

PREVENTIVE CITIES

- Mina Seinfeld de Carakushansky
- Juan Alberto Yaria



LATIN AMERICA

A pair of hands is shown holding a small globe of the Earth. The globe is centered on the Americas, with the continents of North and South America visible. The Latin American region, including Mexico, Central America, and the northern part of South America, is highlighted in various colors like yellow, green, and purple. The hands are positioned around the globe, with fingers visible on the left and right sides. The background is dark, making the globe and hands stand out.

- **22 Countries. 600 million people**
- **Spanish – world's 3rd most spoken language**
- **World Economy (GDPO – Gross Domestic Product)**
 - **Brazil 8th**
 - **Mexico 13th**
 - **Paraguay 111th**
 - **Nicaragua 137th**



- Latin American countries blessed in climate and natural resources

But poverty and crime hinder development and wellbeing



- **The test of a first-rate intelligence is the ability to hold two opposed ideas in the mind at the same time, and still retain the ability to function. One should, for example, be able to see that things are hopeless and yet be determined to make them otherwise.**

—F. Scott Fitzgerald



DRUGS

WE

DO OUR INITIATIVES REACH THE GENERAL PUBLIC?



IS OUR COMMUNICATION STYLE UP-TO-DATE?

Creme Dental **COLGATE**

perfuma o hálito, limpa, ambeleza e protege os dentes.

Ensine seus filhos a escovar os dentes com Creme Dental Colgate após as refeições. É o melhor método para combater a cárie. As crianças adoram o delicioso sabor refrescante de COLGATE!




CREME DENTAL COLGATE

COLGATE - o criador dos mais belos sorrisos!

Juventude e Beleza

na espuma cremosa do **SABONETE PALMOLIVE**



Com Palmolive você pode obter cútis mais linda em 14 dias apenas!

É fácil! - Lave o rosto, o colo e os ombros com Sabonete Palmolive. Faça uma suave massagem com sua espuma cremosa e vitalizante durante 60 segundos. Enxágue. Essa massagem tonifica e produz em sua pele todo o efeito embelezador de PALMOLIVE!

PALMOLIVE torna a cútis aveludada como pétala de rosa!



Para os meus...

LEITE NINHO - o melhor do mundo!

Ninho é fabricado com leite de ordenha recente e de 1.ª qualidade. Quando V. toma o seu copo de leite Ninho pode ter a certeza de que está bebendo o melhor leite do mundo... obtido de vacas que vivem ao ar livre, alimentando-se de ricas pastagens.

Ninho é sempre fresco porque seus estoques são constantemente renovados, graças ao seu grande consumo.

Diga V. também: para os meus... Leite Ninho!

LEITE NINHO - o melhor!

À venda em toda parte, em latas de 454, 1.000 e 2.000 g (peso líquido)



dê nova vida a seus filhos com **TODDY**



Dê força, vigor, energia e rapidez mental a seus filhos com **TODDY**, o amigo e protetor das crianças em todo o mundo, durante gerações.

TODDY é o protetor e amigo das crianças.



Quem sabe... sabe!

OUR VISION SHOULD BE 360°

**WE SHOULD LOOK
INSIDE AND OUTSIDE**

■

OUR CHALLENGE:

