

21 anos
2015



Centro de Recuperação e Educação Nutricional
SAUS - Núcleo Solis Paulista

To Educate, Care
and Nourish
for Life
our History



**To Educate, Care
and Nourish
for Life**
our History



Centro de Recuperação e Educação Nutricional
SALUS - Núcleo Salus Paulista

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“With this 21 year report, our expectation is to spread our work and involve more and more people in our *relentless* rescue practice”

Message from the President

From a young age I have worked in health care, and it was a long friendship with the family of one of the founders of CREN, that brought me to the role as its President. In front of this unique, rewarding and satisfying role, I always question: what do the people assisted by CREN, expect?

To answer this question, I return to the memory of my father, who left Lebanon in search of a new life here in Brazil. The expectation of finding something

better for oneself and their own, is a characteristic of the human being. The same happens with parents who face great distances and obstacles in their search for CREN.

The duration of suffering is endless within the temporality of those who live it. Thus, our work aims to contribute in such a way

that these times are reduced and above all, to restore the dignity of existence. Success is based on mutual trust, team competence and an inexhaustible interest in the reality of every individual who comes to us.

With this 21 year report, our expectation is to spread our work and involve more and more people in our relentless rescue practice. Our aim is for CREN to be known

with all its importance; that different volunteers participate in our initiatives; and finally, that new philanthropists wake up to, and embrace this cause that concerns all of us, because our lives can - and should - make a difference in the lives of others.

Samira Bento Farah
President of Salus – Associação para a Saude – Núcleo Salus Paulista (Legal Entity of CREN)





I am sure that the world would be much sadder and lifeless if *initiatives* like CREN did not exist

When I joined the Institute of Biosciences at Universidade de São Paulo, I could never have predicted the course of my career. I was interested in Marine Biology, but ended up falling in love with the field of Nutrition. I started as a volunteer in peripheral communities in a programme on nutritional education, which initially aimed to put together a menu for a nursery where there was a high prevalence of malnutrition. From there, some friends and I began to visit other nurseries, participating in advisory boards, organising financial structures, and developing and giving courses on nutrition for mothers. We sought to avoid assistencialism and make mothers the protagonists in the recovery of their children. I think the embryo CREN was created

in this period, without my awareness. Maturing in academia, the idea started to take shape and on receiving funding, I called two recent graduates to participate in a research project: Maria Luisa Pereira Ventura (current Centre Manager of Vila Mariana) and, some time later, Gisela Solymos (current General Manager of CREN). The narrative that followed involved hundreds of people over more than two decades and has changed the lives of each one. I am sure that the world would be much sadder and lifeless if initiatives like CREN did not exist. They are essential for humans to breathe, and not to be sickened with sadness and hopelessness. This is a work that loves the human being with all that it is, good and bad. Its

creation was inspired by the dialogue between the Christian experience and all those who wish to discover the good, beauty and truth of life. For this reason, CREN has a mode of action that seeks to look, uncensored and without fear, at the whole human condition, no matter how terrible it is. CREN has sought, since its beginning, to learn from people who suffer from malnutrition and live in extreme poverty, walking with them to give them support and strength in finding solutions to their problems without paternalism, accompanying them while giving value to the positive assets they already possess. It must be remembered that CREN is the fruit of a great multitude of efforts and friendships:

the current President of Salus, Samira Farah, Prof. Luis Gaj, Rubens and Therezinha Sawaya, Mariângela Medina Brito, Alexandre Ferraro, Maria Helena Souza Nascimento, Celia Nascimento, Cristiane Andó Marinotti, Paula Andrea Martins, Miriam Ollertz, Juliana Calia, Maria Paula Albuquerque, Sonia Vendramim, Ana Claudia do Nascimento Ferreira, Alberto Piatti, Maria Teresa Gatti, Enrico Novara, Francesca Casaliggi and many others without whom we could not tell this story.

Ana Lydia Sawaya CREN's Co-founder and President of its Scientific Committee. Prof. Dr. at the Department of Physiology, Universidade Federal de São Paulo (UNIFESP), Post-doctoral studies at Massachusetts Institute of Technology (MIT) and Tufts University, USA, and PhD at University of Cambridge, UK.





The Picture that can be *Changed*

How would you react to the following picture: a family living below the poverty line, with hunger, disease, unemployment and violence of all kinds? And if this scene is repeated millions of times? How long could you stand in front of it? What if there was a way to change the tones and the shapes of such a picture? Of a countless number of pictures? Who, faced with the most brutal misery, would not want to see something new?

The following pages present an experience that, in the last 21 years, has been able to make profound changes where such possibilities were never envisioned.

CREN's tool is a recognised and awarded service of excellence, based on the certainty that every individual can be both protagonist of their own story and those of others. Our responsibility is to increase and strengthen this work, to continue to change reality.

Our disposition comes from the fact that the cure is more than just the victory over disease:

recovering a child means to re-establish emotional ties, to reinvigorate the space in which they live, and to restore the structure to which they belong.

This report is a story of our journey. More than just listing achievements and accomplishments, we hope that reading it can inspire an answer to the question: how much good are you able to do?

What follows are numbers and facts of the good generated in 21 years of continued determination, discipline and effort.





“I find it important to emphasize the beginning of everything as I have learnt that to **build** the present, we cannot forget the past”

Everyone who comes by CREN has meaningful stories to tell. A fact, an encounter, an example, a memory. It has been 21 years of work - alongside a wonderful team – that has consisted of building this novelty that leaves an indelible mark on the people we come to know. After so long, I can only say that I have been changed by this place. Having studied Social Services at university, I thought that I could transform the world, yet I realised through the everyday at CREN that the first necessary change was in me. Without presumptions, exaggerations, immediacy, we managed the unimaginable.

I started my days at the institution even before the first centre was built, when I worked

as a researcher for Prof. Ana Lydia Sawaya carrying out pilot surveys to develop basic health care and social assistance. It all started with a group of friends volunteering for the ‘Week of the Periphery’ in the favela Minas Gás in Freguesia do Ó. Then, with funding from FINER, ‘Favela Project’ was initiated in order to map the 21 poorer communities of Vila Mariana.

I find it important to emphasize the beginning of everything as I have learnt that to build the present we cannot forget the past. Today, if we can propose the method of sharing - in which we consider the whole history of a person and propose our experience in all areas of their lives – it is because in the beginning we hardly knew how or what to do. All we had was an enormous desire

to change the terrible situation that we confronted in every alley, in every house.

We developed our actions while living the impact of that reality. CREN’s service is based on the practical application of relevant and extensive research. It is a never ending work. It is also a privilege because in our centres people highly regard each other; there exists an affection that is transferred to life. It is for this reason that it is possible to deal with so many dramatic cases and with lots of pain. We are together to serve and in return we receive much more than we give. I live this with an enormous gratitude that I consider to be God’s choice, which is the fulfilment of the great dream of my youth: to help every

person to the most.

