health Promotion  
 Alliance for Adequate and Healthy Eating  
 Latin American and Caribbean Nutrition and Health  
 Community of Practice (Colansa)  
 Oswaldo Cruz Foundation (Fiocruz)  
 National Council of Health Secretaries (Conass)  
 Global Designing Cities Initiative (GDCI)  
 Brazilian Institute of Consumer Protection (Idec)  
 Cordial Institute  
 National Cancer Institute (INCA)  
 Todos pela Saúde Institute (ITpS)  
 Johns Hopkins University  
 World Health Organization (WHO)  
 Pan American Health Organization (PAHO)  
 Global Road Safety Partnership (GRSP)  
 Brazilian Society of Hypertension  
 Catholic University of Brasília (UCB)  
 University of São Paulo (USP)  
 Federal University of Juiz de Fora (UFJF)  
 Federal University of Pelotas (UFPEl)  
 Federal University of Pernambuco (UFPE)  
 Federal University of Ceará (UFC)  
 WRI Brazil

## Financial statement

Our sustainable financial management has ensured the viability of the initiatives described in this report. We thank our funders and partners for their continued support, which is essential for the achievement of our work throughout 2025.

See the audit report,  
with all the financial  
data for 2025





## Brazil Team 2025

### Amanda Conceição

Road Safety Surveillance Coordinator

### Ana Torrens

Technical Advisor, Civil Registry and Data Use Improvement Programs, Mozambique

### André Nascimento

Traffic Enforcement National Coordinator

### Antônio Fernando Coelho

Road Safety Initiatives Coordinator, Salvador

### Arthur Lorenzi

Technical Advisor, Data, Technology and Linguistics

### Beatriz Ferreira

Junior Designer

### Beatriz Bethlem

Institutional Communication Coordinator

### Cauê Silva

Content Intern

### Daniela Krausz

Senior Program Manager

### Dante Rosado

Road Safety Program Senior Manager, Brazil

### Diogo Lemos

Road Safety and Policies Coordinator, São Paulo

### Edwiges Tomaz

Operations Coordinator

### Erik Santos

Data Science Technical Analyst

### Erika Oliveira

Finance and Grants Analyst

### Ezequiel Dantas

Director of Traffic Injury Surveillance

### Fabíola Leal

Government Relations Coordinator

### Gabriel Côrtes

Technical Expert, Lead Poisoning Surveillance

### Georgia Carapetkov

Senior Organizational Manager

### Giovana de Oliveira Santana

Program Communication Analyst

### Gustavo Sales

Road Safety Initiatives Coordinator, Recife

### Isabelly Passos

Operations and Human Resources Assistant

### Jacqueline Alves Oliveira

Senior Program Manager

### Juliana Mendes

Grants Manager

### Kai Sumadossi

Designer

### Leonardo Marques

Road Safety Communication Coordinator, Salvador

### Luciana Vasconcelos

Deputy Director, Noncommunicable Diseases

### Luiza Borges

Deputy Director, Institutional Communication

### Marco Ambrosio

Senior Manager, Finance and Grants

### Mariana Novaski

Road Safety Surveillance Coordinator, São Paulo

### Mariana Gomes

Program Coordinator

### Mariana Pires

Road Safety Communication Coordinator, São Paulo

### Marilucy Oliveira

Human Resources Coordinator

### Neide Queiroz de Andrade

Road Safety Communication Coordinator, Recife

### Olívia Guaranha

Program Manager

### Omar Vasconcellos Jacob Junior

Senior Technical Advisor, Policy Advocacy and Communication

### Paula Bianchi

Coordinator, Road Safety Public Policies, Campinas

### Pedro de Paula

Country Director

### Rafael Bueno

Traffic Surveillance and Enforcement Coordinator

### Rafaella Basile

Road Safety and Mobility Policy Coordinator

### Renato Teixeira

Technical Advisor, Data Science

### Sofia Reinach

Deputy Director, Public Health Systems and Violence Prevention

### Tainá Costa

Senior Manager, Program Communication

### Tátila Távora

Programs Assistant

### Thiago Horácio

Finance and Administration Analyst

## Brazil Activity Report 2025

### Coordination

Vital Strategies (Luiza Borges e Beatriz Bethlem)

### Content and writing

Estúdio Verbo (Alice Julião, Carol Gutierrez e Marcelo Bolzan)

### Proofreading

Claudia Cavalcanti

### Translation

Cauê Silva

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### Printing

Inove Gráfica



[vitalstrategies.org/Brasil](https://vitalstrategies.org/Brasil)