- CONVINCING THAT DRUG USE IS HARMFUL TO SOCIETY AS A WHOLE
- SHOWING THAT THERE ARE SOLUTIONS TO THIS PROBLEM



OFFER HEALTHY ACTIVITIES WHICH CAN GIVE PRIDE AND IDENTIFICATION



> PREVENTIVE CITY Community Process

**POLITITIANs and
ADMINISTRATORS
IN CHARGE**

**HUMAN
RESOURCES and
SERVICES**

POPULATION

**CITY, SCHOOL,
NEIGHBORHOOD**

**PROFFSSIONALS
NGOs**

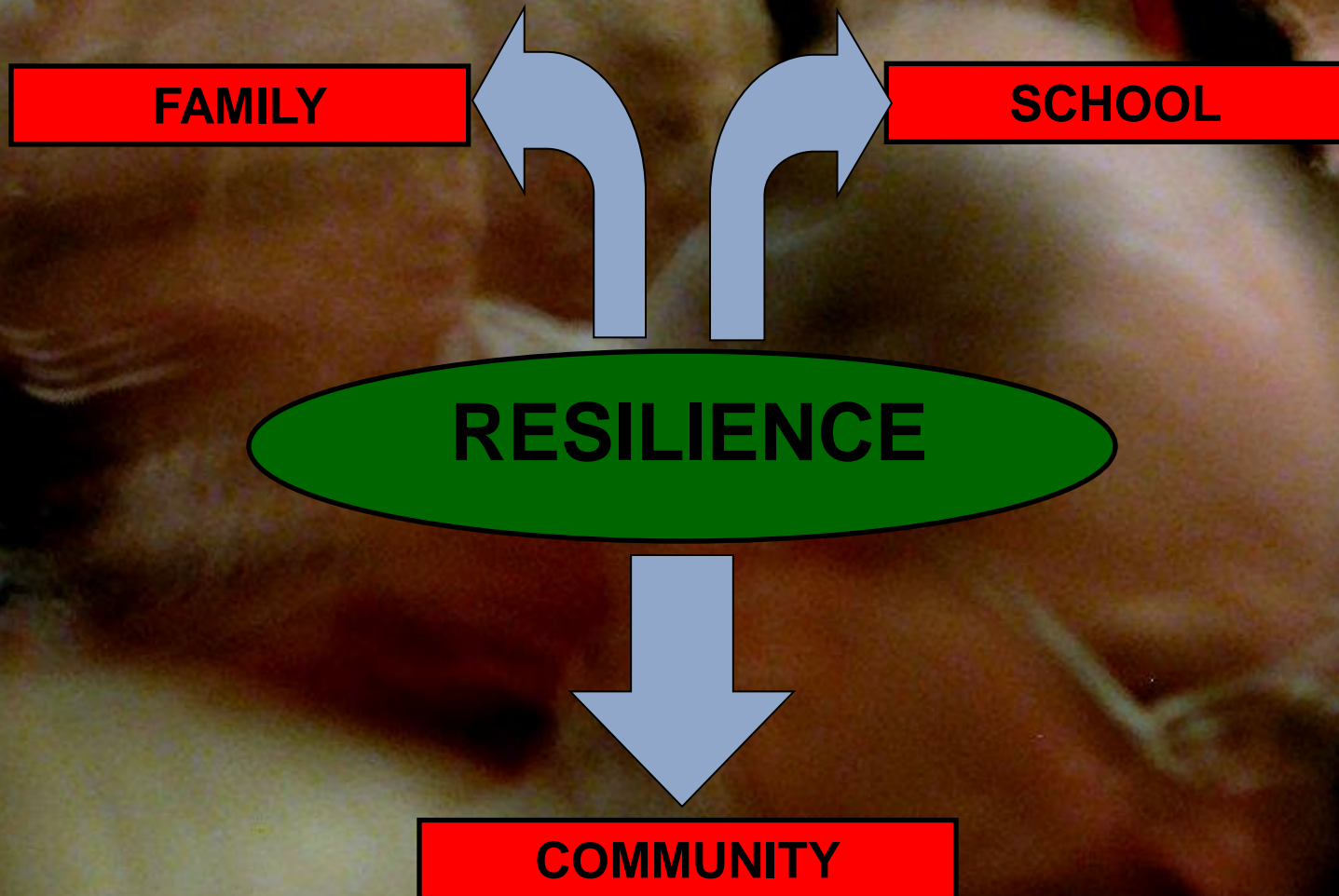
**SOCIETY &
ORGANIZATION**

**Invite to participate
political support,
service coordination**

Plan, train, evaluate

**Neighborhood
associations
Voluntary workers,
coalitions, NGOs,
business**

> PREVENTIVE CITY

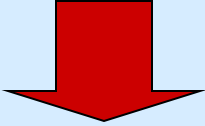


A group of people, including a young boy in a red patterned shirt and a cap, and a woman in a patterned top, are shown in an urban setting. The image is overlaid with a semi-transparent dark rectangle containing text.