The more I think about these 21 years, the more I believe that they can be defined by one word, which coincides with an attitude: simplicity. This means to allow yourself to be shaped by the richness and humanity of so many encounters, to discover, listen and accept the other in order to support them in their needs. And so, little by little, to learn what

the true value and meaning of life is.
Malu - Maria Luisa Pereira Ventura Soares
Centre Manager – Vila Mariana. Masters in Social Services, Pontifícia Universidade Católica (PUC-SP) – Professor at Centro Universitário Assunção (UNIFAI)





“If there were more CRENs in São Paulo and in Brazil, we would have much *happier* children”

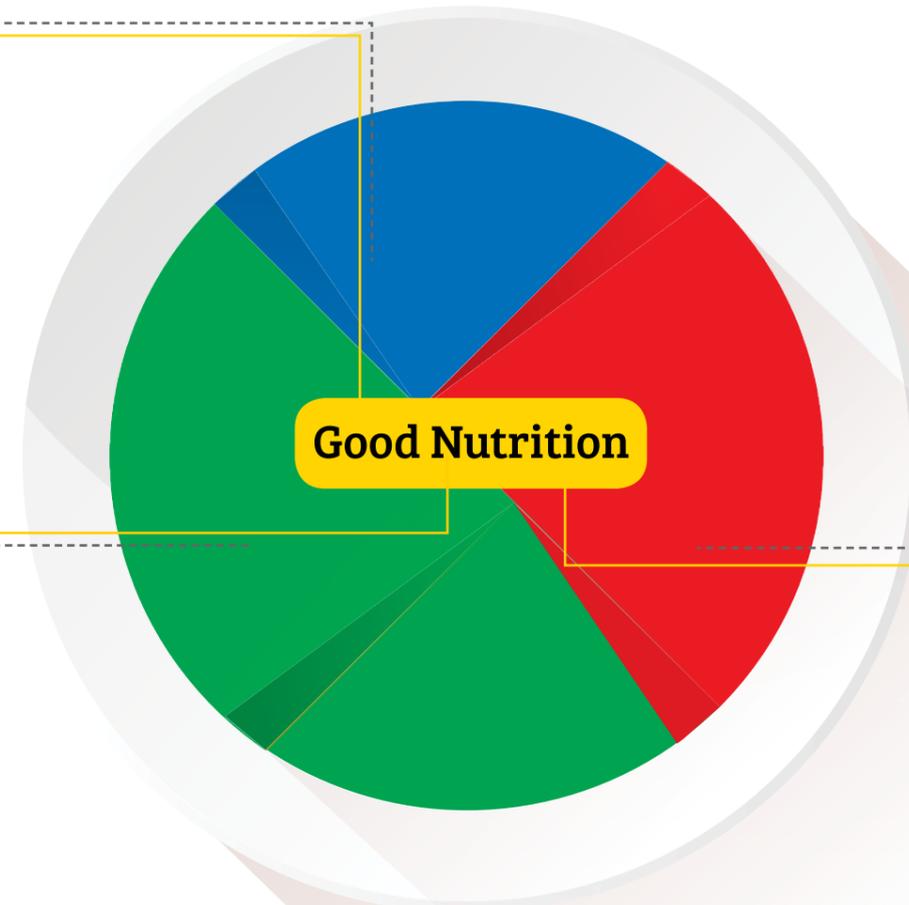
In 1989, I met ‘Favela Project’ as a medical student doing an internship at UNIFESP and in one of my first trips to Brazil. While visiting registered families that always received us with great affection, the familiarity and tranquillity in which we walked through endless favela

alleys used to call my attention. I would summarise it with the words ‘affection’ and ‘care’. The project is still necessary, because unfortunately we still have many unstructured families with numerous children. Necessary not only for undernutrition but also for malnutrition. CREN does a beautiful work. Through the child, the service provides help for the entire family and by

doing so, carries out a preventive and educational work with complete guidance. If there were more CRENs in São Paulo and in Brazil, we would have much happier children.

Sister Monique Bourget
Director of Hospital Santa Marcelina (São Paulo/SP). Studied Medicine in Canada. Worked on ‘Favela Project’ as a medical student.





 **Assistance**

- Out-patient clinic
- Community consultations
- Day hospital

 **Research and Training**

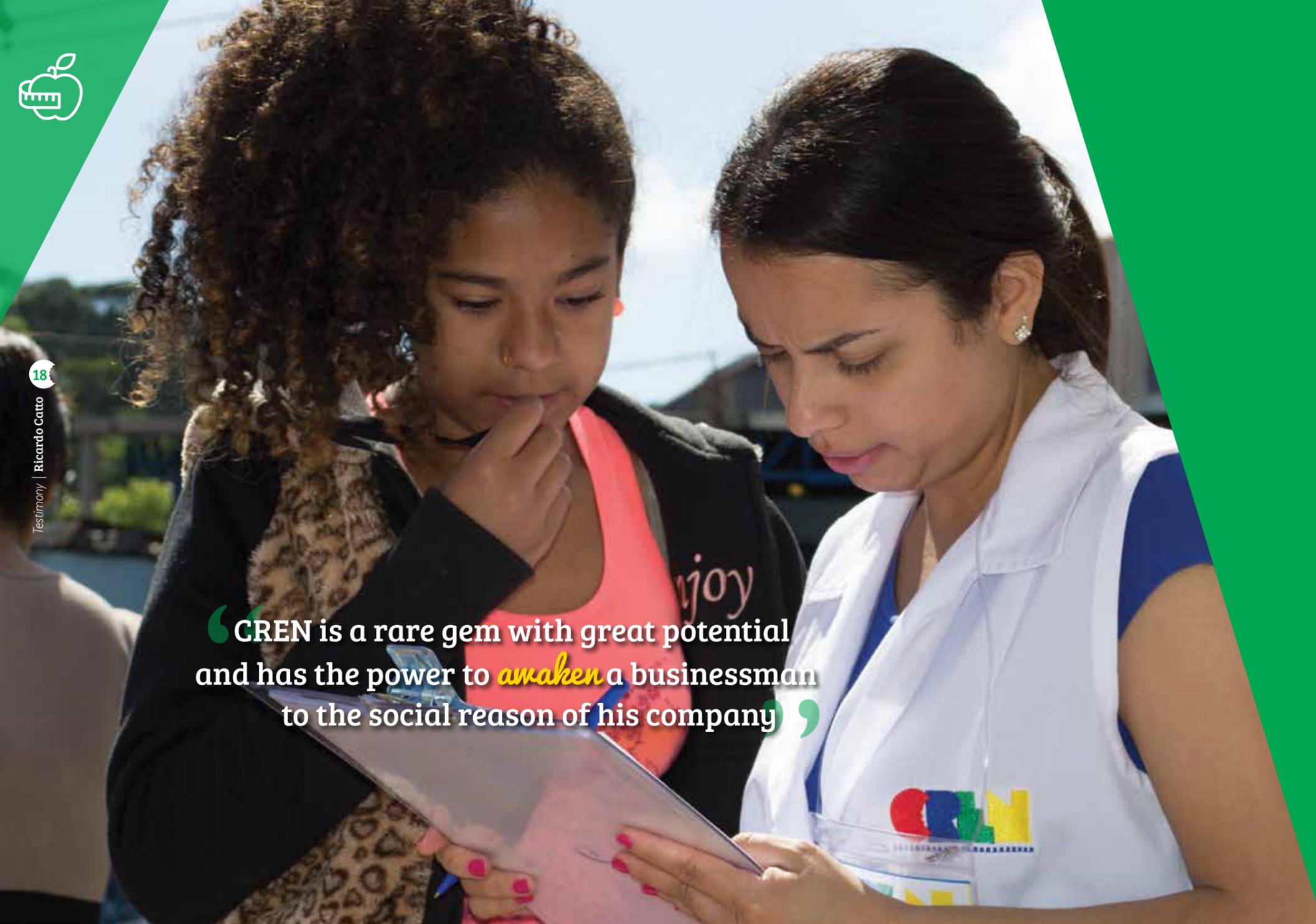
- Research
- Methodology development
- Professional training
- Communitarian leadership training

 **Multiplication**

- Consultancy and service implementation
- Publications
- Participation in networks and discussion forums

At CREN, good nutrition is achieved by investing in assistance, research and training, and multiplication.

Our Model – A Complete Service for *Good Nutrition*



“CREN is a rare gem with great potential and has the power to *awaken* a businessman to the social reason of his company”

This report was written by all those who have been and are part of CREN’s memory, who participated and put into practice the good that our work brings to the world. The future is promising because the good is a fundamental value for the life of society. It is this that we always rely on: the good, which everyone is capable of, has no end. It does not end today or tomorrow, it is perpetuated in time and changes history. Reaching

21 years of age, in other words, reaching adulthood, is proof of this.

