

SUMMARY

◆ Saúde Criança	4
◆ Family Action Plan (PAF)	6
◆ Social Franchise	12
◆ Public Policies	12
◆ Results	13
◆ Auditing	16
◆ Impact and scale	17
◆ Qualitative Impact of Saúde Criança	18
◆ Successful story	19
◆ Saúde Criança Intelligence	20
◆ Management Parameters	21
◆ Management of Saúde Criança	22
◆ How Saúde Criança makes a difference	23
◆ Organization structure	24
◆ Awards	26



Trust Saúde Criança Forever

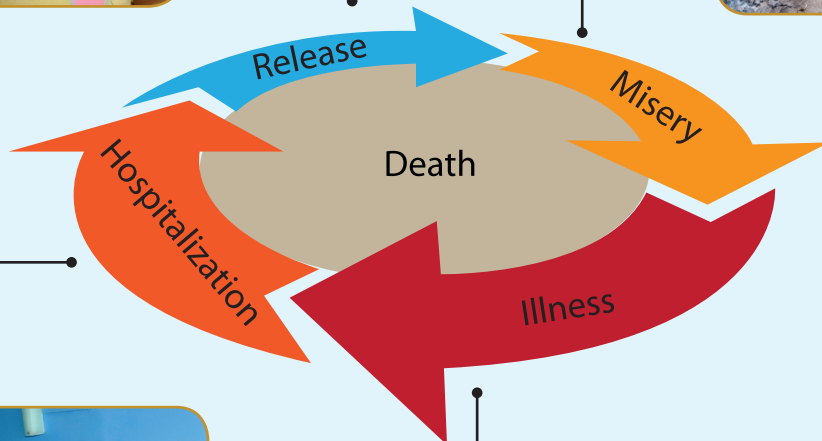
◆ The meaning of Trust Saúde Criança Forever	30
◆ Trust Management.....	33
◆ Legal Office Management	36
◆ Permanent Trust Projection	37
◆ How to support the Trust	38
◆ Structure of the Trust by number of supports.....	39
◆ How to make a donation	40
◆ Donation Form	41
◆ Trust Supporters.....	43
◆ Trust Donors.....	43
◆ Credits	44



Saúde Criança

In 1991, Associação Saúde Criança (ASC) was created. An innovative perspective for children admitted in public hospitals. It was found that promptly treating the chronic and acute illnesses of the small patients in the Pediatric Ward of the Hospital da Lagoa was not enough. The true cause of the illnesses is extreme poverty and 50% of the cases were readmitted children that lived in poor standard of life. Therefore, if these standards of life were not changed, the vicious cycle poverty-admission-readmission-death would continue.

In order to treat these cases and the children and families affected, Saúde Criança created a methodology, the Family Action Plan (PAF), which determines the type of ASSISTANCE that each family in a situation of high social risk, should receive. This plan includes five areas that make up the pillars of the Saúde Criança program: Health, Professionalization, Housing, Education and Citizenship.



Family Action Plan (PAF)



Health



Professionalization

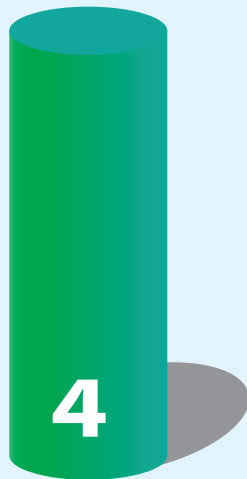


Housing

Success through commitment

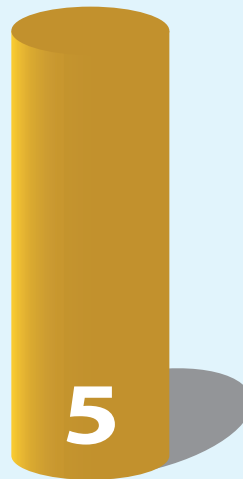
In contrast to the majority of social programs that see their “beneficiaries” as passive receivers of benefits, Saúde Criança considers the families admitted to the Program as partners in reaching the goals defined in the PAF.

Therefore, the responsibilities for achieving activities outlined in the PAF are not restricted to Saúde Criança. They are shared with the families – that are constantly reminded of these commitments and encouraged to keep them. There are two obvious results to this kind of execution.



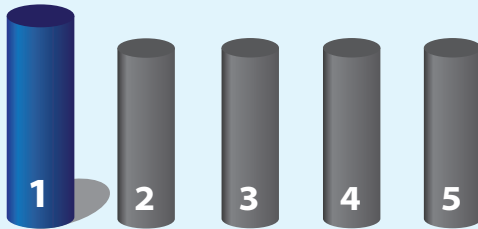
Education

First, it increases the possibility of the families joining the Program, increasing their ownership – Saúde Criança is seen as something of the families and not only for the families



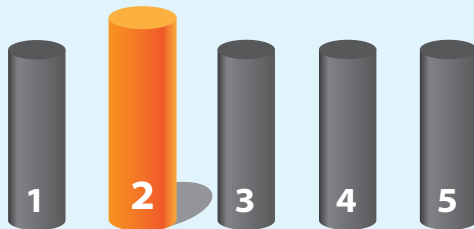
Citizenship

Second, it allows the families accustomed to a scenario of adversities and losses to become engaged and become coparticipants in a trajectory of success and gains – increase in self-esteem, creating then, a natural corollary of this characteristic of the Program.



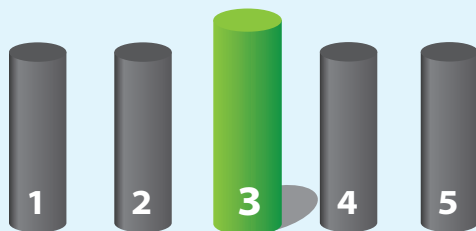
Health

The health area works by donating basic and special foods, medicines, and orthopedic and respiratory medical equipment. In addition to these activities, the health area offers technical support to the families through specialized psychological, psychiatric, social service and nutrition assistance.



Professionalization

Professionalization is a crucial program for the families to achieve minimal conditions to raise above the cycle of family assistance offered by Saúde Criança, actively working towards providing a stable family income and social dignity.



Before

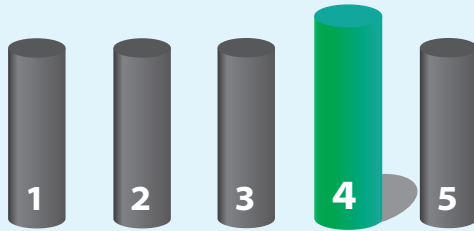


After

The family members chosen by Saúde Criança are sent to courses according to their abilities and interests. Priority of Program attention is given to mothers, heads of the family at or below the line of poverty. The proposal is to prepare and train them so that they are able to generate income and maintain a minimum financial structure after graduating from the Saúde Criança program.