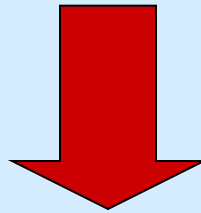
> Preventive City Model: specific for each city

- Type of problems
- Necessities
- Values
- Resources
- Type of citizen
- Citizens social perception about their problems

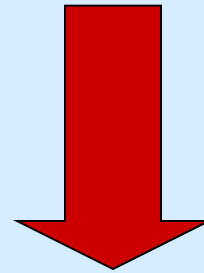
ADDED QUALITY TO COMMUNITY LIFE



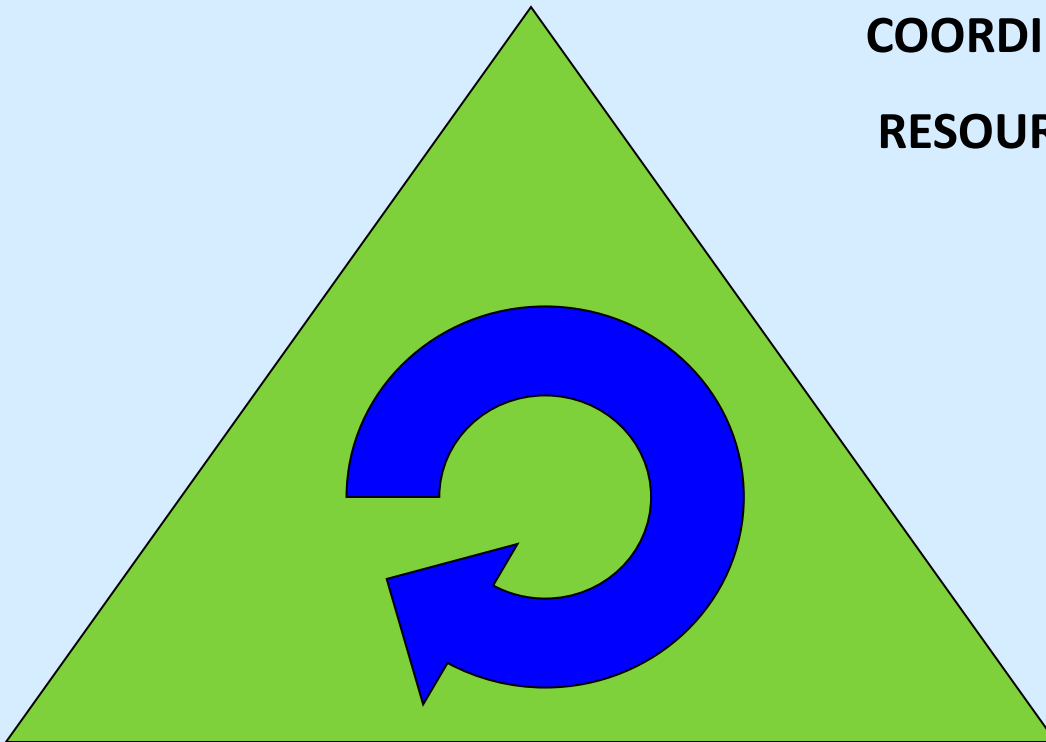
POPULATION PARTICIPATION



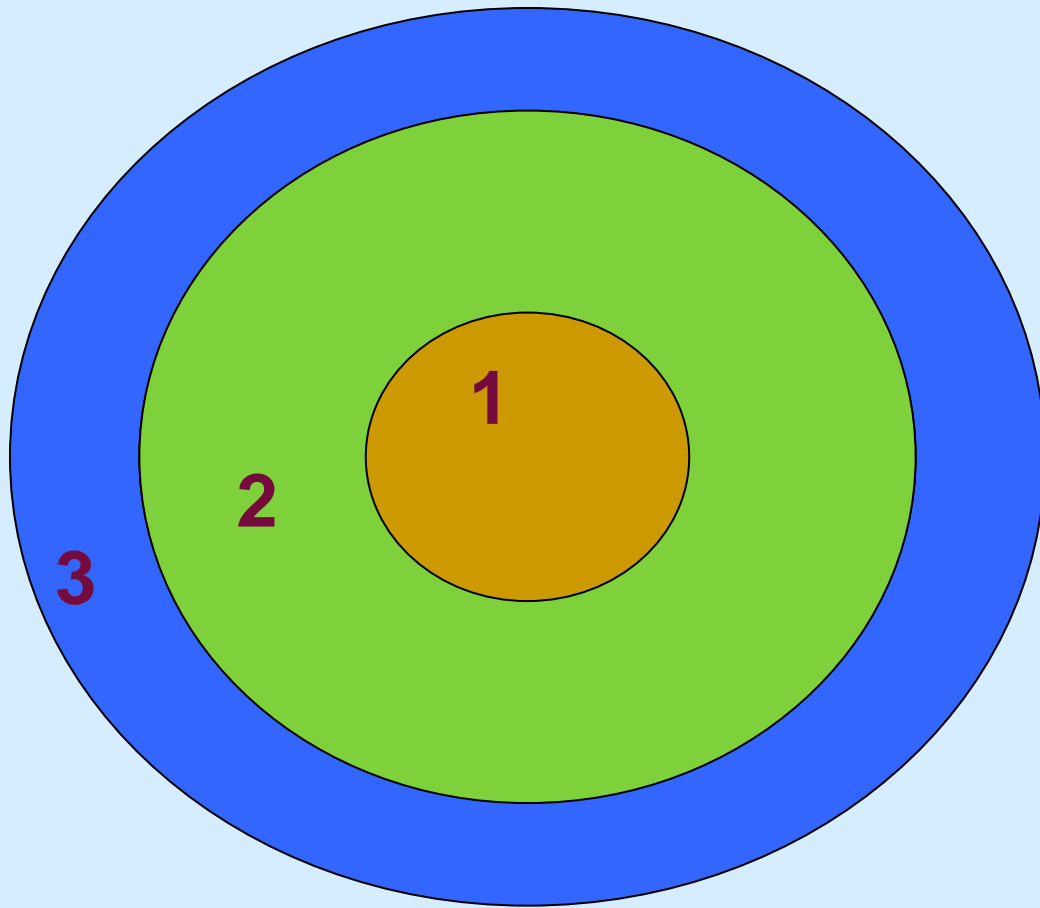
INVOLVEMENT



COORDINATION of
RESOURCES & KNOWLEDGE

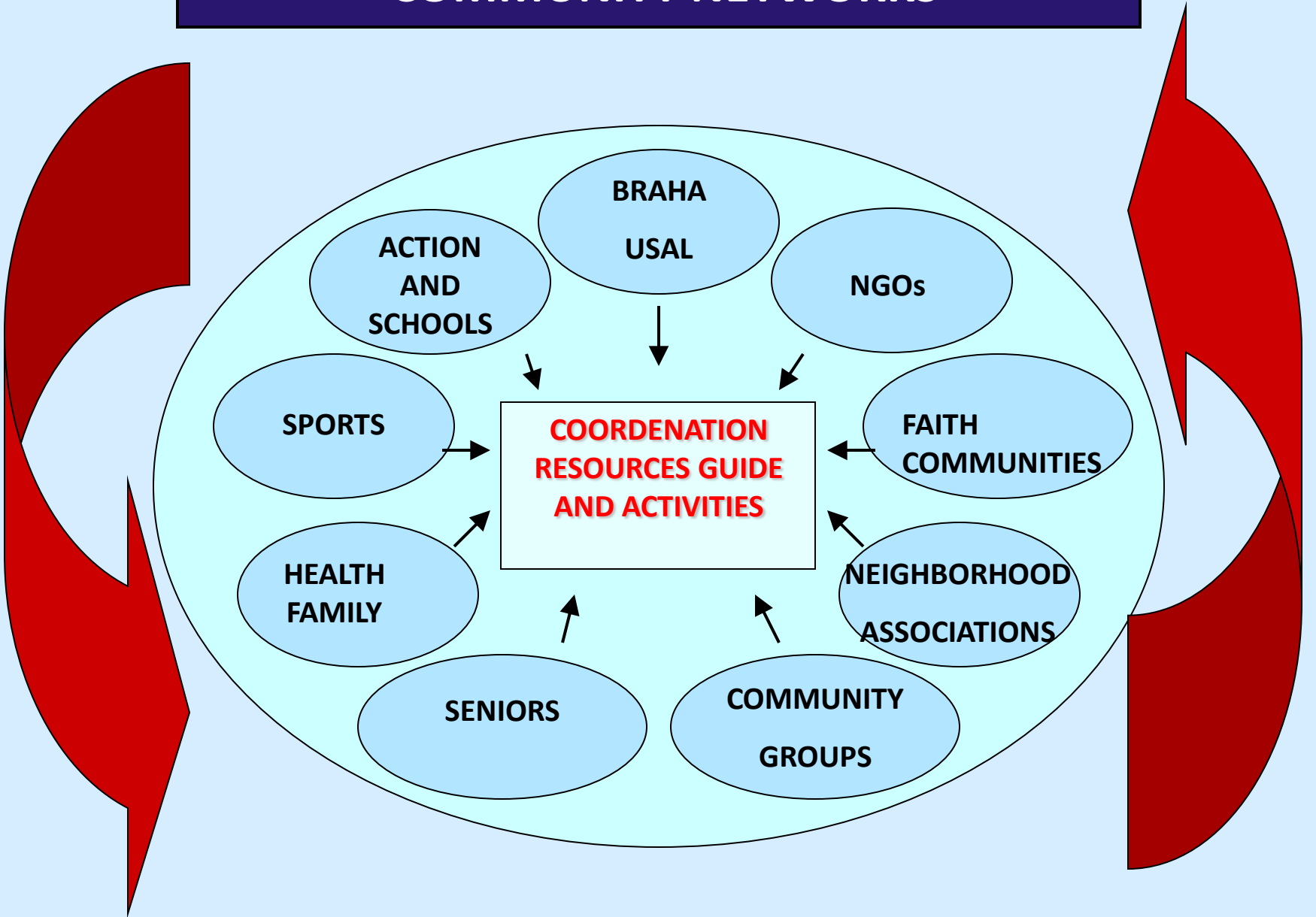


THE THREE CIRCLE DYNAMICS



1. Motor Nucleus