In today’s world, it is essential to arouse managerial recognition on the importance of taking care of socio-environmental issues. It is necessary to fill in the lack of awareness, that exists in top executives and corporations, on their roles of interdependence in the business world and in society. CREN has a noble cause and is a holistic project that gives people in need a chance to a better life. Its work unites scientific knowledge, academia and research, and many

accomplishments, as it recognises that the issue of health is a symptom of a greater need. Today, those who connect to the actual needs of society can generate value. Companies, by connecting with a purpose, can create value beyond profit. It is important to rescue the “social reason” [which in Brazil is also the name that a company is

given to perform its activities] of their business, but additionally to find out “to whom you serve.” In this sense, CREN is a rare gem with great potential and has the power to awaken a businessman to the social reason of his company.



Ricardo Catto Partner of Ernest & Young (EY), Engineer, Consulting leader for Sustainable Development and Climate Change in EY.

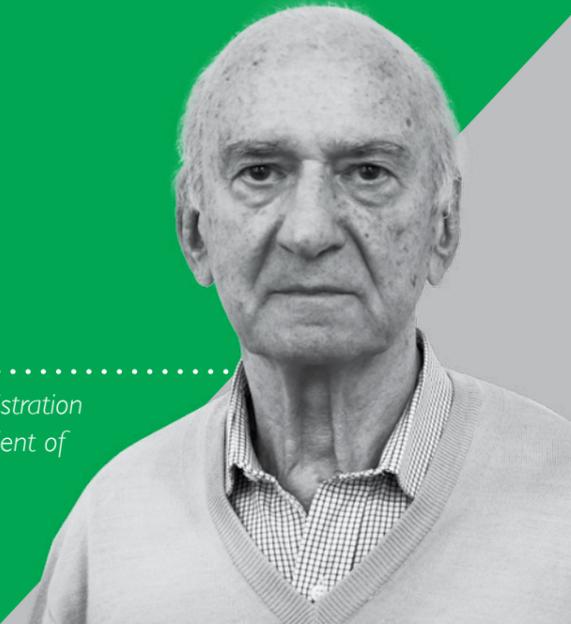


“CREN’s performance is an *inspiration*”

CREN inspires TRUST through its governing body and performs an important function in the nutritional treatment of children with primary undernutrition or obesity. Its growth strategy is twofold: adequate treatment in day hospitals and in outpatient

clinics, and the dissemination of good practices that expand its actions. CREN’s performance is an inspiration and is the reason that I have helped in its development.

Luis Gaj
Entrepreneur, Business Consultant, PhD at School of Economics, Administration and Accounting, Universidade de São Paulo (FEA-USP); Founding President of SLADE – Sociedad Latino Americana de Estrategia.





“CREN counteracts the tendency of other centres that merely *hospitalise* and *medicate* an undernourished child”

While other institutions work with child undernutrition by means of hospitalisation or by an exclusively clinical and non-educational service, CREN associates treatment to child education and to family care. It always looks to involve and assist the family during treatment, by carrying out home visits, offering training and, when necessary, psychological support. CREN counteracts the tendency of other

centres that merely hospitalise and medicate an undernourished child, by working with the deeper causes of the disease in an integrated manner so that they can make a real transformation in the life of that individual.

Its work is innovative as it tries to transform the root causes of malnutrition by giving solutions to the effects caused by extreme poverty, like the distress, insecurity and shame that parents feel when failing to adequately feed their children. In most cases, in order to treat a child, it is necessary to seek

guaranteed basic rights for their family. The child's nuclear family and their psychosocial conditions are crucial.

We hope that in the next 21 years the innovative initiative of CREN will be enhanced and their model replicated throughout Brazil.



Deise Hajpek
Coordinator of Ashoka
Fellowship Brazil.



Claudia Durán
Director of Ashoka
Fellowship Brazil.



attitudes to life become objects of transformation. This change is our commitment, it makes evident who we are and summarises our concept of a sustainable nutritional recovery for life.

To establish partnerships, SALUS – Associação para a Saúde, Núcleo Salus Paulista was created. This is the entity that today operates and manages CREN's contracts. In its current structure, SALUS Paulista, in partnership with UNIFESP and other universities, produces numerous scientific publications. SALUS Paulista also holds partnerships with various private institutions and the Departments of Health, Education and Human Rights and Citizenship of the Municipality of São Paulo.

At CREN, the impact surpasses the reversal of clinical symptoms. The individual's condition changes, and their surroundings and

The starting point of the project were socioeconomic and nutritional status surveys. In a bold move, the team decided to go from diagnosis to care. This was a risky step, since investing in the recovery of undernourished children and involving their families and communities was something unheard of in Brazil. The first challenge was to build a centre with adequate space.

CREN's first centre - opened in 1993 - was built and maintained for several years by the Italian organization, Fondazione AVSI (www.avsi.org). Today, 21 years later, other than the initial centre in Vila Mariana, two more units were opened in São Paulo - Jundiaí (2001) and Vila Jacuí (2006) - and one in Maceió (2007).

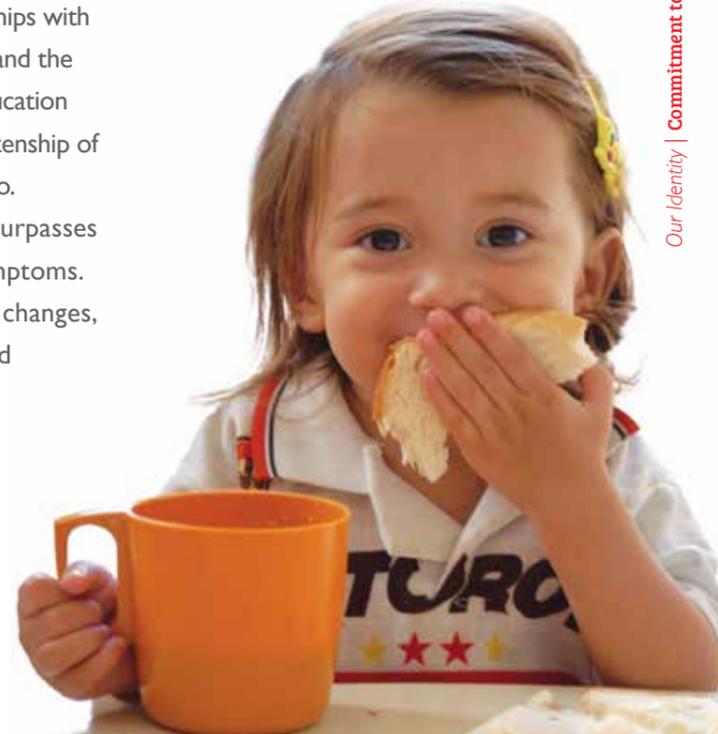
consequences of malnutrition, the resulting metabolic changes and its possible reversibility.

Ana Lydia invited Maria Luisa Ventura Soares (Centre Manager of Vila Mariana) and then Gisela Solymos (now General Manager of CREN) to form part of her team. Among the three, they had one common ideal: they belonged to a Catholic movement, and had a strong interest in the reality of favelas and the rescue of the dignity of the people with whom they worked. This interest gave fruit to direct interventions and scientific research, and thus was created 'Favela Project', in which a team of teachers and professionals linked to the university performed interventions in communities with a very high prevalence of undernourished children.

The Centre for Nutritional Recovery and Education (CREN) is an international reference in the area of nutritional education and health. As a space for treatment of primary nutritional disorders (undernutrition and obesity), it is a place that proves how much good a person is capable of promoting when their ideas are not excessive and unrealistic, and when the goal is not the achievement of a defined plan, but is in favour of the person and helps in their needs.

The history of CREN was born from an operative friendship. Between 1988 and 1990, Ana Lydia Sawaya, the then newly hired professor at Universidade Federal de São Paulo / Escola Paulista de Medicina (UNIFESP / EPM), in collaboration with Professor Dirce Sigulem, conducted a series of studies on the long-term

Our Identity: A Commitment to the Person





The people we **help** are excluded by extreme poverty, they no longer believe in values and have a very weak social network



I encountered CREN during the years of my PhD in Endocrinology at UNIFESP. In the 1970's, as a nutritionist and sanitarian aid-worker, I had contact with nutritional rehabilitation centres whose model was rapid weight regain treatment. At CREN, I found a different place that produced science and helped the population.