Housing

The houses that are unsafe and owned by the families go through renovation, with material and labor supplied by Saúde Criança. The Housing Program focuses on the question of health in the residences and its objective is to make sure that the home has the minimum conditions essential to livability – like running water, sewerage, covered walls and floors, roofs, etc. With the increase in quality of life, the children and families helped by Saúde Criança begin to live with dignity according to standards of human sustainability. This project has a direct impact on the creation of a healthy and adequate environment for the children to recuperate and maintain their health.]

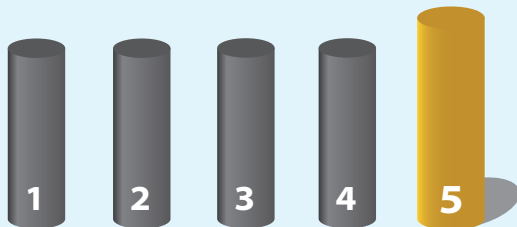


Education



Saúde Criança offers workshops on the importance of education in the present and future life of children, mothers and other family members. Saúde Criança found that many assisted families included more than one child, some of whom were children of parents who had not completed high school. In order to support these families in the search for better standard of life, Saúde Criança advises on the importance of having an education, in addition to professional training, their relationship with the job market and their impact on the socioeconomic life of the family nucleus. The Education Assistance Program also works in finding openings in public schools and day cares.

We also focus on the teenagers of the family because we see lots of evasion during this period. For them we work on cultural activities and lectures aiming information and prevention of teenage pregnancies, STD among other topics.



Citizenship



Saúde Criança gives legal guidance to obtain documents and legal rights, working to offer conditions of basic rights of citizenship for the assisted families.

Social franchises

Two years after it was founded, Saúde Criança began to replicate. The model has been replicated in 23 other centers around Brazil. As Brazil is a continental country, to fulfill the dream of spreading the methodology all over the country and abroad, we detected the need for institutions that not only will serve the beneficiaries but also train and control the other institutions in each of the 5 regions in Brazil.

Since 2010 ten of the 23 institutions signed an intention protocol document transforming them in a franchising of Saúde Criança.

Public Policies

We want the Family Action Plan (PAF) to be used by local governments as a means to reach a greater number of beneficiaries. We want to see our methodology used in government projects all over Brazil and even abroad, integrating the different programs that the governments have for each area.

In Belo Horizonte, a city of the southeast of Brazil, the methodology of Saúde Criança is being used in the 26 CRAS (Centers of Reference in Social Assistance).

In Rio de Janeiro, also in the southeast of the country, a pilot project has been installed on the communities of Pavão, Pavãozinho and Cantagalo. The project is being conducted with the Health Secretary of Rio de Janeiro in the Family Health Program .

Saúde Criança Results

The computerization of the data in order to follow the families was an achievement and one more conquest for Saúde Criança. An essential instrument of organization, planning and measurement of the impact of the program. The system records quantitative and qualitative indicators that make possible the constant reflection of work progress and the creation of more consistent results reports.

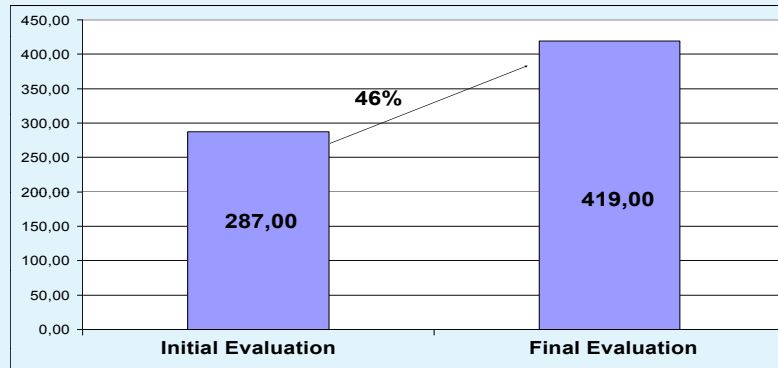
ASC is a social organization that introduces complete rendering of accounts – financial and social. The monitoring and evaluation system makes it possible to alter procedures and guarantee better results. The creation of statistics, studies and reports with social and accounting results are another guarantee of complete transparency –criteria highly appreciated by companies and financial institutions, in the approval of support and sponsorship.

The entry and distribution of donations are also included. With available and easily accessible data, the control of the families that reach the goals for graduation from the program is more agile and allows planning for the incorporation of new families.

The following graphs represent some of the result evaluation reports.

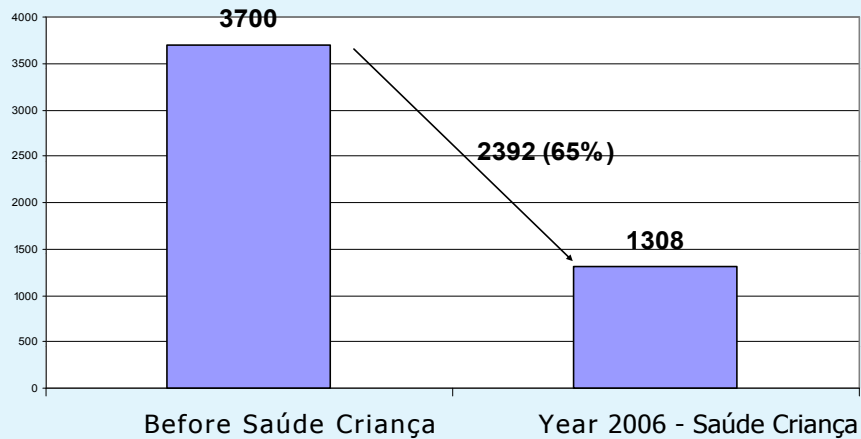
Results - Income

Jan-Dec/2006



Source: Saúde Criança database
Sample: 108 families, graduating in 2006

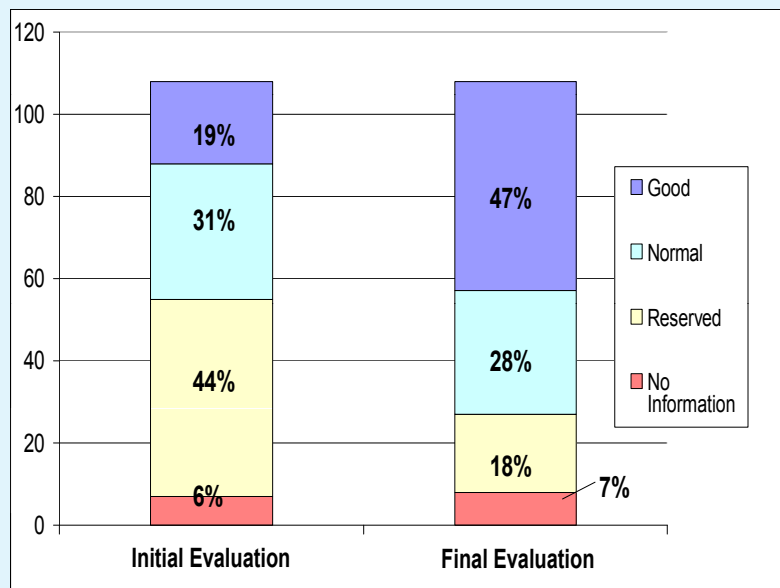
Results – Reduction of re-hospitalization days



