

Projeto COVID-19 Vital Strategies

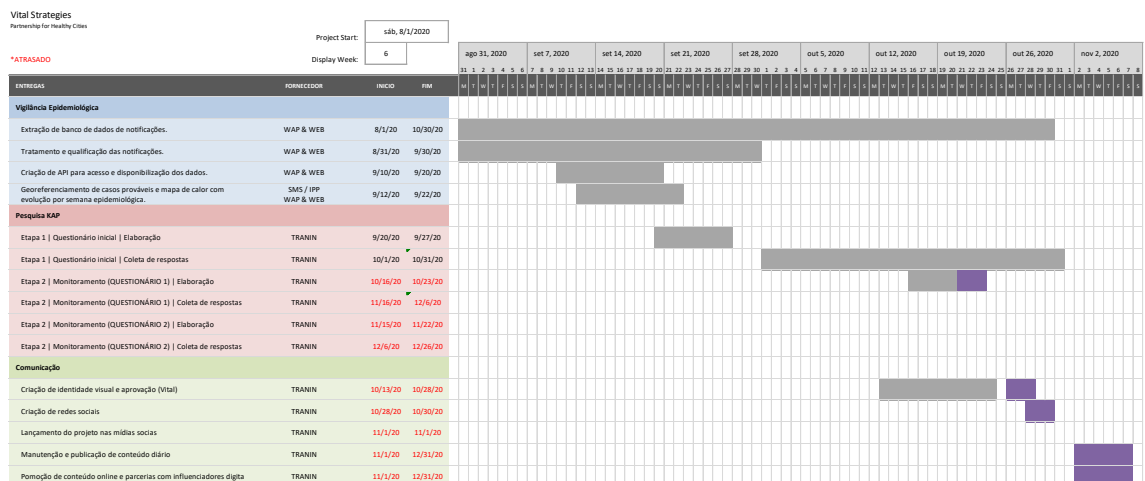
Desde março de 2020 a Vital Strategies ofereceu apoio técnico e financeiro para o desenvolvimento de ações de Promoção da Saúde no enfrentamento da COVID-19, incluindo Campanhas de Comunicação. Foi iniciada uma tratativa junto a instituição, e nesse apoio foi estabelecido algumas premissas e restrições por parte da apoiadora, conforme a seguir.

Os recursos não poderiam ser utilizados para:

- Compra de material permanente;
- Compra de material de consumo;
- Compra de testes para COVID-19.

Com isso foi elaborado um escopo inicial, e após diversas rodadas de conversas e reuniões (ANEXO I), o escopo foi posteriormente alterado para:

RIO CIDADE + SAUDÁVEL | COVID-19



Considerando a dificuldade para execução do escopo proposto por consequência do agravamento da situação epidemiológica em relação a infecção por SarS-COV-2 no município e por perda de parte da equipe de apoio do projeto, principalmente a perda do “elo” de ligação com a Vital que era feito pela Luiza Amorim, tivemos que suspender diversas atividades do projeto. Após diversas tratativas junto a vital, o apoio financeiro inicial que seria no montante total de \$22.878,00, foi reduzido para \$7.630,00, e executado conforme detalhamento abaixo e tendo encerrado as suas atividades em 31 de dezembro de 2021.

ENTREGAS	ESCOPO	UNIDADE	QTD. UN.	VLR. UN.	VLR. TOTAL
Vigilância Epidemiológica					\$5.680,00
Extração de banco de dados de notificações.	Extraír os dados de notificação por semana epidemiológica. Intervalo máximo: 1 semana.	extrações	40	\$25,00	\$1.000,00
Tratamento e qualificação das notificações.	Tratamento dos dados de notificações possibilitando elaboração de análises e painéis. Valor por dado tratado (notificação).	notificação	450.000	\$0,010	\$4.275,00
Criação de API para acesso e disponibilização dos dados.	Disponibilização dos dados tratados e API para acesso.	projeto	1	\$405,00	\$405,00
Georeferenciamento de casos prováveis e mapa de calor com evolução por semana epidemiológica.	Painel de Casos Georeferenciados			\$0,00	\$0,00
Comunicação					\$1.950,00
Criação de identidade visual e aprovação (Vital)	Criação de identidade visual do "Rio + Saudável" e coordenação de design.	projeto	1	\$1.950,00	\$1.950,00
Criação de redes sociais	Criação de Redes Sociais e material visual (Profile, Bio, Pictures, Cover...).	projeto		\$0,00	\$0,00
					\$7.630,00

Segue anexo relatório enviado para a Vital e devidamente aprovado por eles, das ações de extração e tratamento de dados de notificação de casos suspeitos de COVID-19. Senha para abrir o PDF: *COVID19@Vital#2020*

O caderno de identidade visual está de posse da coordenação de comunicação do projeto que foi realizado pelo Sr. Aluísio Bispo.