In research and professional work, I participated in the reality of people that had a need of everything – I used to go to their homes, listened to their stories, took care of their children. I felt a personal necessity and responsibility to do something

more. Thus came the challenge of building CREN in Maceió.

Even today, there are many difficulties, especially with funding and sustainability. We have 100 children at the day hospital and assist 2,000 families in the outpatient clinic. The reward, however, is tremendous.

It is gratifying to see that our effort, determination and discipline has results. As we only promise what we can accomplish, our credibility is increasingly stronger. People - at all levels - realise this.

Daily life is a struggle that is worth it: it is clear that we are on the right track when we see a family on the brink of marginality,

return to society. The people we help are excluded by extreme poverty, they no longer believe in values and have a very weak social network. Breaking this structural poverty, to improve nutritional status, to recompose these families and – the most rewarding – to change the lives of children, gives me the certainty that the future can and will be better.

Telma Toledo Florêncio
Prof. Dr. at School of Nutrition, Universidade Federal de Alagoas (FANUT-UFAL). Director of CREN Alagoas since its foundation in 2007.





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Testimony | Marta Pereira

“I believe that CREN should be evermore recognised as a Centre of Excellence and Reference in Nutrition, as this is its major *differential*”

During the time I have worked at CREN, I realise that everyone genuinely believes in the cause that the institution proposes to take care of. They are good people, doing good in a very aligned manner. This proposal reaches all relatives involved with the child, that all are cared for through guidance, training and emotional support. Totality is what really matters to this institution.

It is worth knowing and helping CREN because it is a serious work done by experts, far from any amateurism. All who work there know what they are doing and know the reasons for their actions. I believe CREN should be evermore recognised as a Centre of Excellence and Reference in Nutrition, as this is its major differential.

Marta Regina Pereira
Master Coach, Business Consultant in the areas of Strategic Planning, Management and Personal Development. Volunteer at CREN since March 2014.

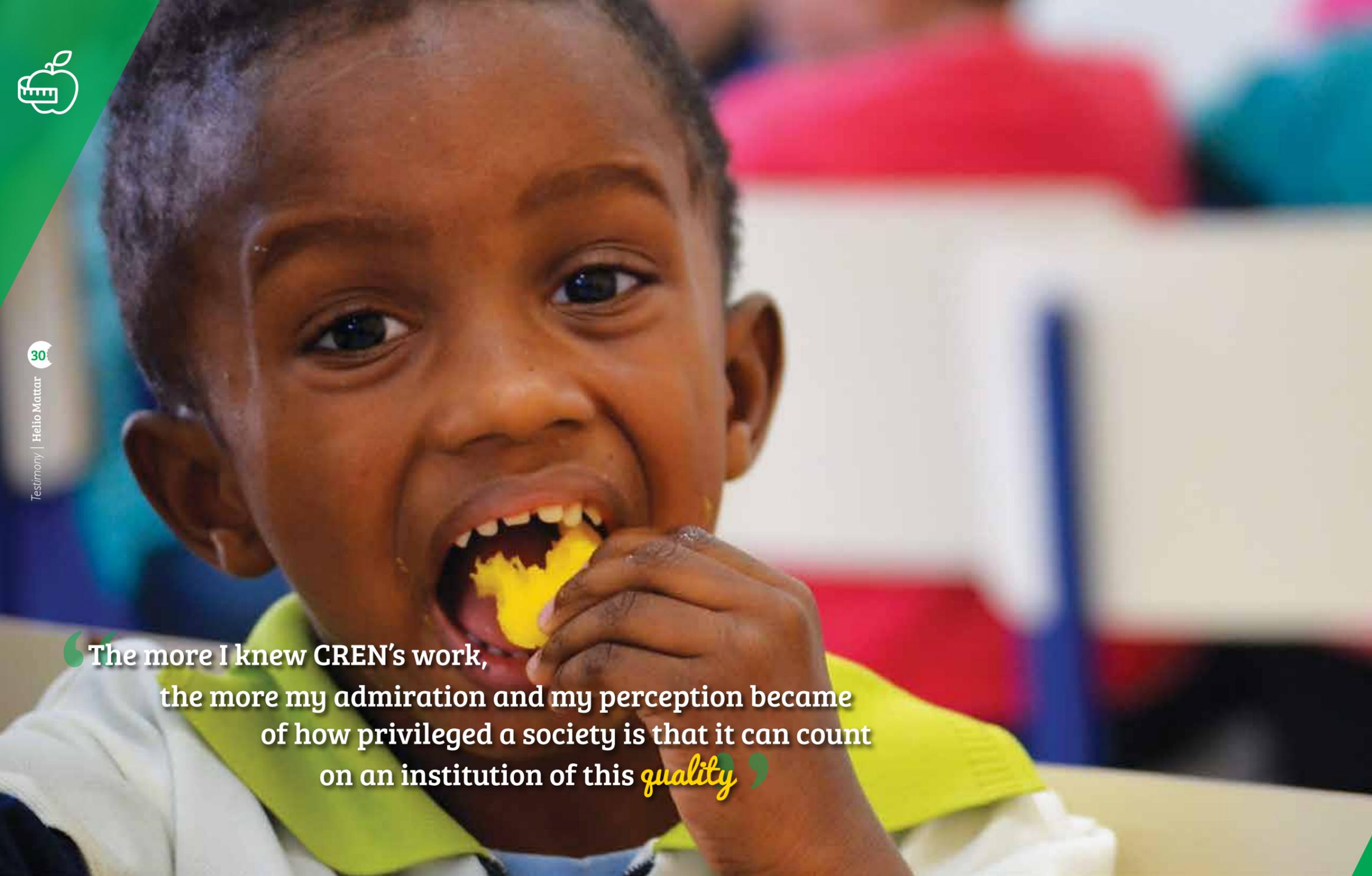


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Testimony | Marta Pereira



**The more I knew CREN's work,
the more my admiration and my perception became
of how privileged a society is that it can count
on an institution of this *quality***



I met CREN 14 years ago. I must say, the consistency and robustness of the work of this wonderful organization in its service to child nutrition was evident to me from the start.

Over the years, the more I knew CREN's work, the more my admiration and my perception became of how privileged a society is that it can count on an institution of this quality. It has

deservedly established itself as a national and international reference in its field. I hope it continues to expand in scale and increase in speed its contribution to our children and families who are in so much need of nutritional guidance and support.

Helio Mattar
 Social Entrepreneur. PhD in Industrial Engineering from Stanford University, United States. CEO, Creator and Co-founder of Instituto Akatu pelo Consumo Consciente. He was also Co-founder and Deliberative Board Member of Instituto Ethos de Empresas e Responsabilidade Social, and former President of Fundação Abrinq.



Our Craft: To Educate, Care and Nourish for Life

To Educate CREN TRAINING

Since the beginning, CREN's educational proposal goes beyond academic boundaries to reach society. CREN is a renowned space for research and development of methods of care that also includes the participation of students, teachers and researchers from several universities in Brazil and around the world.

One of its major findings was the possibility to recover the stature of children who are victims of undernutrition. This fact had great impact on the international scientific community and changed the approach to the treatment of the disease in many countries. The effectiveness of providing a diet rich in good quality protein, vitamins and minerals, in addition to treating infections quickly and with extreme care, was proven.

The success of its methodology led CREN to provide technical consultancies in more than 40 Brazilian municipalities, countries of Latin America (Colombia, Mexico, Peru, Honduras, Haiti, Argentina), Africa (Nigeria, Mozambique, Angola) and Europe (Spain and Italy).

With the diffusion of studies carried out in partnership with UNIFESP, these researchers were invited by the Institute of Advanced Studies, from Universidade de São Paulo (USP), to start the research group on Nutrition and Poverty.

For 12 years CREN gave a specialisation course on 'Nutrition and Health in Poverty: An Interdisciplinary Approach', aimed at nurses, social workers, doctors, nutritionists, educators, psychologists, occupational therapists and speech therapists. 132 students graduated from the course.

CREN's educational approach is based on an integral vision of the person and includes several fields, while working with the change in quality of life. It carries out workshops on health, nutritional education, community cooking, computer courses, to name a few.