Source: Saúde Criança database
Sample: 214 families assisted

Results – Health

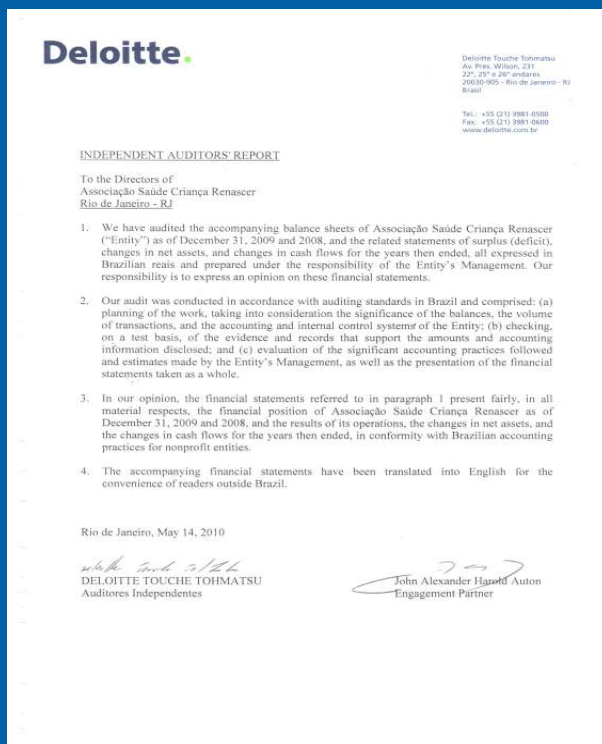
Jan-Dec/2006



Source: Saúde Criança database
Sample: 108 families, graduating in 2006

Auditing

Saúde Criança is audited annually by independent auditors in order to guarantee the integrity and the transparency in applying received funds. The objective is to assure that all of the collected donations are rigorously used for the proposed objectives.



Since 1996, when the annual auditing was initiated, the opinions have been positive. The documents are available to anyone interested at Saúde Criança administrative offices.

The rendering of accounts is published in the Saúde Criança's Tri-monthly Bulletin, sent to members, godmothers, godfathers, partner companies and institutions and is available on the website.

From 2005 to 2009 we were audited by Deloitte and from 2010, by KPMG.

Impact and scale

◆ Impact

A study done in **2006**, considering a universe of 214 families assisted, indicates a **65% reduction in the number of hospitalization days**.

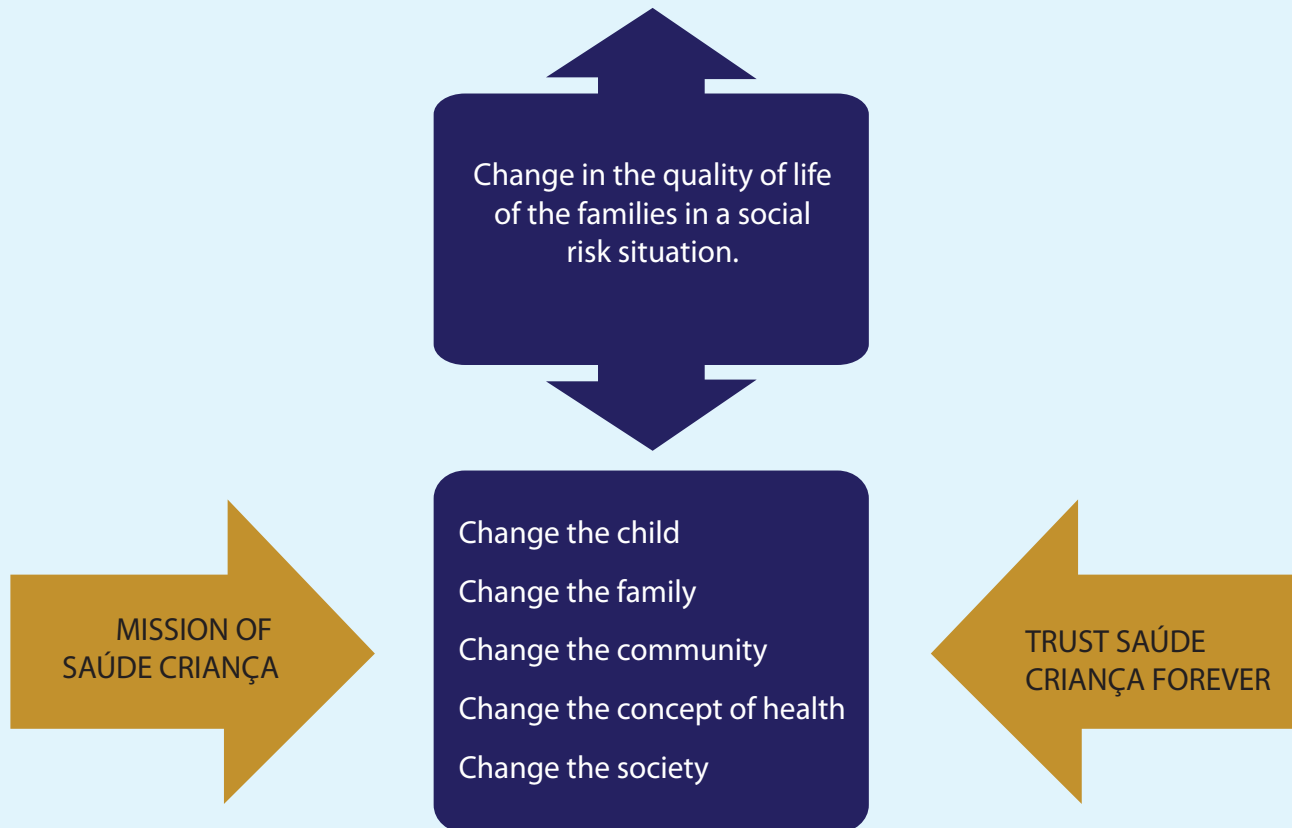
There was also an average increase of 46% in the income of the families, between January and December 2006.

