



ACTIVITY REPORT 2019

HEALTH AND HAPPINESS PROJECT - PSA

SANTARÉM, DECEMBER 2019



SUPPORTERS



LIST OF ABBREVIATIONS AND ACRONYMS

ACOSPER	Co-op of Agroextractivist Workers in Western Pará
ACS	Community Health Agent
AMABELA	Association of Women Farmers of Belterra
AMARC	World Association of Community Radios
AMTR	Association of Women Rural Workers
APRUSPEBRS	Association of Rural Producers on the Left Bank of the Tapajós River
ATER	Technical Assistance and Rural Extension
BEC	Construction Engineering Battalion
BNDES	Brazilian Social and Economic Development Bank
CEAPS	Center for Advanced Studies in Social and Environmental Promotion
CEDCA	State Council for the Rights of Children and Adolescents
CEFA	Active Forest Experimental Center
CFR	Rural Family House
CIFA	Active Forest Intercommunity Council
CMPD	Municipal Drug Policy Council
CMSS	Santarém Municipal Health Council
CNS	National Council of Extractive Populations
COMDCA	Municipal Council for the Rights of Children and Adolescents
COOMFLONA	Mixed Co-op of the Tapajós National Forest

CRAS	Social Assistance Reference Center
CREAS	Reference Center of Specialized Social Assistance
DPE	State Public Defender
EMATER-PA	Technical Assistance and Rural Extension Company of the State of Pará/Santarém
EPS	Permanent Health Education
ESFR	Riverside Family Health Strategy
FASE	Federation of Social and Educational Assistance Bodies
FEAGLE	Federation of Associations of Residents and Communities of the Lago Grande Raw Land Agroextractivist Settlement
FLONA	Tapajós National Forest
FCFT	Federation of Organizations and Communities of the National Forest
GPS	Global Positioning System
ICMBio	Chico Mendes Institute of Biodiversity Conservation
IMAFLORA	Forest and Agricultural Management and Certification Institute
ICS	Climate and Society Institute
KAS	Konrad Adenauer Stiftung
NGO	Non-governmental organization
PAE	Agroextractivist Project
PNH	National Humanization Policy
PSA	Health and Happiness
PVC	Polyvinyl Chloride
RESEX	Tapajós/Arapiuns Extractive Reserve
SAF	Agroforestry System

SAMU	Emergency Mobile Care Service
SAPOPEMA	Environmental Research and Protection Society 3
SEMSA	Santarém Municipal Health Bureau
SEMTAS	Municipal Labor and Social Assistance Bureau
SESPA	Pará State Department of Health
STTR	Workers and Rural Workers Union
SUS	Brazil's Unified Health System
TAPAJÓARA	Organization of Tapajós/Arapiuns Extractive Reserve Associations
TBC	Community Based Tourism
TNC	The Nature Conservancy
TURIARTE	Forest Tourism and Crafts Cooperative
UBSF	Basic Riverside Health Unit
UD	Demonstrative Unit
UEPA	University of the State of Pará
UFOPA	Federal University of Western Pará
UFPA	Federal University of Pará
UFSC	Federal University of Santa Catarina
UNICEF	The United Nations Children's Fund
USFF	Riverside Family Health Unit
USP	University of São Paulo
WCS	Wildlife Conservation Society
WTT	World-Transforming Technologies



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1 - PRESENTATION OF HEALTH AND HAPPINESS (PSA)

INSTITUTION	"HEALTH AND HAPPINESS PROJECT"
ACTIVITIES	Sustainable development of communities and territories through: social organization; health; environment; income generation; education; culture; popular communication; digital inclusion and participatory research.
DIRECT AREA OF ACTIVITY	Communities in the rural zones of the cities of Santarém, Belterra, Aveiro and Juruti, in low and mid Amazonian region – Western Pará – and surroundings.
BENEFICIARIES	The public served by PSA is mostly formed by traditional populations distributed along rivers and roads, in communities of 30 to 200 families, occupying vacant lands, settlement areas and Conservation Units.
INSTITUTIONALITY	CENTER FOR ADVANCED STUDIES IN SOCIAL AND ENVIRONMENTAL PROMOTION - CEAPS <ul style="list-style-type: none">* Non-profit Civil Entity, founded in 1985* CNPJ 55.233.555/0001-75* Recognized as an Entity of Municipal Public Utility – Law no. 16,902/2001 - Santarém/PA* Recognized as an Entity of Federal Public Utility – Ordinance 266 of the Ministry of Justice, published in the Union's Official Diary (3/3/2006).* Registered in the National Council of Social Assistance - Brasília/Federal District – Resolution no. 174 published in the Union's Official Diary (11/18/1998).* Certified as a Charitable Entity of Social Assistance – Resolution no. 71 published in the Union's Official Diary in 05/28/2007, Section I, process no. 71010.002694/2006-42.
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Health and Happiness (PSA) is a non-profit civil initiative, active since 1987 in communities of the Brazilian Amazon with the goal of promoting and supporting participatory processes of integrated and sustainable community development that demonstratively contribute to improved public policies and of the quality of life, exercise of citizenship and human rights of the served populations.

PSA currently serves approximately 30,000 residents of rural communities – especially traditional communities, many in socially vulnerable conditions – in Santarém, Belterra, Aveiro and Juruti, cities located in the Western region of the state of Pará.

Its activities seek sustainable and integrated community and territorial development in the following areas:

- * Territorial, land and environmental planning;
- * Social organization, citizenship and human rights;
- * Education, culture, communication and digital inclusion;
- * Health, access to water and sanitation.

Renewable energies; income generation through agroextractivist activities and other products and services from sociobiodiversity of forest economy.

The interdisciplinary technical team of Health and Happiness uses participatory methodologies to mobilize and engage the residents not just as a participating publics in the activities, but also as active partners in the development of solutions to their own challenges.

Through recreational and educational projects, leaders, rural producers, entrepreneurs, teachers, health agents, women, youth and children also become replicators. The active participation in the diagnosis, planning and follow-up of the activities also enables the self-management of their own development.

Public and private institutions, NGOs and social movements have increasingly contacted PSA to learn from

its experience, expanding the capacity of Brazilian – and international – communities to promote real social, economic and environmental transformation.

STORY

Health and Happiness Project (PSA) started from a practical experience of the sanitary doctor Eugênio Scannavino Netto and art-educator Márcia Silveira Gama. Hired in 1983 by the municipal government of Santarém (PA) to provide health assistance to riverside communities, they decided to use participatory, educational and self-managerial methodologies for more meaningful work, incorporating prevention activities, research, training of local volunteers – through the “Health Patrol” – and educational competitions.

With a change in the municipal management nearly two years after the organization’s founding, the work was interrupted. In order to continue and expand the activities, the Center for Advanced Studies in Social and Environmental Promotion (CEAPS) was created, the non-profit civil institution that runs PSA. With the support and collaboration of Sérgio Arouca (Fiocruz) and of Cesare Della Rocca (Unicef),

PSA activities started in 1987 with resources from BNDES (Finsocial), and participation of the Federal University of Pará (UFPA) and technical supervision of the Oswaldo Cruz Foundation (Fiocruz).

The incorporation of social entrepreneurs, especially from the region, and the knowledge of the communities expanded the variety of activities and gradually consolidated a proposal of integrated community de-

velopment. Initiated with 16 pilot-communities in the years 2000, the initiative expanded to new regions in shared management with the communities themselves.

Currently, PSA acts directly in four cities of Western Pará, generating practical and continuous benefits to approximately 30,000 people, in addition to working to replicate its sustainable development technologies in Brazil and abroad.

COMMITMENTS

Community Development in the Amazon

"Health, Happiness of the Body;
Happiness, Health of the Soul"

MISSION

To promote and support participatory processes of integrated and sustainable development that demonstratively improve public policies, quality of life and exercise of citizenship with emphasis on traditional Amazonian populations.

VISION

To be a reference in participatory methodologies and social technologies for happy, harmonious and sustainable development of the people.

VALUES

- * Respect for diversity
- * Solidarity
- * Ethics
- * Equity
- * Justice
- * Transparency
- * Social and environmental responsibility
- * Respect for life

MAIN AWARDS AND CERTIFICATIONS

1999

- * Pioneers of the XXI Century – World Media.

2002

- * Milton Santos Health & Environment Award – FIOCRUZ-OPAS.
- * Super Ecology Award – Superinteressante Magazine
- * Citizenship Award – Socially Innovative Experiences – IBRD, Solidary Community – UN.

2003

- * Certified as a Social Technology by the Banco do Brasil Foundation.

2004

- * Stories of Youth Mobilization Award (NGO ARACATI and Kellogg Foundation).
- * Digital Inclusion Telemar Award.
- * Listed in the Social Stock Exchange (B3).

2005

- * Yeomans Award of Local Contents (Open Knowledge Network) – II World Summit on the Information Society/UN.
- * Social Entrepreneurs Award – Ashoka.

- * Community Income Generation Award – McKinsey.
- * Social Innovation in Latin America and the Caribbean Award (Community Health Activities) – UN Economic Commission for Latin America and the Caribbean.
- * Social Entrepreneur of the year – Folha de S. Paulo – Schwab Foundation.

2006

- * Humanist of the Year Award – LatinTrade Magazine.
- * Planet Home Award – Casa Cláudia Magazine.
- * Stockholm Challenge Award (“Nobel Prize of the Internet”) – digital inclusion in the Amazon.
- * Best Health Project Award – Seleções Magazine.
- * Elected Angel of the Earth – Prince Albert II Monaco Foundation.

2007

- * World Citizenship Award – Defense of the Environment in Unified Activities. Baha’í Community of Brazil.

2008

- * Sustainable Stewart Award – Pamela Peeters Film Festival.

2009

- * Dom Helder Câmara Medal – National Council of Health Bureaus.
- * Open Media Spot Award – Ministry of Culture.

2012

- * Digital Inclusion Award – A Rede Magazine.

2013

- * Global Mobile Award for Best Mobile Product, Initiative or Service for Emerging Markets.
- * 3rd place in the FINEP North Region Award, with the “Social Technologies and integrated participatory methodologies for Sustainable and Global Community Development” experience.
- * 1st place in the 2013 Visionaris Award – UBS Award to Social Entrepreneurs – ASHOKA.

2014

- * 4th Brazilian Object Award, conceived by A CASA – Museum of the Brazilian Object, for project Amazonian Artisanal Colors and Fibers.

2016:

- * Certified as a reference organization in Innovation, Creativity and Basic Education by the Ministry of Education, Federal Government.

2019

- * Chosen among 52 organizations from 300 competitors for Ambev Brewery’s VOA Program;
- * Elected one of the 100 Best NGOs of Brazil by the Doar Institute.
- * Certificate of Good Management Practices from Ambev’s VOA Program.

2 - HEALTH AND HAPPINESS IN 2019

The year of 2019 was extremely challenging for Health and Happiness, both for the volume of activities and projects executed as for the Brazilian political and social context.

The **Forest Economy Program (Active Forest)**, one of the main projects of the organization, which promotes the standing forest economy as a solution against the devastation model, was furthered and strengthened in 2019. The groundwork was created in previous years through the construction of community training and education centers, in addition to many demonstrative activities. In 2019, this work was solidified and was organized in productive chains that began to work toward production and marketing of products from sociobiodiversity.

The **Community Health Program** began new projects for support and strengthening of policies for serving riverside communities with the renovation of the Abaré hospital boat, in addition to complementary actions of assistance and medical services in partnership with the public power and various organizations. The area for **access to water and sanitation** implemented new social technologies to guarantee this basic right and improve health conditions, and the work was replicated, for example among previously unserved indigenous populations.

The **Education, Culture and Communication Program**, experienced some difficulties after some resources were interrupted, but we still furthered

engagement of new generations in the community development processes. This included emphasis on technical and entrepreneurship courses in the Active Forest Program, providing opportunity for socioeconomic inclusion in the communities, mitigating rural exodus and seeking the sustainability of these territories. The support for self-management in the community is also a part of the Territorial Development Program, which continued its activities in 2019.

In addition to executing social work specific to the Amazon in a close partnership with the benefited communities, the organization also worked to position itself within the country's social, environmental, and political context. This is done through participation in civil society networks, as well as our visibility and solid reputation as one of the most active entities in the Brazilian Amazon, with a 30-year history.

We are constant participants in debates on public policies for the region—often being part of councils of public and governmental bodies. In 2019, the Amazon was mired in a new environmental crisis

due to the expressive increase of fires in the region, and this work gained new dimensions.

According to data from INPE, the number of outbreaks of forest fires increased 83% between January and August of 2019 when compared to the same period of 2018. The organization reacted by, among other activities, supporting groups of volunteer firemen to fight fires. It also filed public complaints on illegal land usage. Setting fires on illegally occupied public lands is, unfortunately, a common practice in the Amazon.

This occurred within the dismantling of the country's environmental policy led by the current Brazilian government, which has been demonstrating an aggressive posture toward non-governmental organizations, indigenous movements and the defense of the environment and of human rights since its election campaign in 2018.

In a climate of increasing intimidation and attacks on the public image of organized civil society, the Civil Police of the State of Pará opened an investigation into the supposedly criminal fires in the APA of the Al-

ter do Chão Village. To everyone's surprise and based on no concrete evidence, on November 26 of 2019, the preventive arrest was ordered for the activists that had been voluntarily working with the local public authorities to fight the fires. These activists, part of the Fire Brigade of Alter do Chão, were arrested under the absurd accusation of setting the fires in order to collect resources donated by worldwide citizens to protect the Amazon. In addition to arrests, the search and seizure of the Project Happiness and Health was also ordered, for that fact the one of the Fire Brigade of Alter do Chão volunteers was part of its staff and for supporting the brigade with training and acquisition of personal protective equipment.

The four activists were released two days later, with strong efforts from social movements, networks and lawyers. As vastly broadcast by the Brazilian media, the judicial decision behind the legal actions was not based on any concrete element, but on disconnected pieces of evidence. According to an article from the newspaper Folha de São Paulo, the "investigation regarding the arrested volunteers of the brigade contains telephone tapping with no evidence of crimes".

Given the absence of evidence, it became clear that the investigation was an attempt to criminalize people and organizations that notably act in preservation of the Brazilian Amazon. Since then, the investigation against the activists has moved to the Public Ministry of Pará – MPPA, which found the case insufficient. It did accept the complaint and returned it to the police requesting further investigations. It requested witnesses for the defense to be heard, including an expert report conducted by the Federal Police (whose investigation focused on land invaders as suspects, and not activists) among other diligences.