Estou à disposição para esclarecer e dirimir qualquer dúvida.

Atenciosamente,

Pedro Vilela
pedro.vilela@pedrovilela.co

ANEXO I

Project submitted by Rio de Janeiro, BRAZIL

Feedback:

Technical Advisor: (TA):

Technical Advisor (TA): Tom Matte

Senior Program Manager (SPM): Mariana Espinosa Estrada (05/08)

Interview assessment Rio de Janeiro (March 24th)

Up to date registered cases COVID 19: 14,156 and 1394 deaths (May 8th)

Areas of opportunity:

- **Disease surveillance and epidemiological analysis.**How to analyze, report and communicate data
- **Risk communication and public information campaign development;** They required assistance for materials development to communicate health risk for general public, health workforce, food retailers and how to communicate crisis.
- **Legal authority analysis and guidance;** None
- **Non pharmaceutical interventions (NPIs)/community mitigation strategies.** The city is implementing most of them but is requesting more details and information for compliance.

Project: Communications and Surveillance

SPM: Seems good to me. (Communications)

Good they are reaching vulnerable communities through radio, which is the most used mass media channel. They are referring to billboards , no prints, and good they are hiring risk comms consultant.

Only question for TA, is to what extent the city can extend their message: to domestic violence etc? Do we have a specific guidelines for comms and PHSM? Or can cities expand the message?

The social communication strategy for the protection during the Covid-19 pandemics and its consequent issues, such as domestic violence, seek to reach the whole population, mainly the people living in areas of greater social vulnerability. We realized that domestic violence, already a key-factor among the causes of mortality, has increased in number of notifications during this period of social distancing. Therefore, it is necessary to intensify communication directed at domestic violence and other issues also correlated with Covid-19.

About (Surveillance) will be good to understand what they have so far and have a call with respective expert. What other indicators they can add? etc.

TA (Tom Matte):

- APK development to capture unsuspected cases and

Covid-19 suspects; Capture from what sources? Software listed in budget. What software?

Development of an APK to track and log self-notifications to monitor the population, as well as prevention notifications through PUSH. Getting Data from official channels and cross it with the information provided by this new self-notification system yet to be developed.

-Systems consulting and data analysis to optimize data consolidation and extraction from

notification; Meets a need as the federal portal seems very limited for the city/state level data. Should advise CIU (Richard Delany is country lead) and offer TA if needed.

Adequacy of epidemiological information through communication strategies; What services will be used or product developed? Budget says 90 days but no amount?

The information adaptation will be developed by the technical staff of the Rio de Janeiro City Hall, and we understand that it will not be necessary to include this service in the budget. Part of the data will be obtained from the survey whose consultancy for its construction was already budgeted. The products of the Epidemiological Surveillance actions will be: questionnaires, the production of technical notes, data production and analysis and software development.

Contact with community leaders

in the most frequent areas of Covid-19 to adhere to preventive non-pharmacological measures to combat the pandemic; Is this a surveillance or an NPI activity? What is the method of contact? what information will be provided or collected?

We consider this activity to be a surveillance activity. Although it meets both measures. As the Brazilian Public Health legislation guides, Epidemiological Surveillance "is a set of actions that provide knowledge, detection or prevention of any change in the determinants and conditions of individual or collective health, with the objective of recommending and adopting measures to prevent and control diseases or illnesses" (BRAZIL, 1988).

As we cannot really reach out to communities during this pandemic period, we aim to reach community leaders through phone calls, messaging apps or video calls. The informations to be collected are: (1) Is the community complying with preventive measures or not ?; (2) Why are they not complying?; (3) Was the information understood ?; (4) What type of information do they trust the most ?; (5) What are the best ways to communicate about preventive measures to increase participation?

Community leaders, as key people in their communities, will collaborate in the dissemination of the communication material in the territory. In addition to publicizing the application foreseen in the Mini Grant project, which will be developed with the goal of increasing the adherence of its use to capture unreported cases and suspected cases of Covid-19. In this way, it will allow us to complement the data panel that the municipality already has.

Support

to update the data from the Covid-19 indicator panel already created by the city of Rio de Janeiro; Is this for data collection? Data entry? Coding? There is no budgeted amount?