◆ Scale

Effectiveness and efficiency in the development of the methodology and its multiplication:

- **23 nuclei of Saúde Criança in operation**
- **2 municipalities adopting the PAF as a public policy**

Qualitative Impact of Saúde Criança



Successful Story

Ana Karla da Silva Castro

Period of Saúde Criança Assistance: October 2007 to October 2010

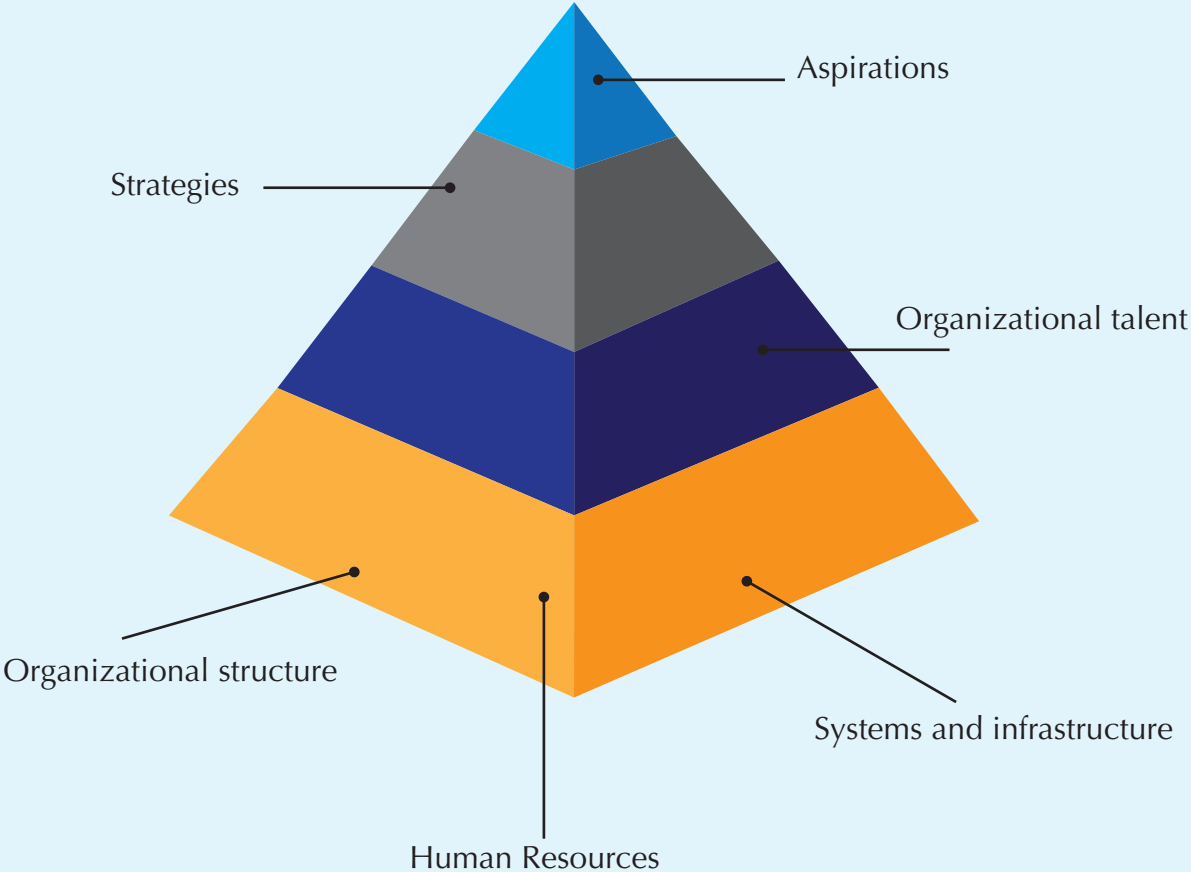
	Before October 2007	After October 2010
Health	Ana Karla, 7 months, had bronchiolitis, bronchopulmonary dysplasia and hydrocephalus. Her health situation was severe; she arrived in the institution with malnutrition.	Ana Karla is in good health now according to her medical evaluation. Her health is under control and she isn't using any medications. She used to get medications from Saúde Criança.
Mother	When she arrived at Saúde Criança, she was very worried with the family situation especially with the child's disease. She couldn't afford to buy the medicines and couldn't come to the hospital to continue the treatment. She started consultations with Saúde Criança's psychologist.	With the help she received from the institution, that donated medicines, bus fare to attend the medical appointments, and many other things, she got much more peace of mind, especially because there was marked improvement in Ana Karla's health.
Family Income / Professionalization	Family monthly income- R\$ 422,00. The stepfather, Luiz Carlos, is a bricklayer assistant. Wanderleia, the mother, receives R\$ 380,00 from a formal job as an assistant for general services. The family receives R\$ 42,00 more from "bolsa família" (government benefit).	The mother did a professionalization course in the security area, which improved her self-esteem a lot. Luiz Carlos, the stepfather, was sent by us to an office called "Apoio" to interview for a job as assistant in general services; he got the job and also continues doing small jobs as a bricklayer to increase the family income. His and her monthly income now - one minimum wage - R\$ 545,00 - each, a total of R\$ 1.090,00.
Housing	The family paid R\$ 250,00 in rent and it was really hard for them to pay that due to their income.	The family bought a plot and Saúde Criança's housing Project build a house for them.
Citizenship	The mother doesn't have all the documents.	All the members of the family are with the documents up to date.
Education	All the children are in school	All the children are in school