2. Partial or punctual commitment
3. Information

COMMUNITY NETWORKS



PREVENTIVE NEIGHBORHOOD

YOUTH
CENTERS

NGOs

CHILD
CENTERS

PARENT
SCHOOLS

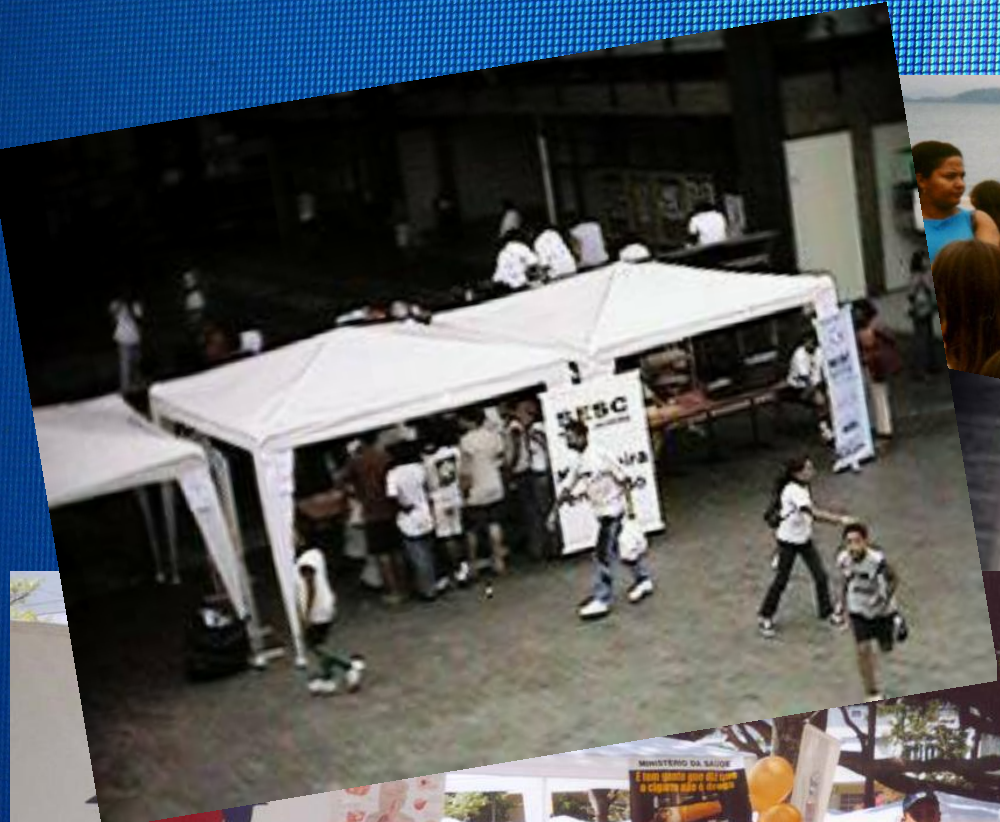
SENIORS



Publicidade



Continuous Activities with citizens



CONTESTS, DANCE AND THEATER PRESENTATIONS



Prefeitura
da Cidade **RIO**

Secretaria Especial de Prevenção
à Dependência Química
Secretaria de Educação

Concurso de Textos Teatrais

Tirando a Droga de Cena

Para alunos do ensino fundamental das escolas
públicas municipais da Cidade do Rio de Janeiro