CREN also conducts training courses on diagnosis, treatment and prevention of child and adolescent undernutrition and obesity. The courses are aimed for health, educational and social service professionals, and communitarian leaders. Over the last 21 years, it has trained 9,200 people.

In order to scatter its methodology and with funding from the National Bank of Economic and Social Development (BNDES), CREN launched the collection 'Overcoming Malnutrition'. The set has 6 manuals,

1 cookbook, 17 educational brochures and 1 video. Throughout Brazil, more than 50,000 manuals, 5000 videos and 3 million brochures were distributed. Its success led to its translation into Spanish and French.

In addition, to introduce nutrition and health in the school curriculum, CREN conducted the programme 'I Learnt, I Taught' in conjunction with the Ministry of Social Development and Hunger Alleviation (MDS) and the Ministry of Education of Minas Gerais. It reached 53 public secondary schools in the northern region of the state, and was attended by 16,000 students and 800 teachers.



With the aim to diffuse knowledge, CREN provided nutritional consultancy to Editora Globo and Cia Editora Nacional in the collection of cookbooks, 'Dona Benta for Children'.

“CREN elaborated the first, and to date, the only specialised website on malnutrition, ‘Overcoming Malnutrition Portal!’”



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Testimony | Fr. Ticão

It is proven that CREN's practice is *crucial* for the present and the future of children who have precarious and deficient health indicators

CREN operates in the largest and richest city in Brazil. It is a lifeline for children and their families. We have always insisted that CREN should become a public policy in the peripheries of this great city that has more than 130,000 children without day-care and thousands of children without good quality schooling.

It is proven that CREN's practice is crucial for the present and the future of children who have precarious and deficient health indicators.

Congratulations to CREN on their 21 years and to all those who created this work, believing that life is sacred and should be top priority on Earth.

I wish you constant courage.

Father Ticão

Father Antonio Marchioni

Parish Priest of St. Francis Church, located in the district of Ermelino Matarazzo. Distinguished Social Leader, has been working for more than 37 years in the East of São Paulo.



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Testimony | Fr. Ticão



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Testimony | Paula Martins

CREN reinvigorated my choice for Nutrition and later *inspired* my academic career



I imagined that CREN's work would grow over the years, but it is in every way surprising how the scope of its actions have gone so far! I think the success of this work is due to its clear goals and a lot of dedication and seriousness from the whole group, from the founders and also from every single person who makes up the team. I believe that there is something very positive and beautiful in this work that not only attracts people who want to work

with dedication and seriousness, but it is also able to transform the lives of those who come close, resulting in a great desire to engage in this construction. It was like this for me: working at CREN reinvigorated my choice for Nutrition and later inspired my academic career.

Paula Andrea Martins
Prof. Dr. at Department of Human Movement Sciences, Institute of Health and Society, Universidade Federal de São Paulo (UNIFESP). Was an intern, then nutritionist and researcher at CREN for 10 years.



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Testimony | Paula Martins



“The work done by Team CREN provides clear evidence that *humane and competent assistance*, can be achieved”

Promoting humane and competent assistance is perhaps the most important goal of any health system; the study of policies outlined with this purpose, has generated and continues to produce vast theoretical and practical arsenal on the subject, which occupies the agenda of professionals, academics and public officials. Qualified listening to the demands of its service users, in an articulate manner, and a qualified interdisciplinary work done by

Team CREN has resulted in the clear evidence that this goal can be achieved. This is the perception I have after years of partnership with CREN. The rare experience of this relationship feeds our research and positively affects the understanding of the role of Universities in the dialogue with health services.

Semiramis Martins Álvares Domene
Prof. Dr. of Nutrition, Department of Public Policy and Public Health,
Universidade Federal de São Paulo (UNIFESP).



Our Craft:
To Educate,
Care and
Nourish for Life

To Care CREN ASSISTANCE

The greatest achievement of a service like CREN is the promotion of health and the maintenance of a person's long-term well-being. For this, it is necessary that families modify their eating habits, think about their purchases, regain self-confidence, expand their network of relationships, learn ways to get help in times of difficulty, and to find available programmes and resources.

Doctors, nutritionists, psychologists, nurses, social workers, teachers and physical educators, work in the daily building of bonds of trust that allow families to adhere to treatment.

In the day hospitals, severe malnourished children from 0-6 years old, are treated from Monday to Friday, 7am to 5pm, where they receive balanced meals and medical, nutritional, psychosocial and educational support.

CREN's outpatient clinics, located in both units and within the communities, attend to malnourished and obese children and adolescents (0-18 years).



Active search of children and adolescents living in environments of extreme poverty with cases of violence and drug addiction



Actions to strengthen family ties and their social networks.



Educational activities with families.



Practical workshops on *nutritional education*.



Home visits.



Meetings on topics of patient interest.

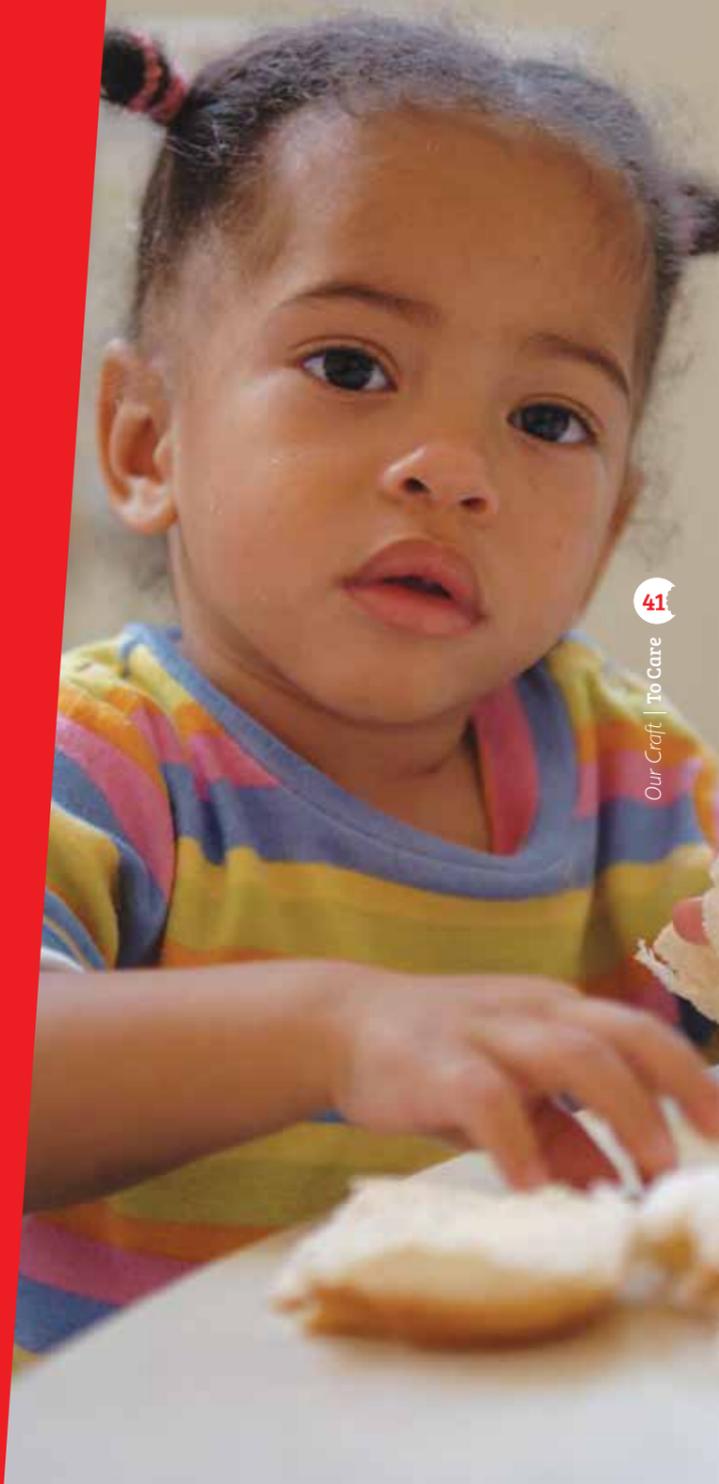


Guidelines on basic health interventions for communities.