Saúde Criança Intelligence

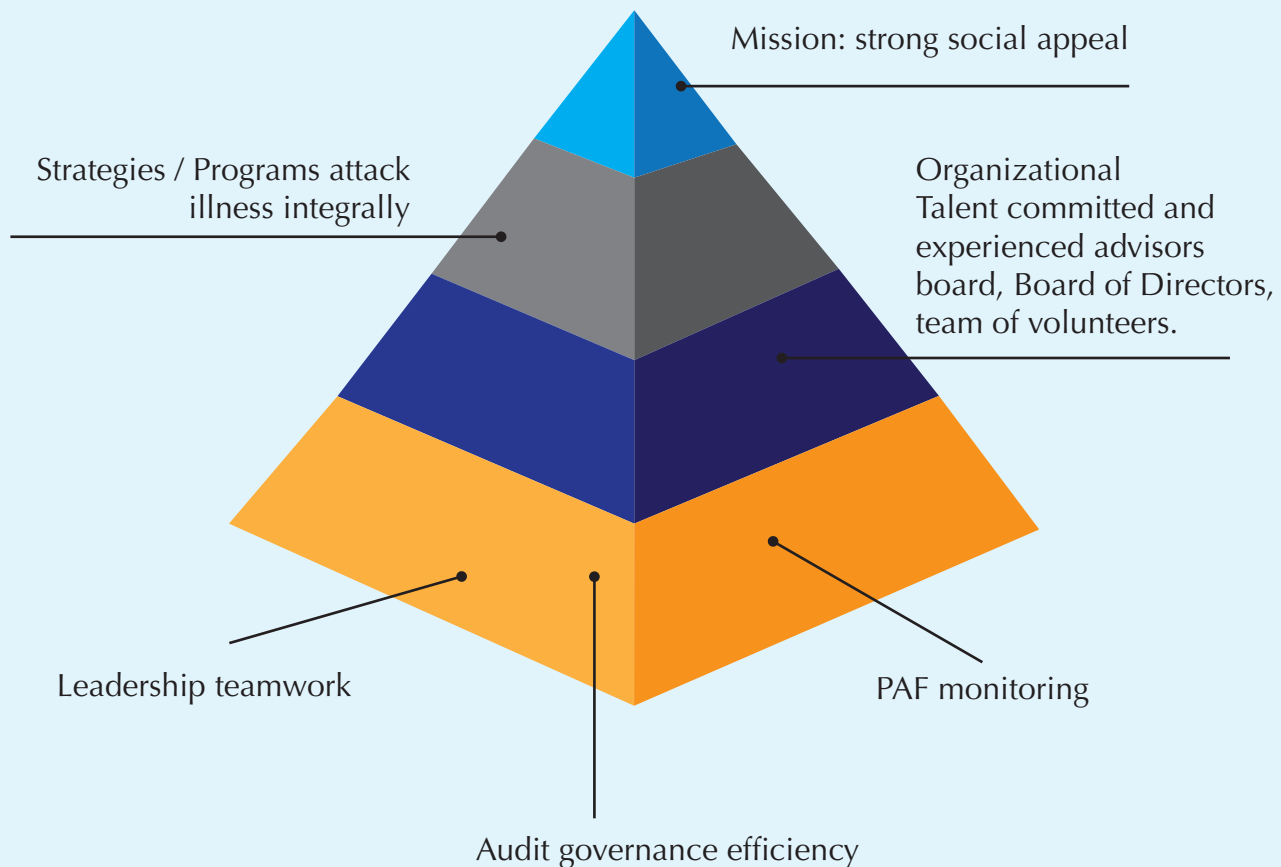
Since 1991, Saúde Criança is successful in the creation and administration of innovations in the social area:

- ◆ Saúde Criança based its service to families in a corps of committed and trained volunteers.
- ◆ Creation of a Godmother/Godfather Program and a Member Program that financially supports the Family Assistance Program.
- ◆ Unprecedented partnership with Mckinsey & Co., a consulting firm, gave Saúde Criança strategic administration in the operational, programmatic and monitoring of service areas.
- ◆ Highly committed Board of Directors and advisors.
- ◆ Highly qualified and committed technical team.
- ◆ Annual account audits.
- ◆ Saúde Criança is a pioneer because it is one of the first non-profit civil society organizations to create an institutional sustainability trust, the Trust Saúde Criança Forever to guarantee the continuation of its mission and its main program, the Child and Family Assistance Program.

Management Parameters



Management of Saúde Criança



How Saúde Criança makes a difference

Knowledge

◆ Innovative approach

Saúde Criança is recognized nationally and internationally as innovative social technology by the Fundação Banco do Brasil, Ashoka and Global Development Network.

Vera Cordeiro, the founder, is: Ashoka Fellow, Avina Leader, Social entrepreneur Schwab Foundation and Skoll Foundation.

MANAGEMENT PARAMETERS • 17

◆ Multiplication Methodology

Saúde Criança created the strengthening of the Saúde Criança Social Franchise Program, which involves monitoring the performance of the Network nuclei in the areas of quality of service, administration and financial control. In addition to workshops and training in these areas.

◆ Focus on Social Change

Saúde Criança changes the quality of life of the assisted families.

Organization Structure

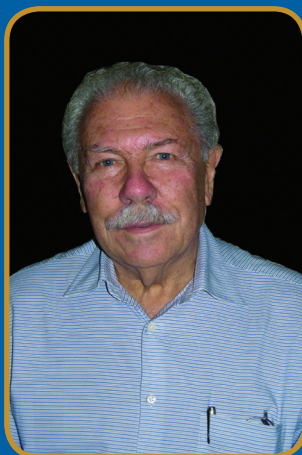
The dedication of all the stakeholders involved in the support given to the assisted families – board members, directors, employees and volunteers – is undoubtedly a success key factor of Saúde Criança.

These people link their specific abilities, both individual and professional, to experience and determination and they constitute the organizational talent of the institution. Their dedication is demonstrated by their assiduity, seriousness and commitment to their job performances and to the mission of Saúde Criança .



Vera Cordeiro

Founder and General Superintendent



Dr. Luis Carlos Teixeira

President of the Consulting Board



Candace Lessa

President of the Administrative Board

BOARD MEMBERS OF SAÚDE CRIANÇA

ADMINISTRATIVE BOARD:

President: Candace Lessa

Vice President: Maria Emília Bezerra

Council Members: Isabella Nunes, José A. Bittencourt, Odilon Arantes, Paulo Ayala, Pedro Genescá, Rui Marroig, Sergio Scodro and Sylvio Monteiro.

FINANCE BOARD:

Alvaro Estima , Mauro Eduardo Freire de Castro, Sylvia Lordello

FOUNDER AND CEO:

Vera Cordeiro

DEPUTY ASSISTANT:

Martha Scodro

CONSULTING BOARD:

President: Luis Carlos Vieira Teixeira.

Members of the board: Anamaria Schindler, André Olinto, Armínio Fraga Neto, Carlos, Frederico de Oliveira, Claire Fallender, Cristina Gouvêa Vieira, Eduardo Eugênio Gouvêa Vieira, Geraldo Vieira Filho, Glória Costa, João Cláudio Fernandes, Lucyna Fraga, Maria de Lourdes Viegas, Maria Pia Müssnich, Mônica de Roure, Sylvia Maria Nabuco

Awards

Tiradentes Medal

Awarded by the Legislative Assembly for works with a large impact on the social area in the State of Rio de Janeiro

Beija-Flor Trophy

Awarded to 10 volunteers with distinction in diverse areas. Offered by the Rio Voluntário and Comunidade Solidária programs.

Medal 50th SESI Anniversary

Awarded to citizens who perform Effective Social Work

Bem Eficiente Prize (Efficiency Award)

Awarded to 50 non-profit institutions by Kanitz & Associados.

Ivy Inter-American Foundation

First International Award.