Even if it were not for this situation, Health and Happiness required great effort to maintain its programmed activities, which were impaired during the months in which their documents and computers remained apprehended, and to recover its image, which initially suffered negative coverage. Dozens of networks, organizations, public figures and authorities manifested their support of PSA, its work history and its importance to the communities of the Amazon. A delegation of the National Human Rights Commission created a report for the United Nations

Organization (UN) and the Inter-American Commission on Human Rights (IACHR) on the abuse suffered by the activists and by our institution.

The organization ended the year alert to the new

challenges imposed by the country's political context, but always keeping its drive and determination to continue its, defend human rights, Brazilian democracy and of socioenvironmental activism for the protection of the Amazon and its communities.

2.1 - 2019 PARTNERSHIPS

LOCAL PARTNERS

Association of Rural Producers on the Left Bank of the Tapajós River – APRUSPEBRS

Rural Family House – CFR Santarém/Belterra/Lago Grande

Tapajós/ Arapiuns Indigenous Council – CITA

Active Forest Intercommunity Council – CIFA

Municipal Council for the Rights of Children and Adolescents

Forest Tourism and Crafts Co-op - TURIARTE

Co-op of Agroextractivist Workers in Western Pará - ACOSPER

Mixed Co-op of the Tapajós National Forest - COMFLONA

Federation of Associations of Residents and Communities of the Lago Grande Raw Land Agroextractivist Settlement - FEAGLE

Federation of Organizations and Communities of the National Forest – FCFT – NATIONAL FOREST FEDERATION

Chico Mendes Institute of Biodiversity Conservation - ICMBio

Organization of Tapajós/Arapiuns Extractive Reserve Associations – TAPAJOARA

Municipal Government of Santarém

Municipal Health Bureau of Santarém

Workers and Rural Workers Unions of Santarém and Belterra – STTRS

Federal University of Western Pará - UFOPA

FINANCIAL PARTNERS

Brazilian Social and Economic Development Bank/Amazon Fund - BNDES/Amazon Fund

AVINA Foundation

Morszeck Foundation

Climate and Society Institute - ICS

COCA-COLA Institute

Cáritas Switzerland

Íris Social Institute

Konrad Adenauer Stiftung - KAS

Ministry of Citizenship – Federal Government

MOTT Foundation

Natura Cosmetics

2.2 - 2019 MAIN RESULTS

33,180 seedlings of 28 fruit and forest species, produced and distributed to communities and projects aiming the reforestation of degraded areas and the guarantee of food safety;

20 communities/more than **100** families involved in reforestation/**5,809** seedlings of fruit and forest species planted;

Support to the marketing of **7 tons** of andiroba seeds for income generation in communities of the Tapajós National Forest;

129 technical assistance visits to farmers of the Active Forest program;

07 training and Exchange workshops on the management of stingless bees, stimulating the productive honey chain/**100** kits with tools and equipment distributed to meliponiculture farmers;

17 events of training, planning and stimulus to Community Based Tourism as a source of income;

34 residential kits with solar energy implemented in an indigenous village; 1 solar energy kit for 1 community school; 3 solar energy kits for public access to the internet; 9 solar systems for community water pumping;

16,909 health procedures among medical and dental consultations, exams and others, during **regular rounds** of the Abaré Hospital Boat;

15,811 diverse medical consultations, exams and surgeries; **+2,348** eyeglasses donated during Health Journeys with partners (Mandic and NGO Expedicionários da Saúde);

20 communities/villages beneficiated by the implementation of equipment and installations for water supply, serving **1,275** families, **6,850** people;

170 social technologies of access to water and sanitation implemented by the Cisterns Program;

21 educational workshops with the participation of **622** teenagers and youth, with visits to the Abaré Hospital Boat;

131 young people involved in training activities for entrepreneurship in sociobiodiversity productive chains;

96 young people participated in training for youth activism in the defense of rights;

15 events of social organization, political articulation and citizenship;

1,159 legal assistance sessions, document emissions and legal processes for riverside citizenship activities in partnership with the Public Defender of Pará.

2.3 - 2019 PSA REVENUES

BUDGET FOR FINANCIAL YEAR ENDED IN 12.31.2019 IN R\$ (REAIS)

Revenues	12.31.2019
Konrad Adenauer Stiftung – KAS Donation	R\$ 145,570.00
Cáritas Donation	R\$ 310,631.00
Mott Foundation Donation	R\$ 39,700.00
TAKEDA Donation	R\$ 70,000.00
CEFA Donation	R\$ 79,646.00
Suraras Donation	R\$ 17,810.00
Cuidar + Donation	R\$ 78,004.33
CEAPS Avina Coca Cola Donation	R\$ 197,013.00
CEAPS ICS Amazon Alliance Donation	R\$ 470,000.00
Unconditional Donations	R\$ 627,056.40
Legal Entity/Private Individual Donations	R\$ 627,056.40
Government Grants	R\$ 11,312,123.56
MDS Donation	R\$ 11,312,123.56
TOTAL REVENUE	R\$ 13,347,554.29

Source: Setor administrativo do PSA

An aerial view of a group of people wading through a muddy river. They are carrying a large, rectangular wooden frame filled with numerous green seedlings. The people are dressed in casual clothing, including t-shirts, tank tops, and a hat. The water is dark and murky, and the surrounding area appears to be a natural, undeveloped landscape.

ACTIVITIES DEVELOPED BY THE PROGRAMS AND PROJECTS

3 - FOREST ECONOMY PROGRAM – “ACTIVE FOREST”

Active Forest is a platform of socioeconomic opportunities toward the sustainable management of the forest, strengthening productive chains that better use of the existing potentials in the Amazon for agroecological and forest entrepreneurship, bioeconomy and environmental services that contribute to the reduction of deforestation and CO² emissions and, at the same time, promote food safety, income increase and social inclusion of the involved Amazonian communities.

3.1 - SOCIOPRODUCTIVE UNITS

The Socioproductive units are reference hubs where socioenvironmental technologies are created and testes to later be implemented by the communities. The first one was the **Active Forest Experimental Center (CEFA)**, inaugurated in 2016, and two more are being implemented:

- * **Jaguari Productive Ecocenter:** the community of Jaguari, in the Tapajós National Forest, was chosen to be the headquarter of the new Hub of the Active Forest Program. Installations begin in 2020.
- * **Forest Economy Ecocenter:** to be built in the urban area of the city of Santarém, by the BR163 freeway, with the goal of being a center to collect, stock and distribute all production of productive chains supported by the project and other regional socioeconomic initiatives. In 2019, the space was defined, the studies and projects for construction were

done, in addition to negotiations for models of management and marketing. The Ecocenter will be located next to the headquarters of the Santarém Rural Workers Union – former headquarters of the ACOSPER Co-op.

- * **Active Forest Experimental Center (CEFA):** inaugurated in 2016, it currently holds the following Demonstrative Units:
 - » Nurseries for the production and distribution of fruit and forest seedlings to community members;
 - » Ecological orchard/vegetable garden;
 - » Fish farming: pirarucu and tambaqui tank;
 - » Agroforestry System with Cumaru as the main species;
 - » Free-range chicken farming;
 - » Earthworms and composters;
 - » Biodigester;
 - » Evapotranspiration tanks and banana circles method;

- » Meliponiculture;
- » Photovoltaic Energy System;
- » Agricultural cultivation without fires;
- » Ecological Tracks;
- » Recovery of the Igarapé do Carão spring within the proposal of syntropy agriculture.

THE MAIN ACTIVITIES DEVELOPED BY CEFA IN 2019 WERE:

- * **Training in horticulture/installation of organic vegetable gardens:** with the participation of young entrepreneurs from the communities, students from the Rural Family House (CFR) of Santarém and students of the Federal University of Western Pará were trained to build vegetable gardens and produce vegetables organically with the use of natural pesticides and without agrochemicals
- * **Training in Composting and Earthworm Culture:** complementing the previous workshop, community members were trained on how to use resources available in their own region to produce fertilizers using organic and inorgan-

ic residues to build composters; techniques to build and manage vermicompost or earthworm culture as the choice of the appropriate type of worms for management, among others.

- * **Implementation of the Aléias System – Cumaru plantation:** experimentation of soil recovery technique using the aléias system. At CEFA, in a deforested area, the Aléia experience was carried out with Cumaru as the system's introductory species (plantation of 1,200 trees). The enrichment of this area has already introduced species such as urucum, jenipapo, cocoa, bacaba and mata pasto and, with time, new cultures will be introduced.
- * **Forest Nursery:** production of 33,180 seedlings of 28 species for the reforestation program, aiming their distribution to community members enrolled in the program with the goal of recovering degraded areas and guaranteeing food safety.
- * **Supervised Internships at CEFA:** the maintenance of the activities of CEFA's Demonstra-

tive Units (UDs) also serve as complementary training for students of local technical schools, such as the Rural Family Houses, and for students of the University of Western Pará (UFO-PA). For six months, with monthly visits, students were able to participate in the training

events carried out in the Center, technical visits and maintenance of the DUs.

In addition to these training activities, CEFA hosted many other events of projects of the organization itself, of partners, institutions and visitation programs.

SUMMARY OF ACTIVITIES						
Activities	Date/ Period	Number of communities served	Number of Participants	Gender		Hourly load
				Male	Fem.	
Training in horticulture and installation of organic vegetable gardens	May 13-15 2019	11	15	7 (47%)	8 (53%)	20h
Training in Composting and Earthworm Culture	March 20-22 2019	06	35	18 (51%)	17 (49%)	24h
Plantation of Aléias Systems	March and April	01	30	19	11	-
Production of 33,180 fruit and forest seedlings	2019	-	-	-	-	-
Supervised Internship - CEFA	2019	-	03	-	03	120h
TOTAL GERAL DE PARTICIPANTES			182	107	75	

*Where dashes (-) appear, the measures indicated in the table do not apply



3.2 - AGROECOLOGY AND REFORESTATION

The support to the implementation of sustainable agricultural models involves from the distribution of fruit and forest seedlings to technical assistance to farmers, including qualification and training. The project has the goal of recovering degraded areas in the communities, strengthening family farming, diversifying species of market value and the possibility of marketing reforestation credits.

3.2.1 - SEED COLLECTION

The entire cycle of the reforestation program begins with the collection of seeds from legally consolidated territories such as Conservation Units, as the Tapajós-Arapiuns Extractivist Reserve, the Tapajós National Forest and local settlements. The work is organized by seed collecting groups formed by project technicians or people of the communities with broad knowledge on the offer of the diverse species in their territories. They

are trained with new techniques to improve their work. The collection of seeds initially serves to supply the demand for the production of seedlings, while it encourages the organization of a productive chain to make the activity sustainable and economically viable.

- * **Seed Collection Course for seedling production:** Carried out in the Active Forest Experimental Center – CEFA, the course improved the techniques of already experienced community members with the potentials of the local forests. It addressed the importance of seeds for reforestation, such as germination, tegument, dormancy, types of scarification, classification of plants, reproductive process (bloom, pollination, fructification and dispersion), in addition to tools and management techniques: collection, extraction, drying, cleaning, classification, storage, among other cares;

- * **Seed Collections:** In 2019, 7,997kg of seeds of 34 fruit and forest species were collected;
- * **Marketing:** the project has been encouraging the marketing of seeds as a sustainable income alternative to the communities. There is a great demand in the market, but no organized productive chain yet to respond to this potential. In 2019, PSA encouraged the experience of marketing seeds from COOMFLONA – Mixed Co-op of the Tapajós National Forests to cosmetic company Natura, accounting for more than 7 tons of dried andiroba seeds, generating about 31,000 reais of revenue. The communities involved and the respective quantity per community are described next:

COMMUNITY	NUMBER OF FAMILIES	DRIED ANDIROBA SEEDS (KG)
São Domingos	12	2,777
Pedreira	12	2,123.5
Nazaré	14	2,783
TOTAL	38	7,683.5

- * **Mapping of seed collection areas:** to subsidize the planning of existing market demands and the capacity to offer seeds in the region, which can be collected in a sustainable manner, the project carried out a mapping of the areas. Four seed collection areas were mapped, three in the Tapajós National Forest – FLONA, and one in the Tapajós/Arapicuns Extractive Reserve – RESEX.
- * **Study of the Economic Potential of Biodiversity and Study of the Seed and Seedling Market:** with the goal of developing a calendar with seed collection season in the territories, a workshop was carried out in the Piquiatuba community – Tapajós National Forest, with the participation of 25 people from different communities who have extraordinary knowledge on the forest. In this event, 49 species and their respective uses were mapped; a seasonal calendar for 15 forest species with economic potential was developed; and priority areas for the management of forest species were mapped with indication of the existing species;

*** Implementation of the seed collection area in the National Forest (FLONA):**

After the study, workshops were conducted to organize seed collection hubs in the Tapajós National Forest, in the communities of Jaguarari, Nazaré and Prainha, from November 22 to December 18 of 2019. They counted on the action of the PSA team and

some community members. The goal was to implement seed collection areas to supply the demands of the nursery and of future extraction of vegetable oil. Seven seed collection areas were planted with the species Cumaru, andiroba, red angelim and patauá, using a sample method within an area 50 meters wide and 200 meters long.

SAMPLE/FOREST SPECIES				
Hubs	Communities	No. samples	Forest species	Scientific name
Jaguarari	Acaratinga	01	Cumaru	<i>Dipteryx odorata</i>
	Jaguarari	04	Andiroba	<i>Carapa guianensis</i> Aubl.
Nazaré	Nazaré	Não teve	Não teve	<i>Não teve</i>
Prainha	Prainha	01	Angelim Vermelho	<i>Dinizia excelsa</i>
	Prainha	01	Patauá	<i>Oenocarpus bataua</i>



3.2.2 - PRODUCTION, DISTRIBUTION AND MONITORING OF SEEDLING PLANTATIONS

From the Forest Nursery in the Active Forest Experimental Center, the project team and community members produced 33,180 seedlings of 28 species for the reforestation program which were next distributed to the communities. The production considers the offer of seeds and the demand expressed by community members.

