

## ABEUNI's Health Caravan

São Paulo, Brazil

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<https://www.youtube.com/watch?v=SoUNxtDNB6g>



Year Founded:  
1984

**Organization type:**

nonprofit/ngo/citizen sector

Project Stage:

Scaling

**Budget:**

\$10,000 - \$50,000

Website:

<http://www.abeuni.org.br/novosite/index.php/atividades-assistenciais/caravana-e-...>

**Facebook:**

<https://www.facebook.com/ABEUNI.org>



- [Philanthropy](#)
- [Health education](#)
- [Vulnerable populations](#)
- [Volunteerism](#)

### Project Summary

#### Elevator Pitch

**Concise Summary: Help us pitch this solution! Provide an explanation within 3-4 short sentences.**

This project is about undergraduation and graduated volunteers teaching on a playful and humanized way about basic health and prophylaxis to poor and marginalized communities, increasing the general health, welfare and emotional state of the served population.

**WHAT IF - Inspiration: Write one sentence that describes a way that your project dares to ask, "WHAT IF?"**

What if everybody knew the fundamentals about health and diseases prevention?

#### About Project

**Problem: What problem is this project trying to address?**

Where we live, waiting for care at hospitals and local health facilities is usually greater than the ideal. The increase of population and new diseases amongst them is higher than the capacity of our public health systems to absorb and care. Most of the marginalized population dont have access to health orientation and in many of the cases they cant get basic health care on public hospitals or dont have money to pay for private health care.

**Solution: What is the proposed solution? Please be specific!**

We try to achieve our goals trough health education and, when viable, patient treatment. The initial stage is the prospection of the communitie, giving us the major health disorders they have. Once we know what they need the most, the volunteers select the playful activities to apply at the

event. If we don't have an activity developed for a specific disease it must be developed or adapted from another one. Usually the work consists on a volunteer camp lasting 9 days, during school holidays. The camping and attendance occurs at schools classrooms, which are properly adapted for the event. The volunteers are organized in groups of 4 to 8 people, depending on their role at the event, and the minimum amount of groups needed is around 6.

Impact: How does it Work

**Example: Walk us through a specific example(s) of how this solution makes a difference; include its primary activities.**

This solution makes a difference for the population served and for the volunteers involved. By giving humanized care our volunteers become more connected to other people's sufferings and problems, and also break some preconceptions they have due to the culture they live in. For the population served, health orientation has a major impact increasing their welfare and efficiency at work, with less health problems, less absence from work and increasing their life quality. For example, when an obese person gets truly instructed about the effects of its life style on its future, it motivates him to really change them. Or when teenagers are truly instructed about sexual diseases and nutritional disorders they see the importance of the subject.

**Impact: What is the impact of the work to date? Also describe the projected future impact for the coming years.**

To date the impact is about the health service we bring, like odontologists or ophthalmologists, giving immediate care. Also when giving attention to spreading diseases, like malaria or some viral disease, it has the potential to reduce new cases and the spreading. The future impact is connected to the served people life quality, by knowing how their habits can influence on their future health or reducing the frequency of contracted diseases, or giving real importance to their health, making diagnostics more often.

**Spread Strategies: Moving forward, what are the main strategies for scaling impact?**

At full potential, this project brings down the waiting for care at local hospitals and health facilities and also increase the general welfare of population. Thus reducing the government costs with health treatments. To achieve its full potential this project needs to talk very efficiently with the government policies and its health systems, so they can be triggered when necessary. Also it needs the active participation of the undergraduation and graduated population by volunteering and working at the event.

Sustainability

**Financial Sustainability Plan: What is this solution's plan to ensure financial sustainability?**

In between the activities of the Health Caravan we make fund raising events, and also take donations from individuals and companies. Nowadays we have 3 major fund raising events. In March we make a charity lunch, in June we make a traditional party from Brasil (called Junina's party), and in September we make an oriental thematic party. We need around \$20.000 to keep all our activities (that includes other events besides the Health Caravan).

Team

**Founding Story**

We are an NGO that came from another one. At first, in the early 60's we were a NGO that helped Japanese immigrants to establish at São Paulo. During the 80's the Japanese consulate and the support for the immigrants was already enough. So the NGO had no more reason to be, but a group of volunteers started making health care events at nearby cities that were in need. That's when ABEUNI was born.