Our city already development the COVID19 dashboard to explain and publish the data about the coronavirus status. This dashboard its very important to analysis and compound all others products in this mini-grant. Because this its not necessary any new bugdet or support for this.

Budget:

SPM:

Seems good to me both sides.

TA (Alexey Kotov):

- It is possible to record or make videos during lockdown?
Yes, the people involved will be able to produce their own videos. Currently, the lockdown here is partial and it tends to remain so.
- Good to combine objective 1 and 2 of the communications
Duly suitable as a single objective
- Clarify was is taxation under objective 2
As both activities will be joined, the taxation will be made by boosting each content on social media (\$ 2,360) and by hiring a junior professional to follow up the pieces (\$ 1,000) described in the project.

Programa:	Alianza de Ciudades Saludables Mini-subsención COVID-19
Ciudad/Nombre de la organización:	Rio de Janeiro/Secretaria Municipal de Saúde
Nombre del Líder Técnico de la Ciudad:	Pedro Vilela
Nombre de Responsable de Programa de Vital Strategies:	Luiza Amorim
Cantidad total de fondos solicitados (máximo USD \$ 25.000):	USD \$ 25.000

Instrucciones:
1. Llene la tabla en la parte superior/izquierda.
2. Columna A: Usando el menú desplegable, seleccione las opciones de actividades a las que darán apoyo sus fondos de subvención.
3. Columna B: Agregue detalles sobre sus actividades planificadas
4. Columna C: Agregue texto de la unidad de medida que explica los detalles en la columna B. *Por ejemplo, un consultor puede determinar su tarifa "por hora".*
5. Columna D: Agregue la cantidad numérica. *Por ejemplo, un consultor puede ser contratado por 30 horas.*
6. Columna E: Agregue el costo unitario. *Por ejemplo, un consultor puede cobrar "USD \$25" como su tarifa por hora.*

Opción de actividades (Seleccione del menú desplegable)	Detalles de las actividades (Agregue detalles sobre las actividades planificadas)	Unidad de medida (Defina la cantidad)	Cantidad (#)	Costo unitario (USD)	Total (USD)
Comunicaciones					
Mensajes de redes sociales sobre protección personal, distanciamiento social	Elaboración de piezas digitales sobre el uso de máscaras, higiene de manos / objetos / superficies, alertas de aglomeración, etiqueta respiratoria y otros temas relacionados con la violencia doméstica y su relación con el aislamiento causado por la distancia social de Covid-19, entre otros, para su difusión y seguimiento de publicaciones ----- <i>Elaboração de peças digitais sobre uso de máscaras, higiene das mãos / objetos / superfícies, alertas de aglomeração, etiqueta respiratória e outras questões relacionadas à violência doméstica e sua relação com o isolamento causado pela distância social da Covid-19, entre outros, para divulgação e monitoramento das publicações</i>	archivo	495	\$ 6,80	\$ 3.366,00
Mensajes de redes sociales sobre protección personal, distanciamiento social	Producción de material audiovisual para crear conciencia y apoyar a la población en la lucha contra COVID-19, cada video dura aproximadamente 2 minutos. ----- <i>Produção de material audiovisual para sensibilização e adesão da população no combate ao COVID-19, cada vídeo com cerca de 2min.</i>	video	9	\$ 105,00	\$ 945,00
Mensajes de redes sociales sobre protección personal, distanciamiento social	Animación de material audiovisual con motion graphics. 50s. ----- <i>Animação de material audiovisual com motion graphics. 50s.</i>	animación	9	\$ 270,00	\$ 2.430,00
Mensajes de redes sociales sobre protección personal, distanciamiento social	Comunicación a través de radios comunitarias en los territorios con mayor concentración de vulnerabilidad en la ciudad. ----- <i>Comunicação por meio de rádios comunitárias nos territórios de maior concentração de vulnerabilidade da cidade.</i>	anuncio	6	\$ -	\$ -
Señalización (p. ej., vallas publicitarias, anuncios) sobre prevención, respuesta	Elaboración de piezas de TV para unidades de salud. ----- <i>Elaboração de peças para TV das unidades de saúde.</i>	tela	12	\$ -	\$ -
Señalización (p. ej., vallas publicitarias, anuncios) sobre prevención, respuesta	Producción de piezas impresas (carteles y mobiliario urbano) y / o señalización. ----- <i>Produção de peças impressas (cartazes e mobiliário urbano) e/ou sinalização</i>	MUB/cartaz/ outdoor	7900	\$ 1,12	\$ 8.848,00
Contratar a un especialista en comunicaciones de riesgo/crisis	Adaptación de información técnica para materiales de comunicación visual, coordinación de diseño de proyectos. ----- <i>Adaptação de informações técnicas pra materiais de comunicação visual, coordenação de design do projeto.</i>	consultoria	1	\$ 1.000,00	\$ 1.000,00
Servicios de traducción	Traducción de materiales en idiomas extranjeros al portugués y adaptación al idioma accesible para el usuario final. ----- <i>Tradução de materiais de língua estrangeira para língua portuguesa e adaptação para linguagem acessível ao usuário final.</i>	consultoria	1	\$ 1.000,00	\$ 1.000,00
Vigilancia					
Mejoras en los sistemas de TI para facilitar los datos de casos, pruebas y muertes	Desarrollo de APK para capturar casos no notificados y sospechas de Covid-19; ----- <i>Desenvolvimento de APK para captação de casos e suspeitas de Covid-19 não notificados;</i>	software	1	\$ 2.400,00	\$ 2.400,00