Production of seedlings in 2019 – 1st semester	
Species	Total no. of species
Açaí	10,261
Andiroba	4,344
Urucum	4,721
Cumarú	2,194
Bacaba	2,862
Jenipapo	1,634
Cupuaçu	1,018
Itaúba	950

Patauá	837
Ata	810
Orange	650
Mata Pasto	480
Tapiririca	489
Sucuba	377
Pau D'arco	336
Pupunha	234
Jatobá	216
Pau Rosa	168
Graviola	144
Fava	120
Bacabinha	118
Mahogany	72
Cedar	56
Cashew	25
Buriti	22
Angelim	18
Acerola	14
Avocado	10
TOTAL	33,180

* **Visits to the Tapajós/Arapiuns RESEX during the pre-distribution of seedlings:**

With the goal of confirming and guiding community members who enrolled to receive seedlings in 2019 and of registering the demand for seedlings for the year of 2020, 15 meetings were carried out in the communities of São José I, Aminã Zaire, Atodi, Arapiranga, São Miguel, Anã – Arapiuns region; and in the communities of Parauá/Mangal, Vila Amorim, Cabeceira do Amorim, Pajurá, Uquena, Surucacá, Maripá and Vila Franca – Tapajós region. Counting on significant participation of community members, the meetings enabled the clearing of doubts, questions related to plantation techniques, degree of responsibility of those involved and on the integrated work between PSA and the communities in the Active Forest Program.

* **Technical visits to deliver the seedlings:**

Aiming to contribute to recovery of abandoned areas, consequential of farmed areas, in the enrichment of backyards and the implementation of agroforestry systems, a total



of 5,809 seedlings of fruit and forest species were delivered in the territories in this program. The activities occurred in the Tapajós region serving the communities of Pajurá, Vila do Amorim, Mangal, Parauá, Uquena, Suruacá, Carão, Anumã Maripá and Vila Franca. In the Arapiuns region, the seedlings were delivered to the communities of Anã, São Miguel, Tucumã, Arapiranga, Atodi, Zaire, Aminã and São José I. In total, 20 communities and 103 families benefited from distribution of 3,303 forest seedlings and 1,955 fruit seedlings. This activity counted on 12 volunteers from the Iris Social Project from different Brazilian states and the PSA team. The types of species that were distributed are shown in the following table:

DELIVERY OF SEEDLINGS IN 2019 BY SPECIES				
Region		Tapajós	Arapiuns	Totais
Forest species	Mahogany	244	30	274
	Ipê	110	247	357
	Itauba	224	0	224
	Jatobá	75	30	105
	Cedar	427	114	541
	Açaí Brs	496	780	1,276
	White Açaí	16	40	56
	Sucuba	95	10	105
	Tatapiririca	30	78	108
	Cumarú	0	74	74
	Fava Tucupi	0	10	10
	Andiroba	635	89	724
	Cocoa	490	347	837
Fruit species	Cupuaçu	10	233	243
	Piquiá	2	0	2
	Orange	209	0	209
	Cashew	150	260	410
	Urucum	90	164	254
	TOTAL	3,303	2,506	5,809



3.2.3 - TECHNICAL ASSISTANCE, VARIOUS TRAININGS

In order to stimulate the development of the activities encouraged by the Active Forest Program, technical assistance activities were carried out to support family farmers, small entrepreneurs and people who were interested in general to technically improve their productive activities. The work is based on the concept of Technical Assistance and Rural Extension – ATER, a service that aims to promote education on productive processes, rural management and organization. The activities were:

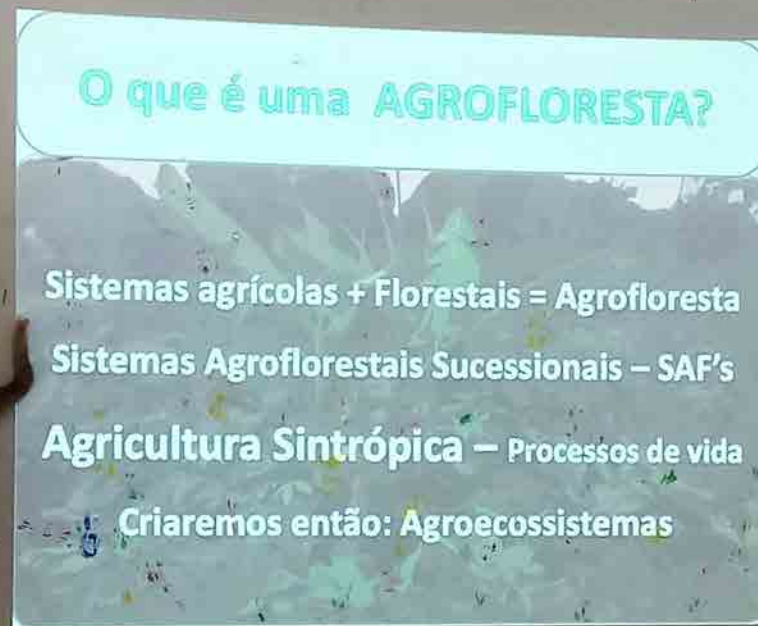
- * **Technical Assistance to Family Farmers:** 129 technical visits were paid to farmers who were enrolled in the Active Forest Program. The activities served to monitor the plantation of the distributed seedlings in the productive units and to guide farmers on the implementation of their farms without fires and their Agroforestry Systems – AFSs (90 farmers). Meliponiculture farmers (39 honey producers) were also assisted;

- * **Training in Agroforestry System (AFS)**

Management: carried out at CEFA, this activity focused on the definition of AFS as a productive strategy, going through aspects that need to be considered such as: height, thickness, root system, soil, need for fertilization, sun, water and choice of species to form the system. Native forest and fruit species are prioritized, which adapt to the environment, will guarantee subsistence, food safety and marketing of the surplus;

- * **Training on Syntropy Agriculture with emphasis on Agroforestry Systems:** carried out at CEFA to train community members of the RESEX and PSA technicians. The goal of this theoretical and practical experience was also to give continuity to the reforestation of Cabeceira do Igarapé in the community of Carão. In addition to local community members, a group of volunteers and indigenous

people from Parakanã, Mato Grosso, participated, adding up to a total of 40 participants. The workshop resulted in the plantation of an area of nearly 1,650 m² with 560 seedling trees and seeds of different forest and fruit species and grains.





3.2.4 - FOREST FIRES – PREVENTION AND COMBATING

The increase in deforestation and forest fires raised a red flag for the Amazon in 2019. According to data from Inpe, the number of forest fires increased 83% from January to August 2019 in comparison to the same period of 2018, representing the highest number ever registered since the beginning of monitoring in 2013. The Amazon fires are associated to different factors, among which are the opening of public territories to irregular occupation, illegal occupation and, to a lesser degree, to agricultural practices that still use rudimentary technologies such as fire to prepare the soil.

In order to decrease and minimize the occurrence of forest fires in the area and increase efforts in the development of sustainable activities that aim to maintain the standing forest, the project has always developed activities to prevent and fight fires. In 2019, given the gravity of these fires, the organization strengthened its related activities:

- * **Farming without Fire Training Course:** conducted at the Active Forest Experimental Center – CEFA, it aims to provide knowledge that can decrease the use of fire in family agriculture and to guide the use of new techniques (organic matter, green fertilization, photosynthesis and soil compaction) and the use of fertilizing and food plants in individual and community farming areas. Involving theory and practice, participants enrolled receive continuous technical assistance in order to change from the old model to more forest-friendly models;
- * **Territorial Plan to Fight Forest Fires:** in a meeting on October 7, 2019, a Plan was established with the organization of public bodies, such as the Fire Department, ICMBio and SEM-MA, and the civil society such as PSA and the Alter do Chão Fire Brigade. The plan's proposal was to support public bodies with limited ca-

capacity of action given the size of the region, in order to guarantee quick arrival in case of forest fires. The plan involved projects of equipment acquisition for individual protection for members of the brigades and support logistics for the action of the existing brigades, as well as support to train new brigade members.

* **Training in Forest Fire Prevention and Fighting:** aiming to train brigades to prevent and fight forest fires, from 4 to 8 November 2019, CEFA held training sessions for 22 community members of the RESEX and TI Maró. During these sessions, topics addressed

included: basic concepts and types of forest fires, fuels that cause fires, parts of a forest fire (e.g. head and tail of wildfires), equipment and tools to fight fire, first aid for rescues, environmental law related to the organizational functioning of a volunteer brigade, georeferencing, correct and practical use of GPS (Global Positioning System). All content was addressed both theoretically and practically. Participants received individual protection equipment such as machetes, helmets, head lamps, boots, leggings and equipment for collective use of the brigade such as chain-saws, shearers, blowers, hoes and scythes.



SUMMARY OF AGROECOLOGY AND REFORESTATION ACTIVITIES						
Training Events	Date/ Period	Served communities	Participants	Gender		Hourly load
				Male	Fem.	
Seed Collection and Seedling Production Course	May 23-25 2019	5	13	10 (77%)	03 (23%)	24h
Seed Collection	March 5 - November 10 2019	10	10	10 (100%)	0	360h
Support to the collection and marketing of seeds – COOMFLONA	June and July 2019	3	78	48	30	360h
Mapping of Seed Collection Areas	November 22 - December 18 2019	4	6	6 (100%)	-	96h
Workshop on the Study of the Economic Potential of Biodiversity and the Seed and Seedling Market	August 12-13 2019	12	25	25 (100%)	-	16h
Implementation of a Seed Collection Area in the National Forest	November 22 - December 18 2019	3	XX	X	X	X
Seedling Pre-distribution Visits and Meetings	Arapiums: January 28-31, 2019	15	185	98 (53%)	87 (47%)	64h
	Tapajós: February 4-7 2019					
Seedling Delivery Technical Visits	February 17-24 2019	20	103	54 (52%)	49 (48%)	64h

Technical Visits	Tapajós: March 25-29, 2019	18	110	69 (63%)	41 (37%)	80h
	Arapiauns: May 7-10 2019					
Technical Visits to Meliponiculture Farmers	November 18-21 2019	2	19	13 (68%)	06 (32%)	32h
Technical Training on AFSs Management	March 11-14 2019	8	19	13 (68%)	06 (32%)	24h
	February 25- 28 2019	10	19	13 (68%)	06 (32%)	24h
Training of Syntropy Agriculture with emphasis of AFSs	December 9-12, 2019	7	40	26 (65%)	14 (35%)	27h
Training on Farming without Fire	February 25- 28 2019	10	19	13 (68%)	06 (32%)	24h
Meeting on the Territorial Plan to Prevent and Fight Forest Fires	October 7 2019	-	11	07	04	08h
Training to Prevent and Fight Forest Fires	August 4-11	8	22	19 (86%)	03 (14%)	40h
TOTAL NUMBER OF PARTICIPANTS			478	278	200	





3.3 - PRODUCTIVE SOCIOBIODIVERSITY CHAINS

In this area, the program promotes the participation of the communities in the sociobiodiversity product market through activities that include the entire productive chain: diagnosis of demands and potential offers; combination of innovative and sustainable practices with traditional knowledge; development of business plans; support for associativism and cooperativism; marketing support; among others. Here are the activities developed in this area in 2019.



3.3.1 - TECHNICAL TRAINING FOR THE MANAGEMENT OF NATIVE BEES

Protecting the diversity of species of stingless bees (threatened by deforestation, fires and the intensive use of pesticides) is imperative for the maintenance of the forest, since these bees are the responsible for pollination. Thus, the rational creation of stingless bees for the production of honey and derivatives (such as royal jelly, propolis and wax) have a positive impact both on the environment and on the income of riverside communities. Honey is a much-appreciated produce with great market demand. The meliponiculture project includes the training of producers, the delivery of management kits, support to the certification of products and to the development of logistic solutions for the appropriate distribution of the production.

- * **Technical Workshops on Native Bee Management Techniques:** 6 training workshops were carried out. Theoretical topics included

the importance of the bees to the environment, food and health; stingless bee management techniques, meliponiculture farming, pollination, fertilization, honey collection techniques, tools, ways of storage and aspects of the legislation on bee management. In the practical portion, bee boxes, honey collection, and the installation of meliponiculture farms were addressed. 105 people from communities in the Tapajós National Forest, Tapajós-Arapiuns Resex, Mojuí dos Campos, Eixo Forte and Várzea do Lago Grande participated;

- * **Exchange of Community Experiences – Meliponiculture:** goals included showing data that reveal the development of meliponiculture in the region and which generate interest in the activity, discussion on the development of bee management in the communities, exchange of experiences between participants and delivery of management kits. It was held in the community of Anã – RESEX Tapajós/Arapiuns, from May 27-29 of 2019 with the participation of 48 people.

* **Delivery of Meliponiculture Kits:** to encourage the work of bee managers, the project distributed 100 kits to producers who already commercially worked with me-

liponiculture. The kit includes a hat, boots, gloves, masks, a non-toxic bucket, a chisel, spatulas, a sieve, a suction pump and a guidebook on monitoring production.

SUMMARY OF ACTIVITIES						
Training Events	Date/ Period	Served communities	Participants	Gender		Hourly load
				Male	Fem.	
Training on Native Bee Management Techniques – Jaguari	April 9-12 2019	05	23	17 (74%)	06 (26%)	24h
Training on Native Bee Management Techniques – Maguari	April 15-18 2019	06	17	13 (76%)	04 (24%)	24h
Exchange of Community Experiences	May 27-29 2019	10	48	30 (62%)	18 (38%)	20h
Training in Native Bee Management Techniques – CFR Santarém	November 5-7 2019	13	16	8 (50%)	8 (50%)	24h
Training in monitoring and practice of meliponiculture – CEFA	November 11-14 2019	05	11	7 (64%)	4 (36%)	32h
Training in Bee Management Techniques and delivery of Bee Management Kits – Laranjal	December 16-17 2019	02	22	12 (55%)	10 (45%)	16h
Training in Bee Management Techniques and delivery of Bee Management Kits – Carariacá	December 18-20 2019	03	27	18 (67%)	09 (33%)	20h
TOTAL NUMBER OF PARTICIPANTS			164	105	59	



3.3.2 - COMMUNITY BASED TOURISM AND HANDICRAFTS

Two activities with great economic potential in the Western region of Pará are handicrafts and tourism. Health and Happiness' (PSA) activities in these two areas value traditional culture, empowering communities with economic activities that generate income while they preserve the environment.