**Team**

Our organization is made only by volunteers. We have many groups working on each step of the processes, with around 120 active volunteers, all with part-time dedication. On top there is a directorship board composed by 17 volunteers, divided into 6 committees: Financial, Communication and Marketing, Human Resources, Infrastructure, Care Projects and Coordination. Under the directorship orientation are the organization committees, like the Caravan Committee, that organizes the logistic of the event, the Structural Committee, that makes any structural adaptation on the places holding the events, the Social Committee, that is responsible for the volunteer-volunteer relation, and the Bosses Committee, that are responsible for the departments that brings the activities to the served population. Also, for the fund raising events we have organizational committees too, usually one committee for each event. All committees have a determined duration of one to three years, depending on the role.

**CO-CREATION IDEA: Please offer a brief description of how you imagine a win-win partnership with Boehringer Ingelheim to better serve unmet needs in health. (Hint: Please mention the underlying business model envisioned that would make such a partnership sustainable.)**

One of our major difficulties is to get medications to offer to the served population at the events. Usually these medications are for immediate use for the treatment (our core service is odontologic). We know that depending on the validity of a medication it cannot be commercialized, even when not expired. Usually the manufacturer has to destroy these medications, what generates costs. The win-win partnership may be on these medications, which instead of destroying, we can give to the population immediate use, reducing costs and making the Boehringer brand known amongst them. Also, using the services of the Fieldwork Department, we can take informations about the population, increasing the knowledge about their habits or the desired field.

**NEEDS: Based on your response above, please specify which of the following resources, operations or expertise by Boehringer Ingelheim you imagine leveraging to actualize the proposed co-creation opportunity. Please check all that apply. (Hint: while financing is often critical to scale, we are also interested in understanding what other assets or expertise could be leveraged).**

Specific Disease Expertise, Relationships/New Contacts, Manufacturing, Marketing/Communications Support, Human Resources, Public Policy Knowledge, Access to Capital.

**EXPLANATION OF NEEDS: Please explain your choices in more detail.**

Boehringer can help our project scale by encouraging their employees to work with us at the events (we need around 100 volunteers per day), and to achieve an ideal work condition for the odontological surgery department we have. Also can help us develop new activities by sharing knowledge about specific endemic diseases, symptoms and treatments. Boehringer can also help us to find and take the event to places that most need it in our region, deliver medicine they need and can't afford or get from government. Also can help us publicize the event for the targeted population and surroundings.

**OFFER: What are the main assets you may contribute in a co-creation partnership with Boehringer Ingelheim that would better serve unmet needs in health?**

Deep understanding of an unmet need in a specific market/context, Access to and established trust with customers/beneficiaries, Insights into pricing and financing of health products/services, Insights into marketing, Insights into behavior change.

**FOCUS AREAS: Which of the following best describes the main focus of your project? (select all that apply)**

Improving the affordability of healthcare (e.g., microinsurance, reducing the economic cost of care), Holistic solutions that work across the entire care continuum (including education, prevention, detection, treatment, management, follow-up), Models that engage other industry players (e.g., nutrition, athletic, mobility organizations)..

SECONDARY ENTRY FORM

**Please share what your organisation and Boehringer Ingelheim will Co-Create together  
Please specify what your Co-Creation will result in:**

**If you selected "other" above, please explain:**

**Please provide a 1-2 sentence summary of your Co-Creation idea**

**How does this project link to the core mission of your organisation?**

**Beyond social impact, how does this project link to Boehringer Ingelheim's core business?**

**What are the specific inputs and actions that each side will contribute to this Co-Creation idea based on each of your unique competencies and experiences?**

**Please describe the potential revenue model for this Co-Creation idea.**

**What possible risks or challenges do you foresee?**

**Is there anything else you would like to share about your Co-Creation idea?**

**How much input do you hope to receive from Boehringer Ingelheim?**

**If you selected "other" above, please explain:**

**Besides Boehringer Ingelheim, what other types of partners might be valuable to carrying out your Co-Creation idea, and why?**

**Source URL:** <https://www.changemakers.com/makingmorehealth/entries/abeunis-health-caravan>