Professional training and income generation.

In 21 years, we have worked directly with more than 132,000 people.





“CREN is a rich experience of change and I have it *always with me*”

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Testimony | Kelly Cury



Kelly Cristina de Lima Cury

Administrative Assistant at Eduardo Romano Reschilian Health Centre, South São Paulo. Was an educator at CREN from 1995 to 2002.

I started to work at CREN as an educator when I was 18. Whilst there, I got engaged, married and had my first daughter. I took care of children that currently live in my community, some of which are now mothers and still call me “Auntie Kelly.”

CREN is part of my history and even today, it is my passion. I carry it wherever I go, and all that I am, has this mark: I’m part educator, social worker, psychologist and nutritionist. So much so that when I started working at the local health centre as a community agent, I became the bridge between the centre and CREN and we began a partnership that continues to this day. We refer children to CREN and CREN comes to our centre or goes into

our communities. It is a work that transforms undernutrition and obesity into nutrition and health and is possible to cure entire families.

It is not by chance that CREN is 21 years old and already has children! Everything functions because those who work there do not wear masks, they believe in the method, they work with the truth, they really make a difference. CREN is a rich experience of change and I have it always with me.

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Testimony | Kelly Cury





“I left CREN almost eight years ago and even today, when I meet a mother, the *relationship* is exactly the same”

I carry with me many of the experiences that I lived [at CREN], especially in the relationship with the families I assisted. I emphasize two things that I learnt: any work needs a suitable method and the experience of sharing. These are critical, especially when the work involves a relationship with another, not just at the moment of action but for life. The more I am interested in the other, the more work becomes interesting and true for me and

for the people I meet. I left CREN almost eight years ago and even today, when I meet a mother, the relationship is exactly the same, my attention and my affection for them, and theirs for me, remains. They tell me their life experience and ask for my help, just as before.

Célia Regina do Nascimento
Social Worker, Masters in Social Service, Pontifícia Universidade Católica (PUC-SP).
Tutor of Social Service in the Multidisciplinary Residency Programmes in Oncology and, in Children and Adolescents, Universidade Federal de São Paulo (UNIFESP).





“At CREN I learnt to consider all of this in order to propose a therapeutic *path*”

Alexandre Ferraro
Prof. Dr. at Faculty of Medicine, Universidade de São Paulo (USP),
Post-doctorate studies at King's College London. CREN's Paediatrician
from 1993 - 1997.



My medical practice at CREN can be summed up with the phrase “reality taught me ...”: the biological reality involved in child health; the social reality in which they live; and the human existential reality which often comes

with unanswered questions that mothers carry. At CREN, I learnt to consider all of this in order to propose a therapeutic path.



To Nourish

MULTIPLICATION

All of CREN's areas are interconnected: practical treatment is the object and subject of research, which in turn extends and strengthens training. Both works consolidate the methodology so that it can be implemented in different realities.

Since the start, 33,000 people have been trained, almost 3.3 million have been indirectly benefitted in Brazil, and 18 countries have received training or have carried out projects with CREN.

There are 4 types of multiplication programmes:

● Sustainable Nutrition in Childhood

Actions to prevent malnutrition, as well as diagnostic and nutritional interventions in health care services and educational centres of all types.

● I learnt, I taught

Nutritional intervention in secondary schools. A powerful nutritional educational tool for adolescents, promoting the increase of youth protagonism, as well as improving student engagement and achievement.

● Nutritional Assistance Replication

Implementation of diagnostics and nutritional interventions designed in conjunction with social stakeholders. Adapted to the resources and needs of the population.

● Methodology Promotion

Dissemination of CREN's methodology in publications and scientific conferences. Multiplication through participation in networks, discussion and leadership forums:

National networks

- Folha Socio-environmental Entrepreneurs (Folha de São Paulo Newspaper);
- Child Friendly Monitoring Network - For a better world for Brazilian children (Abrinq Foundation and the Federal Government);
- Early Childhood Education Forum (childhood education institutions in cooperation with the Municipality of São Paulo);
- Our Children Network (Abrinq Foundation);
- Our São Paulo Network (more than 700 civil society organizations);
- Social Penha Network (Senac and 35 organizations);
- Jardim Novo Intersectoral Network (30 organizations in the region of Jundiaí / SP);
- The Pantanal Development Forum (communities of East São Paulo);
- Social Forum of Jundiaí (Foundation Antônio and Antonieta Cintra Gordinho).

International networks:

- Schwab Foundation for Social Entrepreneurship (Switzerland);
- Ashoka Fellow Network (United States);
- EY Entrepreneurship Network (England);
- AVSI Foundation Network (Europe, Latin America and Caribbean, Africa and Asia).



“At CREN, my son *learnt* to eat”

My son when he arrived here [at CREN] he did not walk. I would put him on the floor and he would fall. He was one and a half years old and weighed 6.5 kg. I was a very sad mother because I didn't know what he had. It was here that I learnt how serious malnutrition is and that my son could die. Here I found a place that would take of him. I would just breastfeed and did not know how

to feed him, I had food at home, but I would only give him breastmilk. At CREN he learnt to eat and walk. I learnt how to feed my son. He was here for three years. I am very grateful. I also had the opportunity to work and today I see other kids happy as my son.

Maria Elaine Peixinho Pereira
Mother of Samuel, who was treated at CREN.





“The image we have of malnourished children is of those skinny Africans. We never can imagine that it can happen to *our own child*”

Maria Paula Barbosa
Mother of Julio Caesar and Jackson, who were both treated at CREN.

I have had seven children and I never saw malnutrition in them. The image we have of malnourished children is of those skinny Africans. We never can imagine that it can happen to our own child. We lived in hospitals with Jackson because of his bronchiolitis. After almost losing my son, a doctor told me to look for CREN. I took my two sons, Jackson and Julio Cesar, and they were both undernourished. I would leave them at CREN and knew they would receive food and attention. It was a difficult time, when I was being beaten. My ex-husband would hit me in the mouth. He said that,

toothless, no one would look at me. I was disgusted by myself. At CREN they took care of me and my children. When I decided to separate everyone helped me. I separated from my husband, and Julio was released two years after entering CREN's day hospital. Jackson is a rare gem; he was also discharged and doesn't live more in the hospital.





CREN can *positively impact* the greatest number of people with the least possible resource

I got involved with CREN a few months ago. This involvement was based on some features that I believe are fundamental in the best social works, and that are also characteristics of CREN. The best social works:

- Are "scaleable", i.e. can positively impact the greatest number of people with the least possible resource. Organizations that produce knowledge and train staff, like CREN, tend to have this profile.

- Deal with topics relevant to the country and important in the long run. Nutrition is certainly a topic of great importance and has profound future impact.

- Has serious and competent people leading it.

- Finally - and this is a personal preference - addresses aspects related to childhood (education and nutrition being the best examples).