The interdisciplinary activities of PSA in the area of hospitality aim to boost community-based tourism, enabling forest populations to take ownership of the tourist activity in the Amazon and to work in an ecologically correct, economically viable and socially fair manner, disseminating their culture with responsibility. The communities are trained to develop tourism and hospitality areas with infrastructure that include collective and individual enterprises.

In 2019, the activities involved:

- * **Support and strengthening of TURIARTE:** founded in 2015 from a group of experiences supported by Health and Happiness, TURIARTE is a co-op that became the most concrete example of community-based tourism development and handicrafts in the region. It currently counts on 120 members who develop the economic activity generating direct income to approximately 10 communities. During the year, we supported many activities to strengthen TURIARTE, among which we emphasize one on March 9 of the entity's general assembly to analyze 2018 and develop a workplan for 2019. There were also 6 local workshops with members of TURIARTE in the communities of Apare-

cida, Arimum, São Miguel, Urucureá, Vila Brasil and Vila Gorete, with a total of 46 participants. These meetings were held from April 16-18, 2019 with the main goal of understanding the current situation of artisanal producers, and determining their potential to expand.



- * **Planning for construction of the Artisanal House:** given the economic potential of handicrafts produced with Tucumã straw and increased market demands, there is need for a production of handicrafts in the community of Urucureá, located in the Arapiuns River, the main production hub. The project carried out two workshops with local artisans to help promote demand and co-create the structural project of the Artisanal House;
- * **Hiring of technical consultancy to develop the Tourism Inventory and Visitor Plan:** This activity happened in two hubs: the community of Jaguarari at the Tapajós National Forest and at CEFA, the Active Forest Experimental Center, including surrounding communities. Considering the touristic potential of both hubs, **the project carried out 5 workshops in each (10 workshops in total)**, where participants identified the tourist attractions of each place (beach, culture, forest, gastronomy etc.) and developed plans on how to prepare the hubs to receive tourists (ser-

vices, tours, spaces, events etc.), organizing local workgroups with residents interested in working with tourism. While CEFA already has infrastructure, the community of Jaguarari discussed the implementation of a visitor center with dorms and a kitchen to better serve tourists.

*** I Workshop on the Implementation of Community-Based Tourism at the Active Forest Experimental Center – CEFA:** since

CEFA already has a structure to receive visitors, the workshop aimed at developing an integrated plan to publicize the community based tourism, especially for Alter do Chão Village, a place with high visitor rates. Given the proximity of Alter do Chão to CEFA (on the other side of the river), the first day of activities included participation of 92 people involved with touristic activities. On the second day there was a guided visit at CEFA, showing the tourism potential of the location.

SUMMARY OF ACTIVITIES						
Training Events	Date/ Period	Served communities	Participants	Gender		Hourly load
				Male	Fem.	
TURIARTE Assembly	March 9 2019	06	40	33 (82%)	07 (18%)	08h
1st Meeting on the Artisanal House – Urucureá	March 14 2019	02	29	06 (21%)	23 (79%)	4h
Meetings with TURIARTE members	April 16-18 2019	06	46	03 (7%)	43 (93%)	24h
1st Visit for Tourism Inventory and Visitor Plan – Jaguarari	April 23 2019	04	21	09 (43%)	12 (57%)	4h
1st Visit for the Touristic Visitor Plan - CEFA	April 24-26 2019	10	36	20 (56%)	16 (43%)	20h

2nd Meeting on the Artisanal House – Urucureá	May 16 2019	02	16	02 (13%)	14 (87%)	4h
2nd Visit for the Tourism Inventory and Visitor Plan – CEFA	May 29-30 2019	03	27	14 (52%)	13 (48%)	12h
2nd Visit for the Tourism Inventory and Visitor Plan – Jaguarari	May 31 – June 1 2019	01	23	09 (39%)	14 (61%)	16h
Jaguarari Federation Meeting – Inn	July 10 2019	01	35	19 (54%)	16 (46%)	8h
3rd Visit for the Tourism Inventory and Visitor Plan – CEFA	July 16-17 2019	07	19	14 (74%)	05 (26%)	16h
3rd Visit for the Tourism Inventory and Visitor Plan – Jaguarari	July 18-19 2019	03	21	12 (57%)	09 (43%)	16h
4th Visit for the Tourism Inventory and Visitor Plan – Jaguarari	October 13-14 2019	03	24	15 (63%)	09 (37%)	16h
4th Visit for the Tourism Inventory and Visitor Plan -- CEFA	October 15-16 2019	05	14	07 (50%)	07 (50%)	-
I Workshop on Community Based Tourism – CEFA	June 10-11 2019	10	99	73 (74%)	26 (26%)	-
5th Visit for the Tourism Inventory and Visitor Plan – Jaguarari	December 11 2019	01	31	20 (65%)	11 (35%)	6h
5th Visit for the Tourism Inventory and Visitor Plan – CEFA	December 12 2019	05	17	11 (65%)	06 (35%)	6h
TOTAL NUMBER OF PARTICIPANTS			498	267	231	





3.4 - RENEWABLE ENERGIES

The lack of electricity is still a reality in many communities of the Brazilian Amazon, and it could not be different in Western Pará. In addition to hindering the quality of life of the riverside families, it represents an obstacle to their socioeconomic development. Thus, Health and Happiness (PSA) also acts on rural electrification as a part of the Active Forest program of support to the Forest Economy.

Through partnerships with private entities and public bodies, PSA experiments solutions of electrification adapted to the reality of the Amazon communities that are not included in the electric network: implementation of custom made photovoltaic systems along with training of residents for the adequate use and maintenance of these systems. Thus, diesel generators – polluting, expensive, inefficient and of low reliability – are being substituted by sys-

tems that use sunlight to light lamps, pump water, refrigerate food, turn on televisions and radios and connect the communities to the internet.

In 2019, the following were implemented:

- * **Photovoltaic Systems for Domestic Use:**

34 photovoltaic energy kits delivered and installed in October of 2019 in the Arapiranga Village, Tapajós-Arapirungs/Resex (Santarém);

- * **Photovoltaic Systems for Collective Use:**

- » Electricity – solar energy system (with option for diesel) installed and delivered in October of 2019 in the rural school of the Arapiranga Village + a refrigerator of 350 liters in 24 volts, with a separate solar kit, benefitting 24 families, 148 people;

- » 3 solar energy kits to access the Internet delivered in October of 2019 to the communities of Carão, Anumã and São Miguel, Tapajós-Arapiuns/Resex, city of Santarém;
- » Solar energy for water pumping in 8 community systems, 7 in the Tapajós-Arapiuns/Resex, 1 in the Tapajós National Forest and 1 in the PAE Lago Grande.

* **Training workshops of “Solar Electricians”:** hosted at CEFA from July 2-4 of 2019, it aimed to: qualify participants to install and do the basic maintenance of a solar energy system. The training was guided mainly to answer to the maintenance of the systems implemented in the participants’ communities: Anumã, Carão, Solimões, Pedra Branca.

In addition to these benefits for the communities, Health and Happiness has also invested in an on-grid pho-

tovoltaic solar central for its headquarters in Santarém, of 32.24kW, formed by 124 solar modules of 260 Watts and a Growatt inverter of 33,000 W. The system is connected to the conventional electrical network and its operator deducts from our energy bills only the exceeding consumption and vice-versa. In 2019, we had a decrease of circa 84% in the costs of energy bills.





3.5 - SUPPORT TO COOPERATIVISM AND ASSOCIATIVISM FOR SOCIOENVIRONMENTAL BUSINESSES

One of the strategies to guarantee that socioenvironmental businesses are managed by the communities themselves is the training of local agents, leadership and other interested parties. Therefore, PSA gives assistance and trains local groups and organizations to strengthen themselves politically, productively, administratively and financially. As it had been doing with other experiences, such as the TURIARTE example, the project is supporting the strengthening of APUSPEBRAS - Association of Rural Producers on the Left Bank of the Tapajós River. With previous experience in reforestation credits, the proposal is for the association to strengthen itself and become one of the main agents of production and marketing of the productive chains of the Active Forest project, especially in seedling production and marketing of seeds and essential oils.

To do so, the project has been investing in different assistances and trainings. And in 2019, they were the following:



SUMMARY OF ACTIVITIES						
Training Events	Date/ Period	Served communities	Participants	Gender		Hourly load
				Male	Fem.	
APRUSPEBRAS Workshop on Community Management	March 22-23 2019	05	61	33 (54%)	28 (46%)	8h
Meeting with the APUSPEBRAS Board of Directors	May 16-17 2019	03	15	08 (53%)	07 (47%)	16h
Training workshop on management for the APRUSPEBRAS Directors	October 25 2019	08	08	05 (62%)	03 (38%)	4h
General Assembly for the approval of the APRUSPEBRAS Association Statute	October 26 2019	05	50	25 (50%)	25 (50%)	4h
Community meeting with APRUSPEBRAS	November 22 2019	02	14	05 (36%)	09 (64%)	8h
TOTAL NUMBER OF PARTICIPANTS			614	390	224	

- * **Strengthening APRUSPEBRAS:** 5 assistance workshops were held, involving subjects such as: diagnosis of the association, mapping of the productive potential of APRUSPEBRAS, qualification in management, exchange with similar associations, revision and approval of a new statute and mobilization of new partners.





4 - COMMUNITY HEALTH

Health, happiness of the body. Happiness, health of the soul. The concept symbolizes the comprehension of health in a broad way, related to not only physical well-being but also social, emotional and environmental. The Health and Happiness Project (PSA) seeks add to public policies to guarantee the

right to health and improve participation of Amazon communities in Brazil's Unified Health System (SUS). The goal is to make health care more accessible, with an emphasis on prevention and education and using art and the recreation to promote health and happiness as a method of action.

4.1 - HEALTH OF THE RIVERSIDE FAMILY – ABARÉ HOSPITAL BOAT

The search for a basic healthcare model for the Amazon was advanced in 2006 with the implementation of the Abaré Hospital Boat and regular assistance for more than 20,000 riverside people from Tapajós and Arapiuns. In 2010, the experience formed a national public policy and brough benefits to riverside people from other regions, with more than 70 Basic Fluvial Health Units (UBSF) supported by the Ministry of Health in the Amazon and Pantanal. Due to problems in the region's municipal management, the Abaré boat was affected for more than two years and, in 2017, the management was moved under the scope of the Federal University of Western Pará – UFOPA. After great efforts to reactivate services, regular trips were resumed in 2018,

even if partially, and education and extension activities were incorporated into the project.

In 2019, Health and Happiness organized new support from Takeda Distribuidora Ltda to help resume the model built in 2006. The project "Promoting the Health of the Amazon Riverside Family" collaborates with the structuring services outlined by the National Humanization Policy (NHP) and includes the maintenance of the boat itself and support through complementary activities such as health education and support to the basic attention services provided under the responsibilities of municipal health bodies. It also offers complementary assistance and technology for teaching and training.

In 2019, the following activities were held with the support of PSA:

- * **06 Community Service Journeys:** the hospital boat took six regular trips that lasted from 10 to 15 days. Five of them were for communities in the region of the Tapajós River and one for the region of the Arapiuns River. In order to serve the communities, in addition to teams from the Municipal Health Bodies, UFO-PA and Health and Happiness, we also counted on volunteers, students and collaborators.

REGULAR JOURNEYS:

- * **March 19-29**
 - » 01 resident doctor and tutor
 - » 02 emergency doctors
 - » 03 pharmacy students
 - » 02 public health students
 - » 02 indigenous health professionals
- * **April 23 - May 3**
 - » 01 resident doctor and tutor
 - » 04 pharmacy students

- » 02 collective health agents
- » 02 master's students
- » 02 endemic agents for animal rabies vaccination

- * **July 11-20**
 - » 02 resident doctors
 - » 02 indigenous health professionals
 - » UFOPA students

- * **August 6-16**
 - » 04 indigenous health professionals
 - » 02 USP resident doctors

- * **September 16-20**
 - » 06 USP resident doctors

- * **October 15-24**
 - » 03 UFSC resident doctors
 - » 03 pharmacy students and tutors

- * **October 24-29**
 - » 06 UFPA students

QUANTITY OF PROCEDURES DURING THE CONSULTATION ROUNDS

Procedures	Total
Support	8,159
Anthropometry	2,742
STM removals	04
PCCU	165
Nursing Consultation	298
Medical Clinic Consultation	1,747
OB Ultrasound	31
Pulmonary Ultrasound	02
Muscle Ultrasound	01
Abdominal Ultrasound	02
Gynecological Ultrasound	02
Neonatal Heel Prick	01
Blood Glucose Test	83
Prenatal Care	161
Home Visits	68
Bandages	72
Quick Tests (HIV, HEP B and C, Syphilis, bhCG)	774
Dental Consultation	582
Dental Extraction	477
Dental Suture	02

Referral to Dental Specialties Center	47
Prophylaxis	87
Restoration	85
Animal Vaccination	1,237
Health Education	100
TOTAL NUMBER OF PROCEDURES	16,909

Source: SEMSA/STM



4.1.2 - OTHER HEALTH SERVICES (SURGICAL JOURNEYS)

In addition to the regular annual journeys, Health and Happiness held, in partnership with other health organizations, events of consultations of specialties with greater difficulty of offering in regular trips. The Abaré Hospital Boat also participated in these activities, but other structures were built:

- * **Mandic Expedition:** the São Leopoldo Mandic School of Medicine and Dentistry of São Paulo, with the goal of decreasing the social and geographic isolation suffered by indigenous and riverside communities, promotes the offer of comprehensive care and enables treatment in the areas of medicine and dentistry, in addition to collective health education activities. In partnership with PSA, the expedition accounted a team of 46 volunteers and occurred from July 27 to August 5. The project ran across the right margin of the Tapajós River, serving riverside communities from the cities of Aveiro and Belterra (FLONA).