Governo do Estado do Rio de Janeiro Award

Award in recognition of services provided to the state of Rio de Janeiro

Bem Eficiente Award (Efficiency Award)

1996

1997

1998

1999

2000

2001

2002

Woman of the Year – SESC Medal

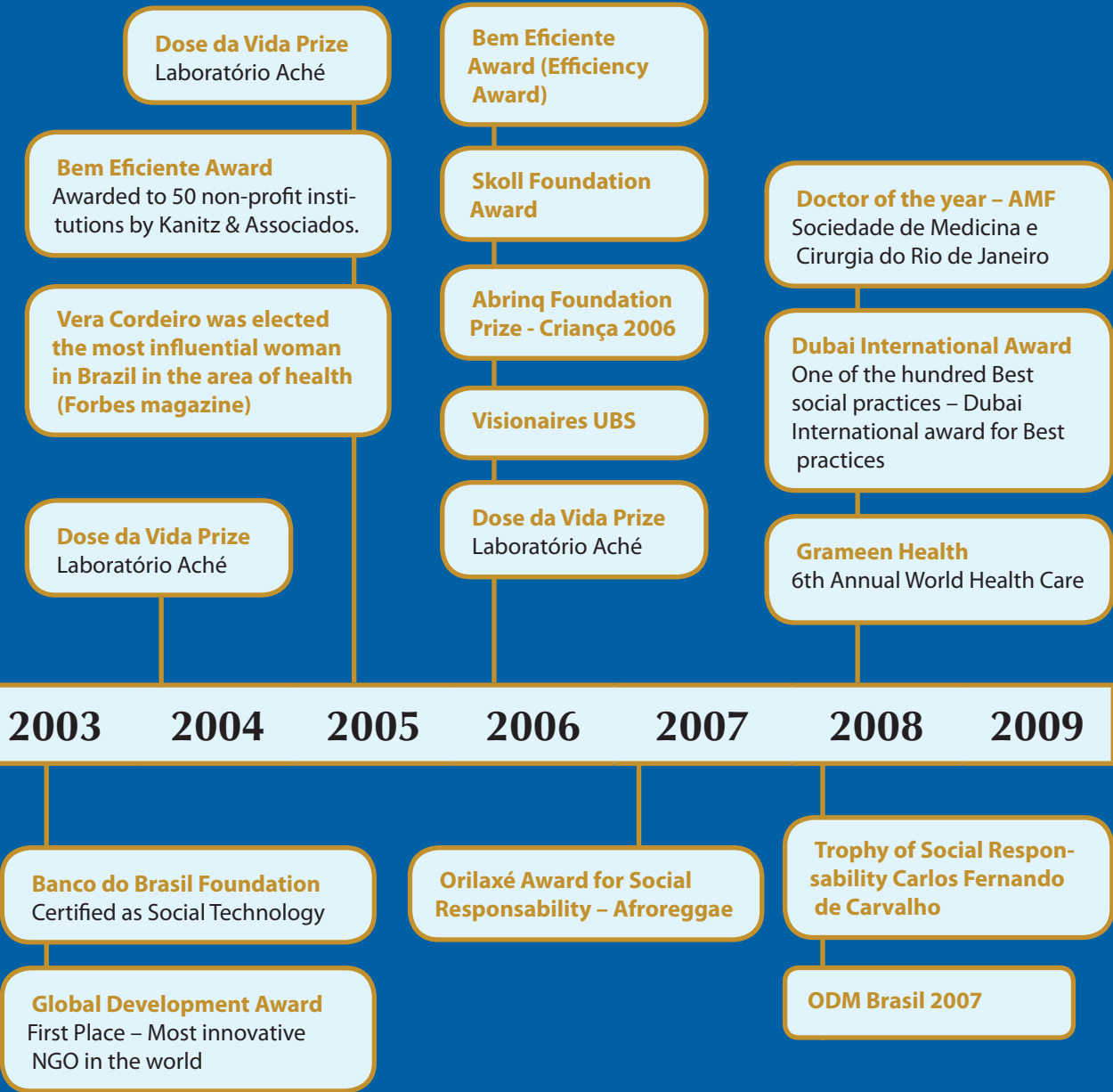
Awarded by SESC to women who stand out in sports, culture, finances, health and media.

2000 Prize - Top 10 Women

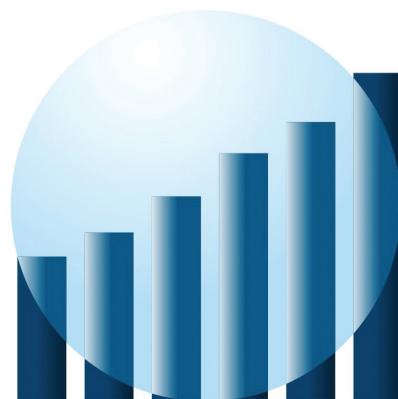
20 Social Leaders of Brazil

World Magazine's Best Charities

International recognition being among the best 100 in the world.







TRUST
saúde criança
FOREVER

The Meaning of Trust Saúde Criança Forever

◆ History

“Non-profit organizations concentrate on redistributing wealth, not in creating new wealth; they end up fighting for their piece of the philanthropic pie. Due to the scale of the problems they seek to solve, philanthropy is not enough.

This creates a cycle in which non-profit organizations face limited resources, and they become frustrated with their performance, their growth and development. The people that work in non-profit organizations, who sacrifice and dedicate their careers to help others deserve more.”

High Performance Nonprofit Organizations

Saúde Criança, the children and the families that we assist deserve more!

In developing countries, in contrast to what happens in the USA and Europe, there is not a culture of trust constitution that has an objective of guaranteeing the continuation of the mission of civil society organizations.

The social questions, in inequalities and the poverty are so alarming that, logically, people start to believe, especially in Brazil, that direct investment in projects would bring an immediate solution to these questions and their victims.

Meanwhile this is not what appears when analyzing the aggravation of the social problems shown by the recent socioeconomic indicators.

Aside from the clear policy of government handouts or of a palliative character, another plausible response little advanced in Brazil would be the tendency to forget that the civil society organizations that focus on solving our various social problems that receive resources to operate not only their projects, but also the infrastructure necessary so that these projects are effective, efficient and have a social impact. And, for this, it is necessary to constantly receive new resources.

The dependency of the results on receiving resources in order to plan initiatives impedes the long term strategic planning and the scale and impact projection. As a consequence, these institutions become extremely dependent on charity and the interests of a reduced number of national and international donors, in addition to falls in operational and social organizational performance of an organization.

Saúde Criança, as their results and impact indicators demonstrate, has been able to grow with quality. Its leadership and its technical teams, meanwhile, face the challenge of starting each fiscal year with an operational deficit until the time that each donation contract is renewed with its current partners.

◆ **The Trust Saúde Criança Forever**

Saúde Criança's innovative response has been to create a permanent trust in order to attain the financial means necessary to achieve the institutional mission, assisting an ever-increasing number of beneficiaries with quality and dedication, because it allows Saúde Criança to work towards the advancement of its objectives and programs and for a real and lasting improvement of life of the people without worrying about the national and international financial tendencies.

The Trust Saúde Criança Forever appears as a solution so that the Associação Saúde Criança can increase the scope of action with the certainty that their contribution will change the quality of life of children and families that live in poverty. It is the certainty that hope can return to these children and families and the certainty that they have the means to fight, with the support of Saúde Criança, to have a dignified life.

The objectives of the Trust Saúde Criança Forever:

1. Guarantee the complete fulfillment of the Assistance Program and of all of the services provided in the different phases of the cycle of institutional life;
2. Guarantee a minimum financial stability necessary for a good institutional performance without depending on the variable flow of donations.