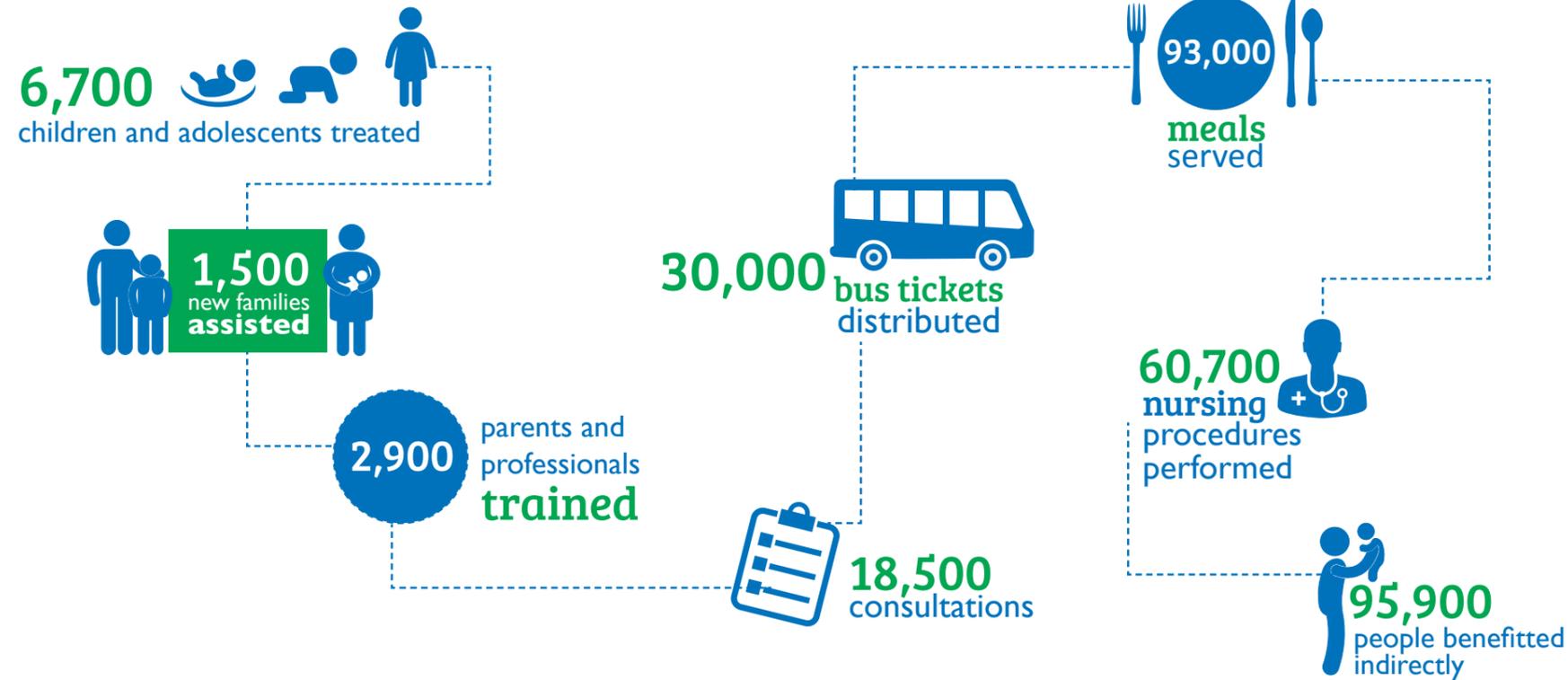
I wish CREN continued success and that its search for ways to help the largest number of Brazilians, as efficiently as possible, does not cease.

Walter Piacsek Jr. Partner of Apax, Administration at Fundação Getúlio Vargas (FGV-SP) and MBA at Harvard Business School, USA.

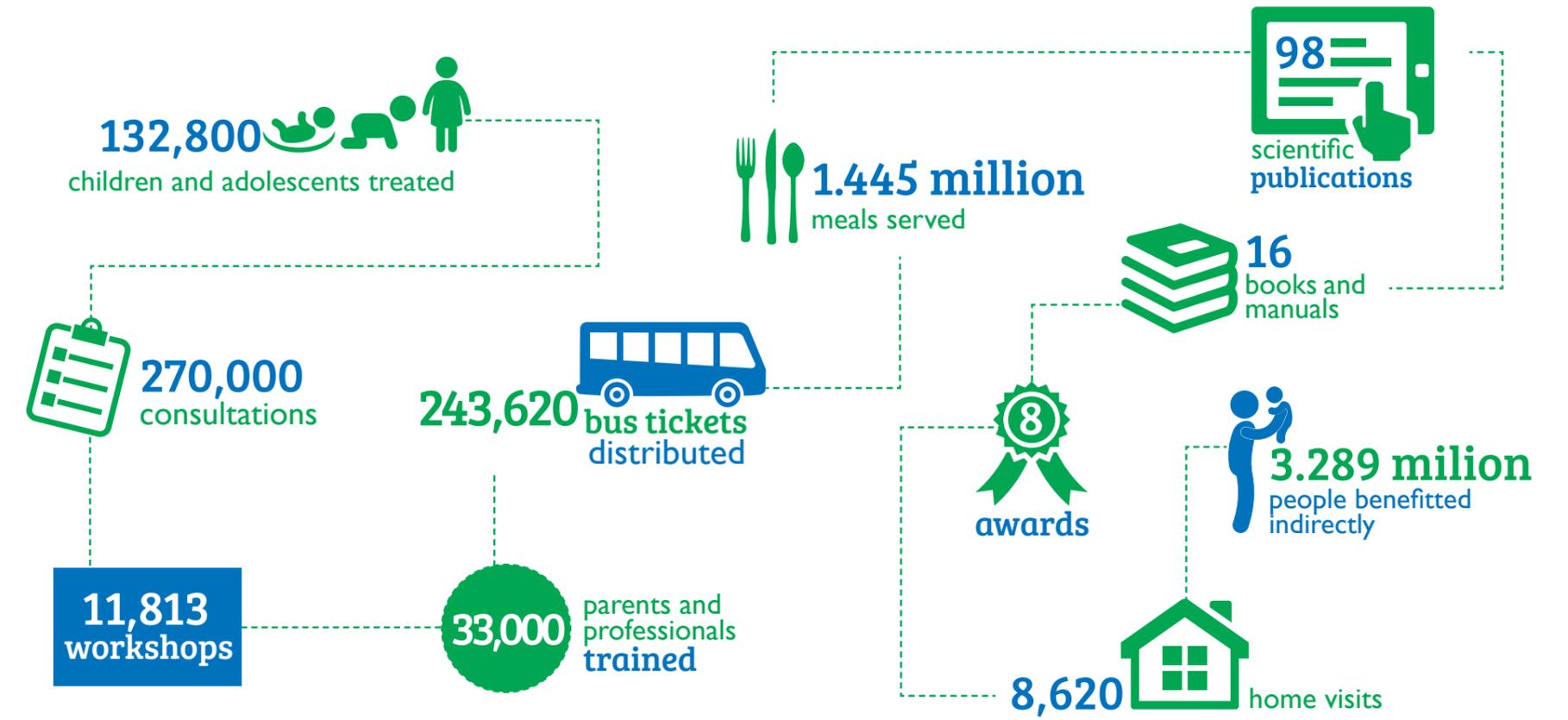


Our impact: *Changing Lives*

In one year*:



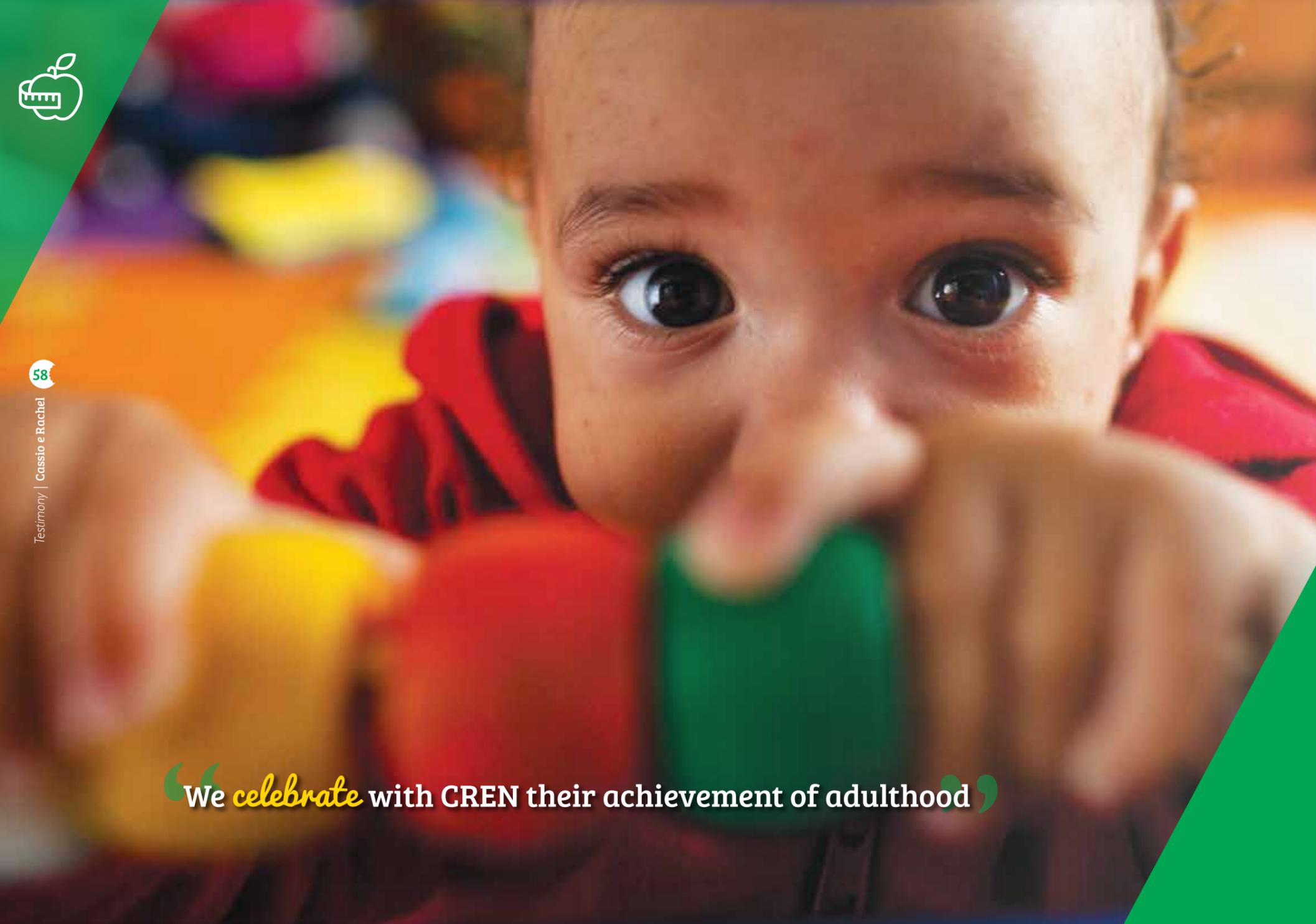
In 21 years:



*Average taken from values of the last five years.



We celebrate with CREN their achievement of adulthood



..... **Cássio** Aoqui
Administrator, Partner of PonteAponte of Socio-environmental Entrepreneurship.

What is the weight of exclusion?

Three years ago, we discovered an important part of the answer. Obesity is becoming a major health problem in Brazilian peripheries and that poor nutritional education has impacts that go far beyond the scales: it weighs on the soul, on dreams and on the future.

Our first contact with CREN was in 2011, as evaluators for Folha's Social Entrepreneur Award and, to this day, we continue to follow CREN's unique way of working in the fields of undernutrition and obesity in Brazil. In fact, innovation, social impact and public policy influence were some

of the criteria that led Psychologist and General Manager, Gisela Solymos, to clinch the prize.

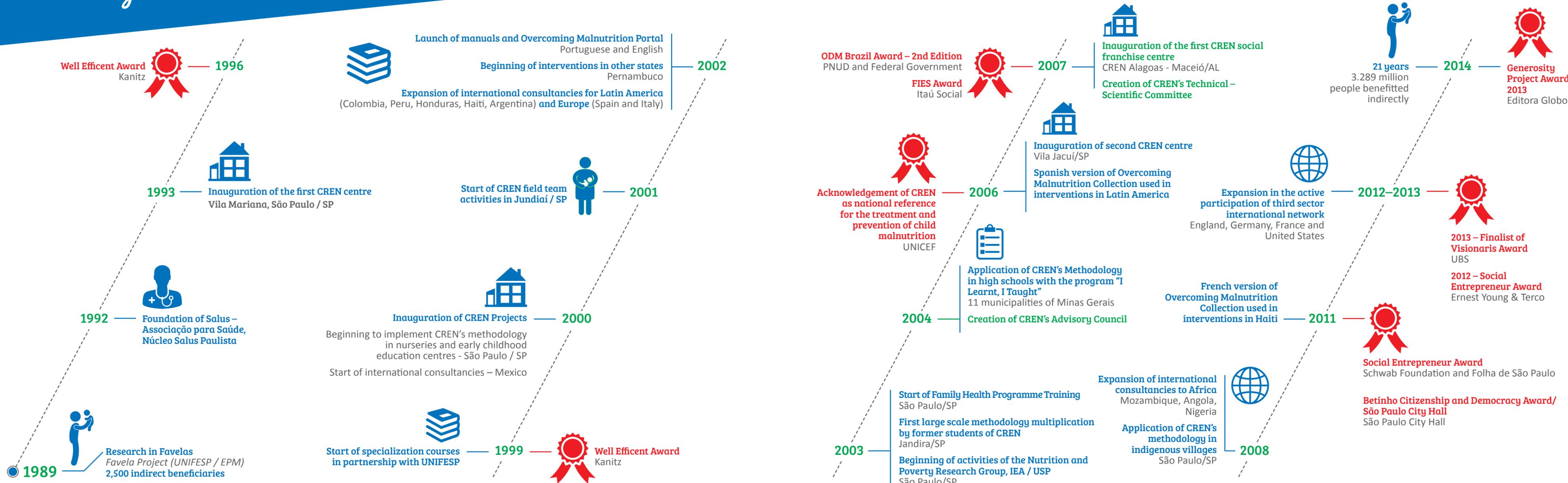
Be it at World Economic Forum in Davos, Switzerland, or in the outskirts of Jundiaí and São Miguel Paulista, we see CREN, with its highly professional and committed team, breaking micro paradigms – as one mother said she had learnt “Petit Suisse isn't as worthy as a piece of beef” - to the macro - impacting public policies and scientific knowledge about nutritional education and recovery.

Now, we celebrate with CREN their achievement of adulthood. Regardless of their many challenges of everyday life, we are confident that its trajectory will nourish many new achievements for this cause, much talked about but, little known by Brazilians.



..... **Rachel** Añón
Journalist, Partner of PonteAponte of Socio-environmental Entrepreneurship.

Our History: Timeline



Epilogue

Once, as a child, I saw a man begging for food on the street. Throughout life, this scene has followed me like a question. After all, why should anyone – a person like me - live that way? Today, celebrating CRENs 21st year, the scene remains in my memory, not as a pain (although something like this is always an insult to dignity), but as a possibility: yes, we can rescue the human being no matter how bad is the condition in which they find themselves.

Rescue is a key word in the work of CREN. Rescue goes beyond undernutrition, obesity, or the lines established as criteria for poverty or misery. We are concerned about the loss of humanity, the lack of dignity. We are concerned about loneliness, lack of confidence in oneself and in others and the abandonment of the desire to be happy. For us, nourish is to collaborate in the rescue of a person, fragmented and powerless, in facing adversities.

Common sense associates good nutrition to adequate food, adequate income, and access to

social and health services. Our experience proves that while essential, these are not the only elements that need to be addressed in order to ensure the solution of the problem of malnutrition. These elements should not be approached to in a segmented way. An interdisciplinary action is vital, it is also essential to recognize the subjective nature of suffering and to face it. After all, when the physiological aspect comes into

play (such as nutritional illness), all others - affection, bonds, self-esteem – have already been exhausted long ago.

The proposal of our work is exciting, the results are long lasting and proven, and the challenges for the coming years are seen as opportunities. After 21 years of relentless work, we leave our mark and we would like to tell everyone that somehow participated in this experience: to you all, our gratitude and recognition. For you, we move on.

Gisela Maria Bernardes Solymos

General Manager of CREN. Social Entrepreneur, Psychologist, Masters in Psychology of Education and Human Development, Universidade de São Paulo (USP).
PhD in Social Psychiatry, Universidade Federal de São Paulo (UNIFESP).

“The proposal of our work is exciting, the results are long lasting and proven, and the challenges for the coming years are seen as *opportunities*”



Report

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