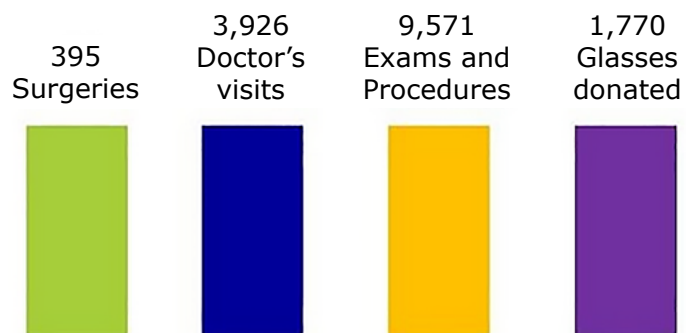
Results of the expedition/services:

- » 663 dental procedures on children;
- » 134 dental procedures on adults;
- » 320 dermatological consultations;
- » 50 small surgeries;
- » 250 pediatric consultations;
- » 252 dental consultations;
- » 850 ophthalmological consultations;
- » 50 pterygium surgeries;
- » 578 donated eyeglasses after consultations.

- * **Surgical Journey:** a partnership between the NGOs Expedicionários da Saúde and Health and Happiness, UFOPA, Indigenous Health, SESPA, 8th BEC, ICMBio, the Lower Amazon Regional Hospital and the Municipal Health Body of Santarém, held a surgical journey from November 27 to December 7, prioritizing those who most needed ophthalmological surgeries, such as cases of cataract and pterygium, herniorrhaphies and other small surgeries. Consultations specialized in pediatrics, gynecology, dermatology, dentistry and ophthalmology with the donation of eyeglasses and lenses were also offered.

EXPEDITION RESULTS

44th Expedition: São Miguel do Arapiuns



44th Expedition: São Miguel dos Arapiuns

Surgical Care	
General Surgery	155
Dental Surgery	239
Gynecological Surgery	1
Total	395

Outpatient Care	
Screening: consultations in communities and villages	1,525

Consultations during the Expedition	
General Surgery	192
Ophthalmic Consultation	763
Medical Clinic	451
Pediatrics	218
Gynecology	192
Pre-Anesthetic	316
Dentistry	269
Total	2,401

Outpatient Total	3,926
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Glasses Factory	
Eye glasses	870
Sunglasses	900
Total donated glasses	1,770

Exams and Procedures		
Gynecology	Oncological Cytologies	126
	Colposcopy	86
	Biopsies	1
	Curettage	1
Ophtalmology	Visual Acuity	1,538
	Eye Fundus	1,538
	Biomicroscopy	1,538
	Auto Refractions	1,538
	Biometry	360
Complementary Exams	Keratometry	360
	Biopsy - General Surgery	10
	Ultrasound	136
	Electrocardiogram	48
	Capillary Blood Glucose	150
Dentistry	Laboratory Tests	6
	Biopsy - General Surgery	10
	Scraping	312
	Prophylaxis	253
	Resin Restoration	181
	Amalgam Restoration	99
	Ionomer Restoration	92
	Tooth Extractions	76
	Dental Interventions	1,013
Total		9,571





4.2 - HEALTH EDUCATION

In addition to providing medical consultations, PSA provides health education through activities in the communities where the Abaré Hospital Boat goes, where trainings of Community Health Agents and other health professionals are also held. With active methodologies, while provoking group reflections on the potentials and fragilities of each place, the groups seek suggestions for the improvement of their daily work.

In 2019, the program held the following activities:

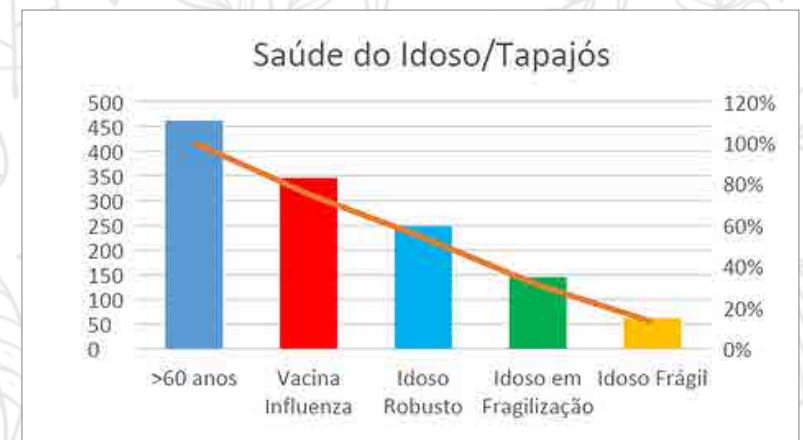
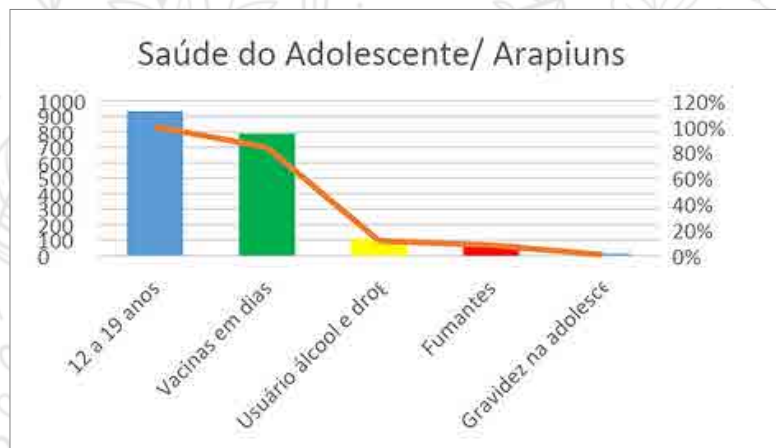
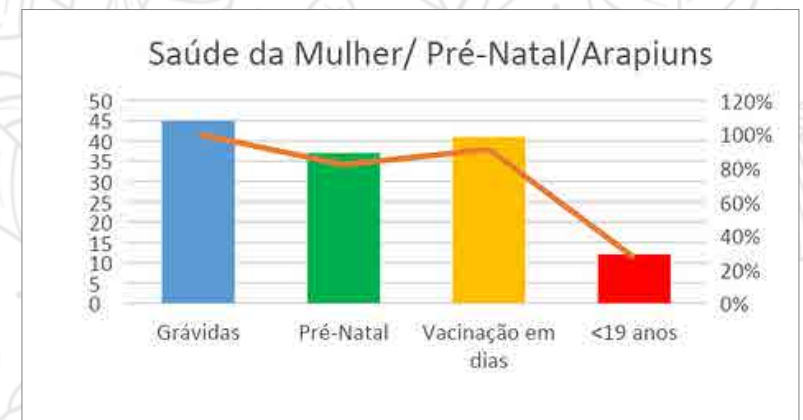
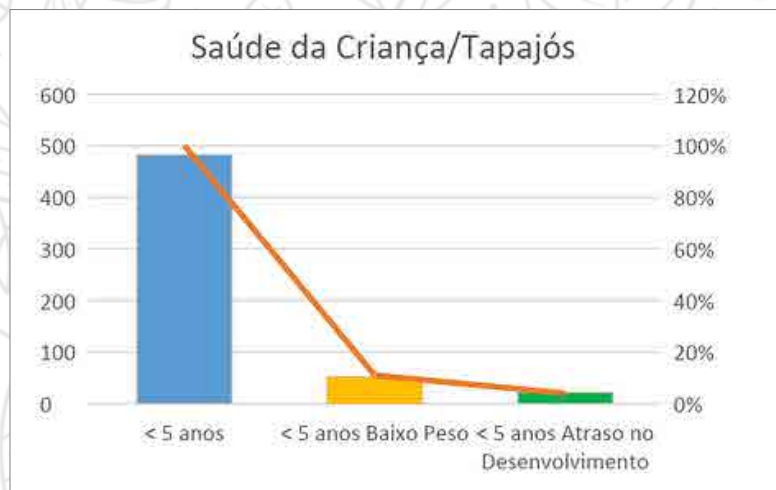
- * **Workshops on Permanent Health Education (EPS):** 08 training sessions were held with the Community Health Agents. Guided by the medical team of Health and Happiness and by SEMSA professionals, the workshops addressed contents such as: i) Territorializing as a Planning Tool for Basic Care; ii) Women's Health; iii) Children's Health; iv) Adolescent Health; v) First Aid; v) Health of the Elderly;

vi) Identification of Cataracts, Pterygium and Hernia; viii) Eye Health and Visual Acuity;

- * **Workshops and dynamics on Popular Health Education:** during the Abaré's rounds, the team of art-educators travels to produce educational materials in participatory manners with the communities, especially with children and young people, also counting on the involvement of the community health agents. The subjects are usually linked to the works held at the Permanent Health Workshops with the agents in each round, according to the demands of the communities and other interests;
- * **Workshop on Evaluation of Goals and Health Indicators:** with the goal of promoting popular ownership of the communities' health indicators, on November 7 an evaluation of indicators was held with local Arapiuns and Tapajós professionals, as well as the planning of inter-

vention strategies for 2020. The goal is studying intervention strategies to improve the quality of life, especially in terms of physical and mental health. The use of colored graphs facilitates the

analysis of data. The data was collected by the health agents focused on main policies throughout the year, among which are the health of women, children, adolescents, and the elderly.





4.3 - ACCESS TO WATER AND BASIC SANITATION

Directly related to the population's health conditions and quality of life, access to drinking water has been one of the focuses of PSA. The program implements independent water treatment and supply systems, built and managed by the communities themselves. It has also been implementing solutions to improve the sanitary conditions. Currently, hybrid technology generates conversation and reduces the impact on the environment thanks to the use of solar energy.

4.3.1 - WATER + ACCESS ALLIANCE

The program is carried out in partnership with different organizations and network, such as the Water + Access Alliance, an initiative of collective impact led by companies, institutes (such as the Coca-Cola Institute) and organizations of civil society that act and cooperate to expand the access to safe water in a sustainable way in rural communities all over Brazil. The Avina Foundation and the Avina Americas Foundation also directly support the program.

These activities aim to:

- * **Provide infrastructure for the access and treatment of water:** construction, improvement and/or restoration of supply systems and distribution networks, as well as the identification of innovative and adequate solutions.
- * **Models of community management of water:** self-sustainable, in which residents organize themselves to ensure the operation and management of the systems in their communities.
- * **Integration and strengthening of the ecosystem:** promotion of events, studies, communication, exchange and articulation of public and private actors to strengthen the subject and the sector.

In 2019, the following actions were implemented, which resulted in the delivery of equipment and installations to 20 communities/villages, serving 1,275 families, 6,850 people:

- * **Implementation of 02 Solar Energy Community Water Supply Systems:** one in the Community of Marituba, in the Tapajós Flona, city of Belterra, benefitting 42 families, 292 people; the other in the community of Murui, in PAE Lago Grande, city of Santarém, benefitting 39 families, 168 people;
- * **Investment in the adequacy and improvement of water supply systems** in 15 communities, 11 in the Tapajós-Arapiuns Resex, 2 in PAE Lago Grande, 1 in PAE Taparará in the city of Santarém and 1 in the Tapajós FLONA, city of Belterra.
- * **Drilling of 1 well and installation of 3 water tanks of 15,000 liters** each to serve the communities of Prainha 1, Prainha 2 and Itapaíuna, in the Tapajós National Forest, city of Belterra, benefitting 115 families, 408 people;

- * **Restoration of the distribution network,** cleaning and adaptation of the well and installation of a chlorination system in the Community water supply system of the Maripá Community, Tapajós-Arapiuns Resex, city of Santarém, benefitting 48 families, 250 people;
- * **25 Training workshops** for beneficiaries for the good use of water, management and operation of the water supply systems and implemented social technologies;
- * **Water quality monitoring** of the implemented systems;
- * **Development of a system** based on the experience of Health and Happiness in the implementation Community water supply systems in conservation units, settlements, indigenous and quilombola territories.



4.3.2 - CISTERNS PROGRAM

Executed by Health and Happiness in its areas of operation, the National Rainwater Collection Support Program and other Social Technologies (Program Cisterns) of the Ministry of Citizenship of the Federal Government has as its goal the promotion of access to water for human consumption and food production through the implementation of simple and low-cost social technologies.

The program's target are low-income rural families impacted by drought or who suffer regular water shortage, prioritizing traditional people and communities. The implementation predicts the following steps:

- * **Social mobilization:** choice of the communities involved and mobilization of families, led by the executing entity with participation of local representative institutions.
- * **Training:** valuing the existing community organization, with a proper educational proposal toward popular education. The educa-

tional materials have simple language and illustrations, helping the comprehension of people involved.

- * **Implementation:** development of technology through training provided by the program and counting on cooperation, generating a feeling of ownership, which promotes more sustainability to the installed equipment.

The Social Technologies predicted in the Collaboration Term as subdivided as follows:

- * **Social technology no. 07 – 456 families:** Community Multipurpose Rain System – 1 tank of 1,000 liters to each Family with a rain collection system – restroom with latrine in each residence – network, filtering system and three elevated 5,000-liter tanks.
- * **Social technology no. 08 – 101 families:** Autonomous Multipurpose Rain System – 1 tank of 1,000 liters + 1 of 5,000 liters to each Family with a rain collection system – restroom with latrine in each residence.
- * **Social technology no. 13 – 100 families:** Autonomous Multipurpose Rain System for

lowland environments - 1 tank of 1,000 liters + 1 of 5,000 liters to each Family with a rain collection system – restroom with latrine in each residence.

* **Social technology no. 14 – 95 families:**
Community Multipurpose Rain System for lowland environments – 1 tank of 1,000 liters to each family with a rain collection system – restroom with latrine in each residence – network, filtering system and three elevated 5,000-liter tanks.

* **Social technology no. 15 – 432 families:**

Community system with underground collection 1 tank of 1,000 liters to each family with a rain collection system – network, filtering system and three elevated 5,000-liter tanks.



Social technology implies participation, empowerment and self-management from users. Health and Happiness coordinates the activities, which are executed in partnership with three other Civil Society Organizations accredited by the Ministry of Citizenship and chosen through notice.

From the total of 1,184 Social Technologies predicted in the Collaboration term, in 2018 259 were delivered, 132 in the city of Santarém and 127 in the city of Belterra; in 2019 170 were delivered, 169 in the city of Santarém and 1 in the city of Belterra; 755 will still be delivered in the first semester of 2020.

Throughout 2019, **25 training workshops were held, involving 218 families.**

* **Meeting with the managers of the water supply systems:** on April 1, 2019, the event gathered managers from the city of Santarém, Belterra and Aveiro, with a total of 65 community members from the following territories: Resex, Flona, PAE Lago Grande, Aveiro and PAX Aruã. The goal was to discuss processes

of management and maintenance of the community water supply systems in the mentioned cities and to perform a survey/balance of the currently implemented systems by applying a questionnaire. As a referral, a forum of water supply community managements was established, formed by three people from each present territory, with the goal of discussing the management processes and general referrals of the water systems.