◆ The vision of the Trust Saúde Criança Forever

Give operational and financial capacity to Saúde Criança so that it can strengthen and consolidate the Saúde Criança Social Franchise in Brazil and the world.

Trust Management

It is under the responsibility of the Administration Committee of the Trust Saúde Criança Forever the function of administrating it, elaborating, periodically, the investment policy that should be approved by the Director Advisor.

Presidency



Arminio Fraga is a partner of Gávea Investimentos, a company he founded in August of 2003 and that is headquartered in Rio de Janeiro. During the period of March 1999 to December 2002, he directed the Banco Central do Brasil.

Previously, he was the director-manager of Soros Fund Management in New York, director of International Affairs of the Banco Central do Brasil, vice-president of Salomon Brothers, New York and chief-economist and manager of operations of the Banco Garantia. He is a professor of the master's program at the Universidade Católica do Rio de Janeiro and lectured at the School of International Affairs at Columbia University and at the Wharton School. He is also a member of the Board of Directors of various companies and philanthropic foundations.

He has published widely in the areas of international finance, macroeconomics and monetary policy. He received his Ph.D in Economics from Princeton University in 1985, and his B.A and M.A in economics from the Universidade Católica do Rio de Janeiro in 1981.

Arminio Fraga | PRESIDENT

TRUST MANAGEMENT • 33

Directors



José Luiz Osório

Partner of the Jardim Botânico Partners Investimentos, member of the Board of Directors of the Banco Triângulo and of Lojas Renner and of the Advisory Board of the Yale Center for Corporate Governance and Performance.

He has more than 25 years of professional experience, he was executive director of Lehman Brothers, responsible for operations at Banco no Brasil, partner-director of the Banco Icatu, responsible for the Corporate area, in addition to the executive at the Bancos Garantia and BankBoston.

Director-superintendent of BNDESPAR and director of BNDES in 1999 and president of CVM between 2000 and June of 2002. In 2004, he was vice president of the Instituto Brasileiro de Governança Corporativa (IBGC). With a degree in civil engineering from PUC-Rio and a master's in engineering from Stanford University, in the United States.



José Pio Borges

Executive Vice president CEBRI – Centro Brasileiro de Relações Internacionais, of the advisory board of the Banco Calyon (Credit Agricole – Credit Lyonnais), of the Banco Privado Português and of the Violy&Co. He has more than 30 years of professional experience. He was president of Pronor Petroquímica S.A. and of the Companhia de Seguros da Bahia. Between 98 and 99 he was president of BNDES and, later, he was the director of Banco Liberal S.A. for 3 years. He has a degree in mechanical engineering and a master's in industrial engineering – finance from PUC-Rio. PHD in economy from the New School for Social Research.



Luiz Fernando Bodstein

Partner-manager of Pedra Forte Investimento, a company that works in the areas of real estate and securities. He was a member of the deliberative council of the Pension Fund of IBM Brasil. His business experience includes positions of general manager of IBM Brasil Leasing in Rio de Janeiro, manager of Business Development at IBM in New York, treasurer of IBM Brasil and financial director of IBM Venezuela. He has a degree in electronic engineering from the Universidade do Estado do Rio de Janeiro and has a master's in finance from the Universidade Católica do Rio de Janeiro.

Legal Office Management

Founded in 1995 by experienced professionals, Barbosa, Müssnich & Aragão Advogados have amassed a great understanding of the Brazilian legal-economic scenario. Today, the office is one of the largest in Brazil and Latin America, and has offices in Rio de Janeiro, São Paulo and Brasília. The work of their attorneys, with specialized study in different areas related to business law, come together to offer technical, creative and responsive service.

Normally, Barbosa, Müssnich & Aragão Advogados participate in projects pro bono for non-profit organizations, like Associação Saúde Criança Saúde Criança.

BM & A

BARBOSA, MÜSSNICH & ARAGÃO

Permanent Trust Projection

Average expense / year	R\$ 4,000,000.00
Permanent Saúde Criança Income (values in R\$)	
Partners (base 2010)	1,260,000.00
Godmother/Members	600,000.00
Sustainable Social Businesses	230,000.00
Total	2,090,000.00
GAP	1,910,000.00

Permanent Trust necessary (values in R\$)		
Profitability	10,000,00.00	20,000,000.00
10%	1,000,000.00	2,000,000.00
8%	800,000.00	1,600,000.00

How to support the Trust

1 Donate any amount to the Trust fund

2 Annual Contributions

Contribution: U\$ 75,000.00 / year, for 5 years

Benefits: personal recognition in specific publicity and event materials. Information on The trust's monthly financial performance.

Contribution: U\$ 40,000.00 / year, for 5 years

Benefits: personal recognition in specific publicity and event materials. Information on the trust's monthly financial performance.

Contribution: U\$ 25,000.00 / year, for 5 years

Benefits: personal recognition in specific publicity and event materials. Information on the trust's monthly financial performance.

Contribution: U\$ 10,000.00 / year, for 5 years

Benefits: personal recognition in specific publicity and event materials. Information on the trust's monthly financial performance.

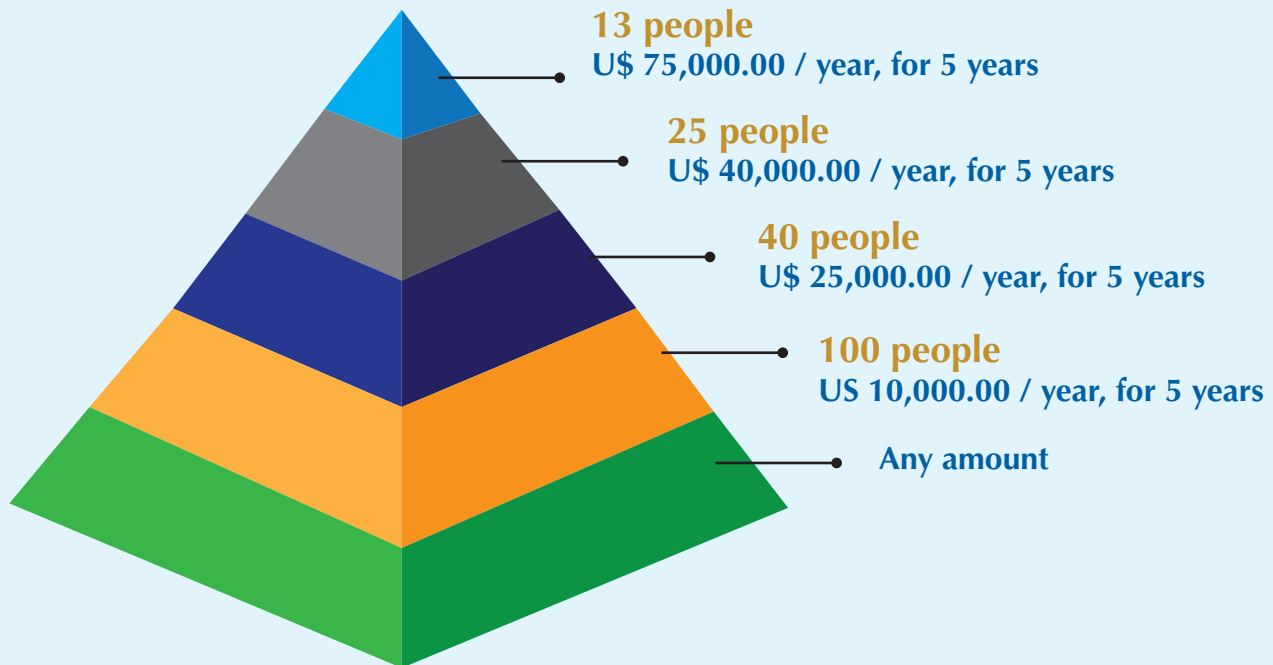
Contribution: any amount/ year, for 5 years