Apoyo epidemiológico, en la presentación de informes	ESPAÑOL; ----- Consultoria em integração de sistemas e análise de dados a fim de otimizar o processo de consolidação e extração dos dados de notificação do sistema oficial do governo federal (eSUS VE)	horas	30	\$ 100,00	\$ 3.000,00
Apoyo epidemiológico, en la presentación de informes	Adecuación de la información epidemiológica para que la población pueda acceder a los datos de manera comprensible mediante estrategias de comunicación; ----- Adequação da informação epidemiológica para que a população acesse os dados de modo inteligível por meio das estratégias de comunicação	dia	90	\$ -	\$ -
Apoyo epidemiológico, en la presentación de informes	Contacto con los líderes comunitarios de las 6 favelas en las zonas del municipio con mayor prevalencia de Covid-19 a fin de ampliar la adhesión a las medidas preventivas no farmacológicas para combatir la pandemia. ----- -- Contato com líderes comunitários das 6 favelas das áreas do município com maior prevalência de Covid-19 com o intuito de ampliar a adesão às medidas preventivas não-farmacológicas de combate à pandemia.	ligação			
Apoyo epidemiológico, en la presentación de informes	Aplicación de cuestionarios para los profesionales de la salud y los usuarios del sistema de salud pública para adaptar los productos de comunicación (muestra) ----- --- Aplicação de questionários para profissionais da saúde e usuários do sistema público de saúde para adequar os produtos da comunicação (amostral)	entrevistado			
Apoyo epidemiológico, en la presentación de informes	Apoyo en la elaboración de notas técnicas para la calificación de los servicios por parte de los profesionales de la salud ----- ----- Apoio na construção de notas técnicas para a qualificação dos serviços por profissional da saúde	nota técnica			
Desarrollo de un tablero de indicadores/informes.	Apoyo en la actualización de los datos del panel indicador Covid-19 ya creado por el Ayuntamiento de Río de Janeiro ----- ----- Apoio na atualização dos dados do painel de indicadores do Covid-19 já criado pela Prefeitura do Rio de Janeiro	consultoria	1		\$ -
Apoyo epidemiológico, en la presentación de informes	Apoyo técnico para la elaboración de cuestionarios por población destinataria ----- ----- Apoio técnico para elaboração de questionário por população alvo	consultoria	1	\$ 1.000,00	\$ 1.000,00
Apoyo epidemiológico, en la presentación de informes	Apoyo en el análisis de los datos de la investigación ----- ----- Apoio na análise dos dados oriundos das pesquisas	consultoria	1	\$ 1.000,00	\$ 1.000,00
Subtotal					\$ 24.989,00
Costos indirectos no específicos de la ciudad *No pueden exceder el 10% de los costos directos.					
Presupuesto Total (USD)					\$ 24.989,00

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1. What is the difference between item #1 and 2 (they agreed to combine them), but I'm not sure about what these two points mean. Social media placement? *Yes, first is for placement and promotion of materials and second for development.*
 2. Item #3 (video production) English translation mentions taxation. *Probably a translation issue, as number three regards the shooting and editing of videos – this will be done by health professionals and/patients themselves.*
 3. How Rio is planning to pay for TV and billboards placement – *they have some free placement in the city as well as in the public health facilities;*
 4. Two last items (translation and adaptation of materials) can be combined – *the last one is for general translation services regarding the materials we share and previous one is to pay a person to support the city with risk comms.*

KAB means knowledge, attitude and behavior survey. We can also use A/B tests if necessary (if Rio will have a very specific comms objectives).