OTHER ACTIVITIES HELD IN 2019

Activities	Quantity
Technical Visitation: follow-up, sizing, water collection	64
Meetings, assemblies, seminars and workshops	48
Inauguration and delivery of systems	11
Delivery of materials	08
Monitoring	08
Application of questionnaires	05
Technical Support	05
Hydraulic Installation	04
Exchanges/Knowledge Sharing	03
Others	03

5 - SOCIOEDUCATIONAL ACTIVITIES, EDUCATION, CULTURE AND COMMUNICATION

The Education, Culture and Communication Program aims to expand learning opportunities to contextualize the population in their environment, universalize their knowledge, strengthen their cultural identity and enable access to new knowledge and technologies, in order to form confident and autonomous citizens, capable of managing their communities, defending their territories and their fundamental rights.



5.1 - TERRITORIES OF LEARNING: COMMUNITY AND ENVIRONMENTAL EDUCATION

We have developed activities that improve the quality of education in the communities, reducing the gap between formal education and the sociocultural/environmental reality of students, enabling a significant and contextualized learning through training and dissemination of innovative educational approaches for the education of the country, rivers and forests.

* **Planting Water:** In celebration of Tree Day, 74 children and adolescents, students from the

Nossa Senhora de Aparecida School – in the community of Pedra Branca – exchanged the classroom for field activities at CEFA where they got to know the functioning of the demonstrative units, especially the forest seedling nursery. Participants discussed the concept of environmental education and syntropy – characterized by organization, integration, balance and preservation of energy in the environment. They got to see the process of germination, growth and fertilization of seedlings. Next, they went to the spring of Igarapé do Carão, which has been suffering with sedimentation. They planted 60 seedlings of buriti, patauá, açaí, bacaba, andiroba, cashew and ingá species by the banks of the Igarapé do Carão spring, aiming to revitalize it;



5.1.2 - MOCORONGA NETWORK OF POPULAR COMMUNICATION

The Mocoronga Network of Popular Communication trains young people from more than 30 communities to act as “forest reporters”. Supported by a central office in the city of Santarém, rural affiliates of the network produce radio programs, news programs, community videos, fotonovelas, comic books, blogs and digital media.

Educommunication Workshops: 24 workshops with the participation of 628 adolescents and young people, accompanying the visit of the Abaré Hospital Boat. The themes of the workshops were the same addressed during the health education workshops held with the Health Community Agents, who accompanied the activities in their respective communities. Through a creative process, using the languages of communication, these young people learned both the content and how to develop materials with a language appropriate to the communities in order to make the acquired knowledge popular.

During the workshops, the following were produced:

Atividades realizadas	Material produzido
Vídeos	45
Vinhetas	38
Entrevistas	28
Fotonovelas	19
Cartazes	03
Programa de rádio	03
Pecas de teatros	02
Paródias	01

* **Mocoronga Network Radio Program:** in 2019, we kept the one-hour weekly program at the Santarém Rural Education Radio Station, with weekly news, event schedule, community cultural expressions, interviews and educational campaigns produced in the local workshops. During this period, 44 shows were produced and broadcast. In 2019, the program also became available on the Internet through SoundCloud and streaming apps such as Spotify.

* **Alter do Chão Film Festival:** PSA was part of the mobilization process of the fes-

tival, especially of the Movie Festival Seminar: Strategies, Actions and Financing of Audiovisual Production. Held on March 14, 15 and 16, the seminar provided a meeting between important representatives of the country's audiovisual sector and the communities of the Amazon, especially from Pará. The festival itself happened from October 21 to 27 of 2019, in the Alter do Chão Village. It gathered approximately 30,000 people, exhibited approximately 300 films from 48 countries, in addition to promoting cultural events, seminars and debates. PSA also participated by presenting its community educational and communication work with riv-

erside community youth, exhibiting videos produced by them and debating the audiovisual potentials for local development.

- * **Community Radios Meeting:** Community radio communicators gathered in Santarém from November 25-27 2019, aiming to develop new communication strategies. The event included regions of Transamazônica, Tapajós, metropolitan and southern Pará and was articulated and planned by AMARC Brasil and Artigo 19, institutions that support these types of communication so important for riverside, indigenous and *quilombola* communities, and the population in general. They were three days of knowledge and partnerships between people from the Amazon.





5.1.3 - MOCORONGO CIRCUS

One of PSA's older projects, the Mocorongo Circus promotes education on health, the environment, community citizenship and other subjects through art-education. Using participatory methodologies, the activities are built along with the population and permeate local popular culture.

- * **Art-education Workshop:** held on August 23, it counted on the contribution of Nina Harper, graduate of the Académie Fratellini and the University of Paris. She used guided improv exercises and improv to gather collective and individual material. The workshop further enriched the knowledge of the PSA art-education team and of those interested in this type of art.

- * **I Agroecology and Angola Capoeira Exchange:** held from September 11 to 15, the event featured the participation of Master Alexandre Ferreira from the School of Angola Capoeira N'Golo Bantus, from Olinda-PE. There were activities for creating berimbau,

musicalization classes, capoeira moves, African history, mandinga video, plantation of forest and fruit species at the Igarapé do Carão spring, as well as the harvest of vegetables from the ecological vegetable garden and seed collection from the fields.

- * **Mocorongo Circus at the XXIX Theater Exhibit of Santarém:** on October 10, 2019, the Mocorongo Circus team presented itself on the stage of Casa da Cultura during the XXIX Theater Exhibit of Santarém. The activity was reinforced by members of the Five Star Circus and the Community of Suruacá.



5.1.4 - ENTREPRENEURSHIP TRAINING

Innovation and entrepreneurship to help communities face the challenge of rural exodus: this the foundation of the Beiradão of Opportunity Platform, through which young people from the communities are trained for work and entrepreneurship. After the initial training, they enter a deeper course and a mentorship program. The solutions found by the students for their communities' problems are turned into business plans, many of which are incubated by PSA and partner institutions.

- * **Beiradão Opportunity Festival:** held from February 13-16, 2019 at the Active Forest Experimental Center with the participation of 131 young people. It is a training space for young entrepreneurs that includes social business concepts and technologies for agroecology, helping them develop innovative ideas that seek alternatives for the work world and for income generation. This is phase I of training, with discovery of new knowledges, where different possibilities are presented for the analysis of problems and prototyping of

solutions. The following step is more developed coursework and a mentorship program, in which participants work together to identify their communities' problems and search for solutions to these problems. The ideas are turned into business plans and can finally be put into practice as micro companies, social movements, collectives etc.

- * **Entrepreneurship Training Modules:** 30 young people chosen at the Beiradão Opportunity Festival participate of the following steps:
 - » **First Module:** March 28 and 29, Introduction to Entrepreneurship;
 - » **Field Technical Course:** April 16 to 18, Community of Maguari, Training Workshop on Native Bee Management Techniques;
 - » **Field Technical Course:** April 24 to 26, Jaguarari and CEFA, Community Based Tourism Course;
 - » **Second Module:** May 2 and 3 – Entrepreneurship behavior, CANVAS and development of business ideas;
 - » **Technical Course:** May 20 to 22, CEFA, Composting and Earthworm Culture Course;

- » **Third Module:** May 30 and 31 – Business plan and visual identity of enterprises;
- » **Fourth Module:** June 14 and 15 – Pitch development and presentation rehearsal;
- » **Fifth Module:** July 4 – Pitch presentation event.

From the proposals developed at the end of the course, 05 were chosen to receive technical support and initial financial support for their implementation:

- » **05 proposals chosen for support** among which innovative businesses are emphasized in the areas of meliponiculture, agroecology, culture and tourism: NAP – Agroecology Nucleus of Prainha; Amazon Honey; São Pedro CultureFest; Natumel; Jasmim Floriculture; Olá Jaguar – Tourism, Culture and Community. The follow-up on the Evolution of the proposals is done by the project's team.

* **Workshop on Design of Co-creation of Appropriate Technologies:** With 30 participants from different territories, this activity is an initiative by World-Transforming

Technologies – WTT, in the context of the MIT D-Lab Innovation Ecosystem Builder Fellowship, in partnership with Health and Happiness. It was guided the Invento Institute of Appropriate Technologies for Sustainability. The main goal of the workshop is to develop the capacity to innovate and the development of low-cost technologies to improve the life of the communities. The developed technologies are simple and address daily problems, using materials that are locally available. The following technologies were created: bike-machines to wash clothes, manual blender, cart to transport manioc, manioc peeler, corn thresher, coal presses, water pumps and manioc collectors.



5.15 - CABOCLA WEB, TRAINING FOR YOUTH ACTIVISM

Collaborative platform of mobilization, training and support for youth collectives in the communities, the Cabocla Web encourages socioeducational and cultural activities and activism campaigns in defense of fundamental rights, including themes such as territory, citizenship, gender issues, children and adolescent rights, environmental education, forest preservation and valuing of the cultural identity of communities of the Amazon. In 2019, the following activities were held:

- * **2019 Cabocla Web Festival:** Analysis of Youth Initiatives held on June 6 in Santarém, with the participation of 47 young people. The event analyzed socioeducational initiatives that had been in course through the youth collectives since 2018 and supported by PSA. In groups, participants drew an impact tree, addressing the goals and results of each initiative within socioeducational or socioeconomic approaches. Next, they presented the result of their work (the tree) for a collective analysis



of the impacts of actions and their perspective of continuity. The actions presented were the following: Connection Cipó: Papagaio Network of the day (informative news); Mosquito Radio; Advancing with Technology (Linux system course for teachers); Areia Branca – Culture Festival; Cine Kumaruara Vision; Promoting health and education through dance; Vertical Garden; Reciclabandos and Planting for the Future (awareness and sensibilization on the rights of children, adolescents and young people). The result of the socioeconomic initiatives was: VELOMAQ: construction of a machine to peel manioc; Caipiró – marketing of birds and eggs; and Arnaí – Indigenous Crafts.

* **Engajamundo, Journeys for Activism Training:** PSA also supports the activities of the national youth collective Engajamundo and its insertion in the Amazon communities. In 2019, were held: **i) Audiovisual Workshop:** from March 19-21, 2019, at the Floresta School, with 16 young people. The activity enabled them to build narratives of communication (context and instruments) with audiovisual,

video edition, text production to use in advocacy activities, political participation and mobilization for the defense of rights of young people and of the Amazon communities. **ii)**

Youth Leadership Training:

On April 2-3, 2019, in the community of Prainha I, in FLONA, 33 young people worked on questions related to social engagement and youth self-advocacy – formed by debates, reflections and socioeducational activities of communication. Themes linked to violence against women, sexuality, strengthening of defense groups, predatory fishing, waste and residue, and alcoholism were addressed in the communication process through the production of posters, messages against prejudice and cultural presentations.



5.1.6 - SOCIAL ASSISTANCE: 3RD STEP OF THE RIVERSIDE CITIZENSHIP ACTIVITY

The 3rd Step of the Riverside Citizenship Activity happened in the Community of Mentai, in the Tapajós-Arapixins Resex, on June 13-16, 2019 and counted on 209 participants. There is a pent-up demand, both due to the distance between most of the communities to the city and to the absence of financial conditions, to obtain registrations and basic citizenship documents. The understanding is that the exercise of citizenship also includes the acquisition of personal documents that enable, among others, access to social rights. As such, a mobile task force was held in partnership with the Public Defense of the State of Pará (DPE/PA) and Health and Happiness (PSA), with the support of the Konrad Adenauer Foundation (KAS), taking citizenship to the community members of the most remote areas, rescuing their dignity and guaranteeing their constitutional rights.

Initially, educational lectures on the Rights of Children and Adolescents, Domestic Violence and Pedophilia were held. On other days, assistance on the following services was offered: emission of RG (Brazilian identity cards), legal assistance and guidance,

certificates and vaccines. Nursing consultations were also offered, as well as social and psychological assistance, as well as vaccination against Hepatitis and Yellow Fever and quick tests for HIV, Syphilis and Hepatitis. Overall, 1,159 services were provided:

SERVICES	QUANTITY
Birth Certificate Emissions	464
ID Emissions	217
Application of vaccine dosage	205
Nurse consultations	55
Psychological consultations	45
Updates of the Cadastro Único (Single Registry Program)	35
Social Assistance	32
Legal Guidance	24
Duplicates of Birth Certificates	23
HIV Tests	18
Marriage Certificate Emissions	10
Legal referrals	10
Document rectifications	05
Preventive Screenings for Cervical Cancer – PCCU	08
Legal Actions	07
Conciliations	01
TOTAL	1,159



SUMMARY OF ACTIVITIES

Training Events	Date/ Period	Served communities	Participants	Gender		Hourly load
				Male	Fem.	
Planting water: Enrichment of the Igarapé do Carão Spring Preservation Area – Homage to Tree Day	September 19 2019	02	74	39 (53%)	35 (47%)	4h
Educommunication Workshops with children, adolescents and young people	March - November 2019	24	628	308	320	8h each
Alter do Chão Film Festival Seminar	March 14-16 2019	-	50	-	-	12h
Alter do Chão Film Festival	October 21-27 2019	30.000		-	-	28h
Art-education Workshop	August 23 2019	-	10	-	-	8h
Circus Mocarongo Presentation	October 10 2019	-	30	-	-	2h
Beiradão Opportunity Festival	February 13-16 2019	28	131	-	-	28h
08 Modules of Entrepreneurship Training	March - July 2019	06	30		-	140h
Workshop of Co-creation of Appropriate Technologies	March 18-23 2019	06	30	-	-	48h

Cabocla Web Festival, analysis of youth initiatives	June 6 2019	11	47			8h
Engajamundo: audiovisual workshop for young people	March 19-21 2019	10	16			24h
Engajamundo: training of young artists	April 2 and 3 2019	03	33			16h
Social Assistance: 3rd step of the riverside citizenship activity	June 13-16 2019	15	209			28h

6 - TERRITORIAL DEVELOPMENT

As the basis of social and political support for all actions promoted by Health and Happiness (PSA) in the communities of the Amazon, the Territorial Development program integrates these actions to contribute to their internal and intercommunity organization and to help ensure the right to land and to consolidate sustainable territories managed by the forest people themselves. In general, the traditional communities lack formal and legal representation before governmental bodies, which hinders their access to the public policies to which they are entitled. Even internally, they lack organizational structures and leadership to defend their

lands and management of their own development.