Benefits: personal recognition in specific publicity and event materials. Information on the trust's monthly financial performance.

Note: anonymity of donations will be maintained if desired

Structure of the Trust by number of supports

To increase the trust in R\$ 10.000.000,00



How to make a donation

Contact the fundraising area by telephone: (55) (21) 2266-1446 or by e-mail: saudecrianca@saudecrianca.org.br, with "Trust Saúde Criança Forever" as the subject of the e-mail. Information for deposit:

IN BRAZIL

Associação Saúde Criança
CNPJ: 40.358.848/0001-01
Banco do Brasil • Branch: 1572-5
Checking Account: 9344-0

Saúde Criança (and all other nonprofit institutions in Brazil) is exempt from reporting income tax and all contributions made to this institution can not be deducted from income tax payable by individuals. Therefore, the donation receipts sent by Saúde Criança should not be included in your tax returns.

However, individuals may deduct from their tax returns certain contributions defined in the Brazilian law, such as the donations to the "Fundo da Criança e do Adolescente" (Fund for Children and Teenager) and also to the "Fundos do Idoso" (the Elderly Fund).

A Corporation may deduct donations up to a limit of 2% of its total operating income before computing the donations made to non-profit, civil entities legally constituted in Brazil that

provide free services to benefit employees of such Corporate donor and their dependents, or benefit the community in which the Corporation acts, subject to the requirements of legislation under Article 365 of Decree 3000 from 3/26/1999.

IN THE USA:

Brazil Child Health
Citibank • Account-14034076
161 west 61 st 30 C

Brazil Child Health, Inc. is a 501(c)(3) and therefore donors may deduct contributions to Saúde Criança through Brazil Child Health, Inc. as provided in section 170 of the Code. Bequests, legacies, devises, transfers or gifts for Saúde Criança's use through Brazil Child Health, Inc. are deductible for Federal state and gift tax purposes if they meet the applicable provisions of sections 2005, 2106 and 2522 of the code.



Donation Form

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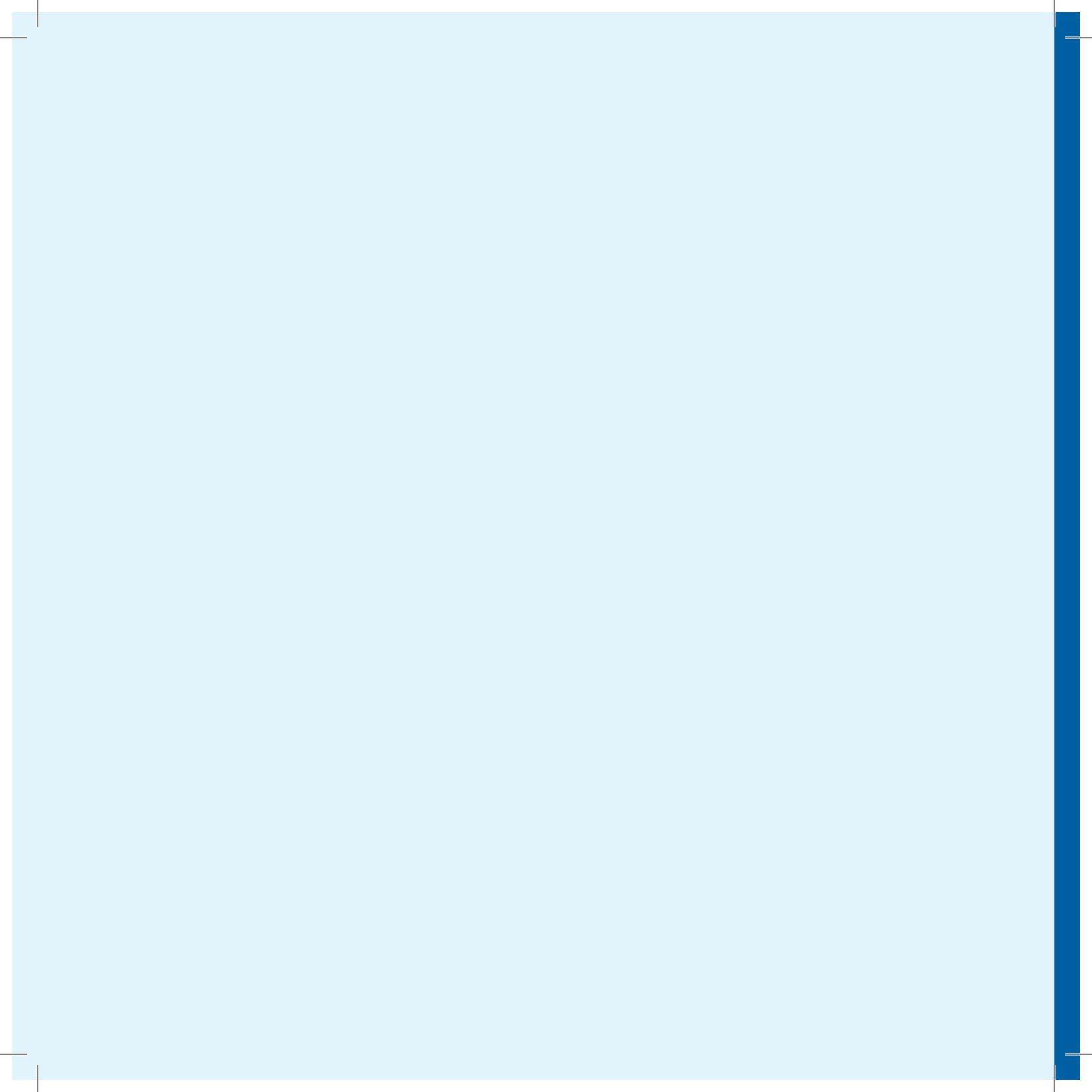
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