Informações:

A partir de 21 de maio, nas sedes das
Coordenadorias Regionais de Educação

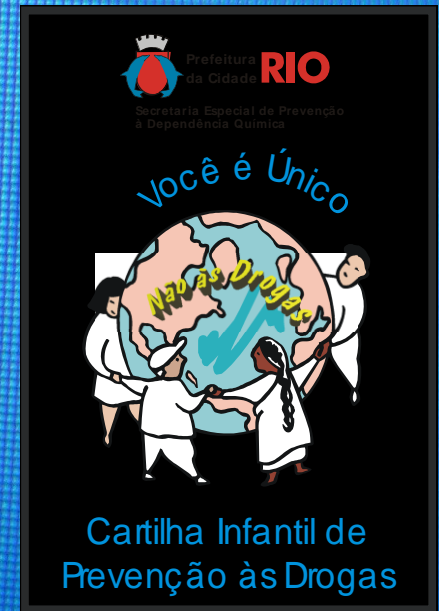
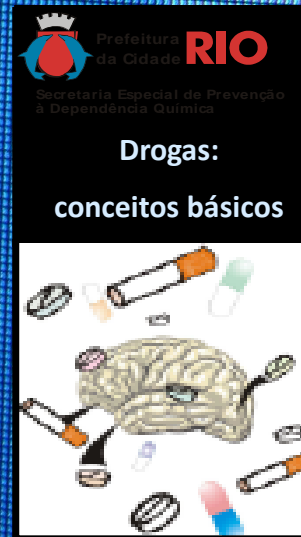
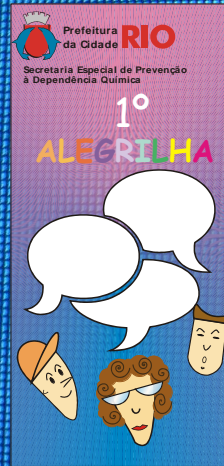


SPORTS



INFORMATION MATERIAL & INTERNET

- Folders
- Catalogs
- Booklets
- Books
- CDs



SMALL CITIES

A woman is seen from behind, sitting on a zipliner and looking out over a city. The zipliner is suspended from a red metal tower on the right. The city below is densely packed with buildings, and the background shows rolling hills under a clear sky.

- SALTA
- OLAVARRIA

VOLTA REDONDA

The first Brazilian Preventive city



NOVA FRIBURGO





FORMOSA

SANTA FE





RAMOS MEJIA



TIERRA DEL FUEGO

Preventive cities in Ecuador

- Manta
- Montecristi
- Portoviejo
- Santa Ana
- 24 de Mayo
- Jipijapa
- Bahia de Caraquez
- Jama
- San Vicente
- Pichincha
- Calceta
- Puerto Lopez

Preventive cities in Ecuador

- Rocafuerte
- Pedernales Junin
- Tosagua
- Are on the way to become Preventive cities



LARGE CITIES

MORE DIFFICULT BUT NOT IMPOSSIBLE