Given this, PSA acts in strengthening the **local community** representations for them to articulate in **territorial communities**, training and advising community leaders and their organizations for defense of their lands, the social control over public policies and good management of their natural resources for the Amazon to thrive—in order to benefit the local people, the country and the planet's future.

In 2019, this included:

6.1 - SOCIAL ORGANIZATION AND COMMUNITY MANAGEMENT

- * **Community Seminars of Social Organization:** 08 events were held in the communities. These seminars addressed at different levels, according to the reality and activity developed by the project in each community, aspects related to the representative structures of each place, both legally and politically. This also included discussion on local productive arrangements encouraged by the Active Forest Program, such as honey and seedling production, which depend on the organization of each community. Needs for improvement of collective infrastructures were discussed and some PSA future activities are slated to address this.
- * **Meeting of the Active Forest Intercommunity Council – CIFA:** aiming to present the ABRUSPEBRAS partnership strategies and to define the actions of CIFA for 2019, the meeting was held at CEFA, counting on 41 participants.
- * **General Assembly of the FLONA Federation:** the assembly has as its main subject the accountability of the FLONA Federation. Other points such as the improvement of transportation between communities, Management Plan and information on projects being executed by PSA at FLONA were also addressed.
- * **Meeting with the Rural Family House – Belterra:** the meeting was held at the community of Prata – Km 62 of Br 163 – Belterra. It had 08 participants (PSA team and the school's technical staff) and aimed to share information on the activities developed by the Active Forest Project in partnership with technical schools for rural youth.



6.2 - ARTICULATIONS AND PARTNERSHIPS

All of PSA's work is done in a participatory way, along with social actors who act locally, regionally, nationally and internationally. One of the ways to ensure the participation of the communities is the support of their representations, be it to the implementation of the projects or to the defense of collective social rights. Thus, PSA articulates with local partner associations and organizations, which are empowered by seminars, workshops, assistance, participation in events and various councils.

* **Meeting of the Tapajós Active Forest Forum:**

- i. The meeting was held at the auditorium of Health and Happiness to approximate the institutions that act on the territory covered by the project. Institutional leaders of the Tapajós National Forest - FLONA - territories were present, as well as leaders of the Tapajós/Arapiuns Extractivist Reserve, of the PAE Lago Grande Settlement and Health and Happiness' team, accounting for 23 people from

9 institutions, such as: STTRS/Santarém; STTRS/Belterra; FLONA Federation; FEAGLE; TAPAJORA; TURIARTE; COOMFLONA; CIFA; CFR of STM. At the meeting, guidelines were defined for the continuity of the Active Forest Project, based on the following Hubs: CEFA/RESEX (Carão) – Training and Demonstrative Technologies (School).

- » CEFA/FLONA (Jaguarari) – Production and Processing (Oils Power Plant)
 - » SUPPORT BASE/SANTARÉM – Storage, disposal and marketing
 - » ARTISANALHOUSE/LAGOGRANDE(Urucureá)
 - » NEW INNS (1 at FLONA/Jaguarari + 1 at RESEX/Tapajós to be defined).
- ii. At the second meeting, in the second semester, aiming to share information on the Tapajós Active Forest Project, the institutions that form the Forum met again to discuss, articulate and define guidelines with emphasis on the implementation of the ECONCENTER to

be built in the city of Santarém. At the occasion, the need to develop a business plan for the execution of the Tapajós Active Forest Project was discussed, having ACOSPER as its focal point as the social enterprise for the marketing of local sociobiodiversity products.

* **Seminar of Agroecology Leaders:** held at CEFA with the main goal of improving the management of the territories and improving the potential of agroextractivist, organic and sociobiodiversity productions. Health and Happiness (PSA) and the National Council of the Regnskogfondet Populations (CNS) were responsible for the seminar, in partnership with the Chico Mendes Memorial, Workers and Rural Workers Union of Santarém (STTR-STM), TAPAJÓ-ARA, ICMbio, Tapajós National Forest Federation, the Association of Women Rural Workers (AMTR), the Federation of Associations of Residents and Communities of the Lago Grande Raw Land Agroextractivist Settlement (FEAGLE), the Association of Women Rural Workers of Belterra (AMABELA) and EMATER. 185 people from 47 communities participated. Initial-

ly, there was an opening session with speeches from the present leadership, followed by a roundtable on the subject of Women's Power in Agroecology with various exhibitors and finalized with a debate. Another key moment of the Seminar was the realization of 06 workshops, which were: alternative seedling production, honey management, home medicine, bio jewelry, biofertilizers and natural paint. The seminar was formed by moments of strengthening, demonstrating to the present leaders that they are not alone and that there are solutions for marketing of family farming and sociobiodiversity products, and that there are partners who support and strengthen territorial activities to guarantee the well-being of the forest people.

* **Amazon Center of the World Meeting:** support to the participation of five Young people from the Engajamundo Network at the event held in Altamira in November of 2019, with leaders of the forest, international climate activists, climate and Earth scientists to discuss the challenges of the socioenvironmental agenda in the Amazon.

RESUMO EXECUTIVO EDUCAÇÃO E COMUNICAÇÃO						
Training Events	Date/ Period	Served communities	Participants	Gender		Hourly load
				Male	Fem.	
Meeting of the Tapajós Active Forest Forum	February 26 2019	-	23	13	10	4h
Meeting of the Tapajós Active Forest Forum	October 1 2019	-	16	8	8	4h
Meeting of the Active Forest Intercommunity Council - CIFA	March 14-15 2019	13	41	25 (60%)	16 (40%)	16h
Social Organization Seminar – Jaguarari – FLONA	May 8-9 2019	15	41	27 (66%)	14 (34%)	16h
Social Organization Seminar – Carão/CEFA -RESEX	May 23-24 2019	25	47	37 (79%)	10 (21%)	8h
General Assembly of the FLONA Federation	June 6 2019	17	55	47 (85%)	08 (15%)	8h
Active Forest Forum	October 1 2019	11	11	09 (82%)	02 (18%)	4h
Community Meeting – Carão	October 12 2019	01	30	13 (43%)	17 (57%)	4h
Social Organization Community Network – Carariacá	October 22 2019	02	16	09 (56%)	07 (44%)	4h
Social Organization Community Meeting - Laranjal	October 23 2019	01	14	09 (64%)	05 (36%)	4h
Meeting of native beekeepers from the Community of Anã	November 2 2019	01	17	12 (71%)	05 (29%)	8h

Community Meeting - Jaguarari – FLONA	October 2 2019	01	27	13 (48%)	14 (52%)	4h
Community Meeting - Jaguarari – FLONA	October 19 2019	01	36	21 (58%)	15 (42%)	8h
CFR Meeting – Belterra	November 26 2019	01	08	05 (63%)	03 (37%)	4h
Seminar of Agroecology Leaders	July 8-11 2019	47	185	112 (60%)	73 (40%)	24h
Participation in the “Amazon Center of the World” meeting	November 17-19 2019	-	300	-	-	24h
TOTAL NUMBER OF PARTICIPANTS			614	390	224	

6.3 - DISSEMINATION, REPLICATION AND EXCHANGE OF EXPERIENCES

The groundwork of Health and Happiness in Amazonian communities improves quality of life and citizenship indicators for the local population. It also creates methodologies, social technologies and experiences in different areas as a reference for other regions of the country. In all of its projects, the organization trains participants (leaders, rural producers, health agents, midwives, teachers, women and young people) to act as replica-

tors, taking the developed experiences to other communities. At the same time, the project values the exchange of experiences with other organizations and activities in a relationship based on learning and collaboration.

In 2019, we achieved:

* **Systematization of the Community Water**

Management Experience: development of the technical guidebook with specifics to build a hybrid water supply system with photovoltaic energy and little dependency on diesel fuel, and ways for community participatory management. The guidebook is distributed to communities and organizations interested in multiplying the methodology.

- * **We shared our experience on basic sanitation** with Xavantes Indigenous people from Mato Grosso. The partnership included technical support to implement a project of access to water and sanitation at the Etenhiritipá-TI Pimentel Barbosa village, supported by the Embassy of Canada.
- * **We began to prospect and organize the Mundurukus Indigenous Villages**, of the mid-Tapajós river region, for the implementation of Technologies of access to water and sanitation. Through the Cisterns Programs, 11 families from eight villages will benefit in 2020 from construction of rain collection systems and restrooms.

We participated in the following exchanges:

- * **X SISARS Management Seminar – Integrated Rural Sanitation System**, titled “Universalization of Access to Water: Challenges of Rural Sanitation”, from November 5-7, 2019, in Salvador. Health and Happiness shared its experiences in terms of access to water and sanitation programs in riverside communities of the Amazon.
- * **Syntropy Agriculture:** one of the technicians of the Active Forest Program participated of an exchange with the Ernst Götsch scientists and farmers in Bahia regarding the technique of syntropy agriculture.
- * **Mamirauá Institute:** Exchange held from June 22-30, 2019 between the Mamirauá Institute, city of Tefé, mid-Solimões region, state of Amazonas, and Health and Happiness. Four members of the PSA Team and one member of the Forest Tourism and Handicrafts Co-op (TURIARTE) visited the Socioproductive experiences of the institute with local communi-

ties. In its turn, the Mamirauá Institute held its exchange in September with four technicians to get to know the experiences of PSA,

participating in team meetings and onsite visits to check on the experience of workers in FLONA and in the Resex.

7 - INSTITUTIONAL MANAGEMENT

7.1 - INTERNAL ANALYSIS AND PLANNING MEETINGS

In 2019, **three internal seminars** on analysis and planning of the institution's work were held, with directors, coordinators and the technical staff:

- * From January 21-23, 2019, the seminar analyzed the activities developed in 2018 and discussed goals for 2019. We discussed management processes, models for requesting goods and services, flow and improvement of the logistics department, maintenance expenses for equipment and fixed assets and new hires.
- * From June 17-19, 2019, the seminar debat-

ed improvements on the integration between the different areas, analyzed the performance of projects emphasizing advances, difficulties and challenges and suggestions for the improvement of the following: logistics, mobilization, execution of the activities, post-activities, internal and external communications and relevant aspects.

- * On November 4, 2019, the seminar addressed a change in the Internal Bylaws, a better definition of responsibilities and functions and the use of new internal management tools.

7.2 - TEAM PARTICIPATION IN TRAINING EVENTS

* **Fundamentals of Restorative Justice Course:** held from April 8-10 by the Santarém Agrarian Justice Prosecutor's Office, in partnership with UFOPA, the Workers and Rural Workers Union of Santarém, the Ford Foundation, the FASE Amazon Program, Health and Happiness and the Konrad-Adenauer-Stiftung Foundation

(FAS). It was destined to community leaders and social movements of Western Pará. Its goal was to qualify facilitators of non-conflicting circles and the proposal was to present the methodology of restorative justice to the rural communities in order to enable dialogue and conflict resolution, especially in the agrarian area.

* **Dragon Dreaming Introduction Course:** held from June 21-23, 2019 at Igara, in Alter do Chão. Dragon Dreaming is a collaborative methodology that transforms the way we see reality in relation to ourselves, people and the environment. Its main focus is on the perspective of the potential that each person has to fulfill dreams and projects in creative, fun, collaborative and sustainable ways.

* **Project Citizen Science:** aims to enable young people to access science in a practical and attractive way. The project uses two



Fundamentals of Restorative Justice Course

tools. The first one is Ichthys (which means fish in Greek), which is an app developed for WCS that enabled young volunteers to collect information during fishing. The data collected were inputted into a system for data analysis and crossing. The second one is foldscope, a paper microscope that identifies microorganisms present in water. With it, it is possible to know the quality of water for daily consumption at fishing locations. In Pará, the communities of Aracampina (located at the island of Ituqui, left bank of the Amazonas River) and the Solimões Indigenous Village (on the left bank of the Tapajós river in the Tapajós/Arapiuns Extractivist Reserve) were chosen to be part of the program. The project is a result of a partnership between SAPOPEMA, UFOPA, Health and Happiness and WCS. The program ended on May 27, at the Marechal Rondon Campus/UFOPA.

* **Training course with WTT:** Training of Trainers (ToT): training in methodologies for the development of the creative capacity of the communities, while valuing ideas to create a

useful low-cost technology to solve community problems. It has approximately 30 participants from Brazil, Colombia, Mexico, Guatemala, Argentina and Costa Rica. PSA already tests this methodology in the communities.

* **VOA AMBEV Program:** Health and Happiness was one of the 52 NGOs selected by the brewery Ambev, among the 300 enrolled to participate in the mentorship program VOA. Its goal is to contribute knowledge in different areas for the organizations to evolve, helping them better structure themselves and expand their impact on society. Three PSA technicians participated in training events in areas such as strategic planning and change theory, storytelling workshop, exchange of good practices, co-creation of practices, fundraising and good management practices. At the end of the program in 2019, Health and Happiness received its conclusion certificate from the program with excellence in good management practices.

7.3 - PARTICIPATION IN ACTIVITIES OF PUBLIC POLICY COUNCILS AND FORUMS

- * **National Rural Education Forum – Education Plenary on the Fields**, Waters and Forest of the Lower Amazon, May 28, 2019, at the auditorium of the Public Ministry of the State.
- * **Environmental Education Event:** In Compliance with the Law. Held on June 4, 2019, at the Professor Emir Hermes Bemerguy Art School.
- * **State Meeting of the Forum of Rights of Children and Adolescents of the State of Pará**, on April 27 of 2019, in Belém.
- * **Launch of the #PodeSerAbuso (#ItMay-BeAbuse) Campaign:** an initiative of the Rights of Children and Adolescents City Council (COMDCA) and the Municipal Labor and Social Assistance Bureau (SEMTRAS) in partnership with Health and Happiness to fight abuse and sexual exploitation of children and adolescents. Held on May 6, 2019 at the auditorium of PSA.
- * **VI Round Table on the Fight Against Abuse and Sexual Exploitation of Children and Adolescents:** on May 10, 2019, at the sports court of Pastoral da Criança in Mapiri, in preparation to May 18 (denominated **“D” Day** of the fight against abuse and sexual exploitation of children and adolescents) and to project Action and Protection – “Do it Right” – supported by Cáritas.
- * **“D” Day:** the blitz took place May 17, 2019, on the streets of the city of Santarém. It was another warm-up for May 18: **“D” Day** of the fight against abuse and sexual exploitation of children and adolescents. Four simultaneous educational blitzes were held.

* **Santarém Drug Prevention and Combat Week**, on June 26, 2019, at the auditorium of the State's Public Ministry.

* **Baby and Breastfeeding Week:** The Municipal Council for the Rights of Children and Adolescents participated on August 1, 2019 for the event's opening, held in partnership with the Health, Education and Social Assistance bureaus.

* **Seminar on children and adolescents in the context of constructions in the Tapajós region.** The seminar discussed the large constructions in the Tapajós region and how they affect the lives of local children and adolescents. Held on August 14, 2019, it was coordinated by the State's Public Ministry, the Tapajós Vivo Movement, the Amazon Restorative Justice Clinic, CEDCA Pará, Health and Happiness, Ecovida Institute and in partnership with the Federal University of Western Pará.

* **Training course for defense and protection of children and adolescents:** from December 5-7, 2019, the Municipal Council for the Rights of

Children and Adolescents of Santarém, through the Municipal Labor and Social Assistance Bureau, participated with its new Santarém, Belterra and Aveiro guardian counselors for the Training Course for the Network of Defense and Protection of Children and Adolescents.

* **Meetings of the Santarém Municipal Health Council.**

* **Meetings of the Manager Committee of the Abaré Hospital Boat:** on May 2 and May 10, meetings were held to form a Management Committee for the Abaré to discuss travel schedules, establishment of cities, use of resources from the Riverside Family Health Strategy (ESFF), partnerships and counterparts, responsibilities between partners and accountability. PSA, UFOPA, Santarém and Belterra City Governments, the Municipal Health Councils and the State's Public Ministry participated.

* **Public Action – City of Belterra.** On June 10, at the headquarters of the Rural Workers

Union, the mayor, representatives of Health and Happiness, the Municipal Health Council of Belterra and the Public Ministry discussed re-including Belterra in service rounds of the Abaré Hospital Boat;

- * **“Live Abaré – All For One Idea” Seminar:** on June 11 and 12, at UFOPA, to debate the

current challenges of the Abaré’s management, quality of services and the expansion of activities and strategies with institutions that provide services and the benefitted audiences.

- * **Sanitation Inspection Visit:** on December 17, the Abaré boat was visited by the Sanitary Vigilance, which renewed the boat’s business license.

7.4 - INTERINSTITUTIONAL EVENTS

- * **Meeting of Waters Alliances:** Alliance for the “Tapajós We Want”, gathering organizations, movements and ethnicities of the regions Teles Pires, Juruena, High, Mid and Low Tapajós, and representatives of the Madeira and Xingu basins to think of the region as a whole and the impacts of large enterprises on the territories, which affect the collective rights of these riverside populations. Health and Happiness mediated the articulation. From June 14-16 of 2019, representatives of 43 organizations and movements, vastly diverse in culture and people, gathered

to share challenges, activities and strategies. On June 17, 2019, a dialogue table was held in the auditorium of the State’s Public Ministry, titled “Testimonies of the Resistance Before the Withdraw of Our Natural Resources”. The goal was to inform society on the activities developed to defend the territory and combat large projects that the government and multinational companies intended to install in the area.

- * **Energy and Communities Symposium-Fair – energy solutions for communities of the**

Amazon. In Manaus, from March 25-28, it gathered 830 participants, from indigenous and Community leaders from various states and countries of the Amazon, representatives of Federal and State Governments, of the financial, commercial and industrial sectors, research centers and civil Society organizations to debate the challenges of the access to electricity in the communities of the Amazon and to present successful experiences, especially those that implement clean energy solutions, such as the photovoltaic systems of solar energy. PSA was one of the event's organizers and in partnership with ISA – the Socioenvironmental Institute, and support of the Mott Foundation.



* **Seminar on Forest Restoration of Western Pará:** from April 28- May 4, at CEFA, the event was part of environmental restoration activities developed by international organization The Nature Conservancy and the Federal Institute of Pará, Santarém Campus. It includes the partnership of various entities: Embrapa, UFOPA, Emilio Goeldi Museum, Health and Happiness and the Santarém City Government. The intention was to promote knowledge exchange on restoration, technical training and environmental regularization of rural lands, according to the Brazilian Forestry Code. Eighty technicians from the cities of Óbidos, Alenquer, Monte Alegre, Santarém, Belterra and Mojuí dos Campos participated.

* **Brazilian Conference on Climate Change.** From November 6-8, 2019, in Recife. In 2018, the Brazilian Government withdrew its candidacy for Brazil to host the 25th UN Climate Change Conference (COP-25), scheduled for 2019. As a result, several civil society organizations came together to hold their own Conference. The event gathered non-gov-



ernmental organizations, social movements, governments, the scientific Community and the Brazilian private and public sectors for dialogue and formulation of proposals for the implementation of an agenda to consolidate internal pacts for strengthening and expansion of the country's climate agenda. Health

and Happiness was one of the organizations that hosted the event.

* **Amazon in Syntropy Seminar: Science, Agriculture and Forest.** Held on September 12, 2019 at the State's Public Ministry in Santarém, with the presence of 250 people, the event presented new sustainable agriculture models that integrate, production, forest and the environment with reduction of costs and increase in productivity, with the participation of geneticist and researcher Ernst Gotsch, creator of the Syntrophic Agriculture Model, scientist Antonio Donato Nobre, agronomist with master's degree in Tropical Biology (Ecology) and Phd in Earth System Sciences (Biogeochemis-



try)), and agronomist-engineer Rogério Vian, from the Association of Soy and Corn Producers of Goiás (Aprosoja-GO) and APROSOJA Brazil. The opening featured Caetano Scannavino, coordinator of Health and Happiness, Dr. Lilian Regina Furtado Braga, Prosecutor of the Public Ministry of the State of Pará and Dr. Marcos Prado Lima, PhD in biology from the Federal University of Western Pará – UFOPA;

- * **Dialogue Forum: Cooperation for Sustainable Development in Tapajós and Arapiuns:** The event celebrated the 25 years of partnership between Health and Happiness and the Konrad Adenauer Foundation, with the presence of other supporting partner foundations, such as the MOTT Foundation and Avina. A total of 101 community members from areas served by the partnership also attended. With this, there was dialogue with institutional representatives, discussing the challenges of cooperation in the country's current scenario, and community members, who were able to better understand how international cooperation works, demonstrat-

ing the benefits that their communities receive and presenting new challenges.

- * **UM Climate Change Conference – COP 25, Spain:** Caetano Scannavino represented Health and Happiness, presenting the current situation in the Amazon, with the increase of fires and the attempts of criminalization of environmental organizations



(such as the case of the Alter do Chão Fire Brigade and PSA itself). Among roundtables and debates, Brazilian Minister of the Environment, Ricardo Salles, was a participant. There was much repercussion on the insensitive way the minister reacted toward Scannavino's invitation for a pact against the killing of Amazonian indigenous leaders and environmentalists.

- * **Pact for Democracy:** platform for joint action in defense of democratic construction in Brazil. It is an initiative of Brazilian

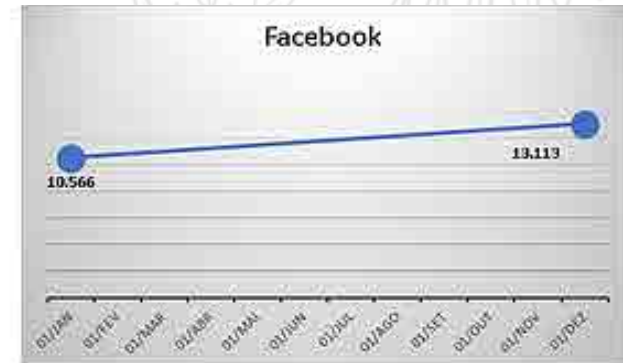
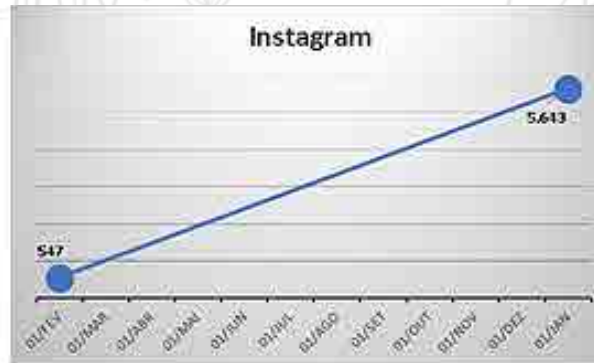
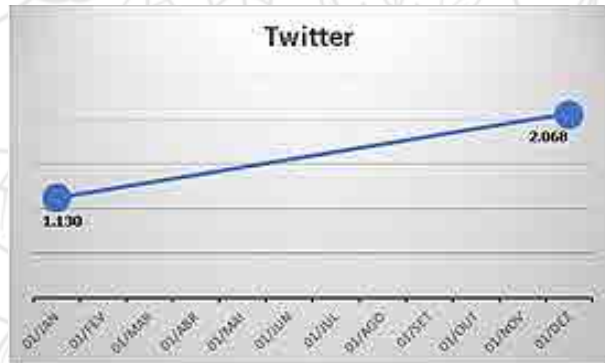
civil society for defense and improvement of political and democratic life in Brazil. The platform and its organizations were fundamental for collaboration and support of Health and Happiness during the criminalization scenarios of 2019. In addition to public statements in defense of the organization, the Pact promoted an event in São Paulo, titled "Moving Ahead for Democracy" on December 2, 2019, when the case was discussed within the context of numerous measures and actions threaten the coexistence of democratic institutions.

7.5 - INSTITUTIONAL COMMUNICATION

7.5.1 - DIGITAL PLANNING

- * Revision of the Digital Positioning of Health and Happiness with a plan developed in partnership with the Agency Fervo. The planning development took place over the year with local agen-

cy SWB Communication and Marketing and with consultancy work from Fervo. From the organizational language to all content of art, text, video, photo and audio, we occupy different communication channels of our own, producing content and appropriately and constantly interacting in



each platform: Facebook, Instagram, Twitter, SoundCloud, Spotify, LinkedIn and news Blog.

- * We achieved significant numbers of followers on our already existing channels – Facebook and Twitter – and created new contact points on Instagram, SoundCloud, Spotify, LinkedIn and the news Blog.
- * Also as part of the Digital Positioning Plan, we published a new institutional website with better organization and which places a priority on the current news of each project. It also

better shares the entity's history and mechanisms for institutional transparency. A version in English is under development.

- * Creation and maintenance of the Public Notices page, to give transparency in the contracting of services, assistances, and acquisition of products through public bidding;
- * Production of Institutional Content;
- * Creation and maintenance of the News/Blog Institutional page.

7.5.2 - CONTENT PRODUCTION

- * Production of journalistic articles on the activities developed by the organization, with a field reporter and/or investigation of data in Santarém. Throughout 2019, 133 articles were written which, in addition to being published in our Institutional Blog, also circulated PSA social media, WhatsApp group. A weekly summary is shared with partners and various audiences;
- * 8 institutional videos were produced on the organization's projects;
- * Maintenance of the Mocaronga Network Radio Show: the organization has a weekly one-hour radio show on the Santarém Rural Education Station, with weekly news, events agenda, cultural expressions of the communities, interviews and educational campaigns, especially developed by youth collectives in communities through the Mocaronga Popular Communication Network. During this year, 44 shows were produced and broadcast. This

content was also inserted into SoundCloud and Spotify and regularly published in our news blog and PSA social media.

- * Support and participation in the NGOs Radar Platform, developed by magazine Página 22, with quality information on the role of NGOs in the Amazon.

7.5.3 - PRESS OFFICE

- * Maintenance of a press office for institutional communication with national and international repercussion;
- * PSA spokespersons also occupied editorial spaces with opinion articles in media such as Folha de S. Paulo and Carta Capital.

MEDIA INSERTION IN 2019

Regional	49
National	30
International	3
TOTAL	82

7.5.4 - CRISIS MANAGEMENT DUE TO UNFAIR SEIZURE OF NGO EQUIPMENT

As mentioned in this report's introduction, in late 2019 PSA was forced to dedicate part of its efforts and, more specifically, its communication efforts, toward crisis management of its institutional image due to the unfair seizure of documents and equipment.

On November 26, the Civil Police of Pará launched "Operation Fogo do Sairé", after previous investigations into allegedly criminal fires in the Environmental Protection Area Alter do Chão (Santarém-PA). The operation had two main simultaneous facts.

1 - Four members of the Alter do Chão Fire Brigade were arrested on the 26th, on weak charges of causing the fires, which have not been proven.

2 - Parallel to this, on the same day, the headquarters of Health and Happiness (PSA) received a search and seizure warrant. This was a generic warrant, so documents and computers were taken from headquarters without clear criteria. Only one month later, on December 27, did police begin

to return the documents apprehended from Health and Happiness.

Following this, a network of fake news targeting PSA was created, which required special attention from the communications team to expand even more the transparency of PSA work. In early December, Eugênio Scannavino, founder of PSA, was interviewed by journalists on Roda Viva, on the TV channel Cultura. During the interview, he spoke about the difficulty of continuing the projects without the equipment, and talked about how PSA maintains transparency and detailed activities, also discussing development. Caetano Scannavino and other spokespersons began to respond to press vehicles daily to clarify facts and update events, with the support of partner agencies, Fervo and SWA.

From November 26 to December 4, the team monitored and analyzed approximately 600 news reports on the investigation on the fires, considering both mentions of PSA and the Alter do Chão Fire Brigade. The first wave of news was very negative, giving visibility to the investigation without considering PSA's statement. Following this were reports

showing gaps in the investigation, news on release of those arrested and complaints on the process of seized documents – which began to neutralize the first negative impact. To measure repercussion, an analysis considering the main national vehicles and a sample of regional vehicles was conducted. Of 65 news pieces from the first week, 68% were positive for PSA, but 32% portrayed the case in a negative

way for PSA and Brigade volunteers. The regional outlets published most of the false accusations.

By the end of 2019, this situation had already been overcome and the result for the organization was that its positive image was enhanced and interaction with the press and direct public through social media was solidified.

