

## Hero Section / Introduction

### E.R.I.C. Venezuela Chapter: Empowering Women, Educating Hands, Saving Lives.

Since 2017, the *Habla Claro* program has been operating in Venezuela under the leadership of our E.R.I.C. Ambassador, transforming early cancer detection into a powerful social impact enterprise. Operating within a devastated economy plagued by a lack of opportunities and a collapsed public health system, our greatest strength has been building resilient strategic alliances to ensure the sustainability of the Venezuelan Chapter. Today, Early Recognition is Critical, Inc. (E.R.I.C.) is tackling late-stage breast cancer by transforming passive patients into active producers. Guided by E.R.I.C.'s global principles of whole-health, prevention, and longevity, we have created a self-sustaining social economy that autonomously funds public health education and saves lives.

#### Our Impact (By the Numbers)

Corporate partners and donors demand efficiency. We are proud to deliver measurable, life-saving results:

- **24,700+ Lives Impacted:** Educated through our grassroots prevention programs.
- **\$3.57 Earned Value:** Our fiduciary efficiency record—the exact cost to impact one person with the E.R.I.C. message.

#### The Promise Bracelet: #10mmYouWin

We are transforming a beautiful accessory into a vital public health tool. The Promise Bracelet is a tactile educational guide that trains women's hands to recognize the signs of breast cancer. The centerpiece of the bracelet is a blue sphere measuring exactly 10mm—the precise size at which a detected breast tumor has a 99% chance of being cured. This is our ultimate goal: **#10mmYouWin**.

#### Our Ecosystem: The 40/20/40 Model

At E.R.I.C., we follow a strategic framework called the 40/20/40 Model (Speak Up. Screen Up. Heal Up.) designed to balance education, action, and ongoing support. In Venezuela, we implement this through three core pillars:

- **40% Speak Up (Education & Connection):** We break the silence through our "Teach the Teacher" program at UPEL, transforming university students into multiplier agents of health in their communities, we teach how to do the Breast Self Examination and the principle of Longevity and Nutrition.

We also produce the *Voces Rosas* podcast, an initiative focused on patient-reported outcomes that provides psycho-emotional support and builds a community free of stigma.

Furthermore, we conduct **Promise Bracelet Assembly Workshops** for breast cancer survivors. These workshops serve as a powerful therapy of connection, offering a safe, fun space to share experiences, build a support

network, and raise profound awareness about the critical importance of Early Recognition.

- **20% Screen Up (Tactile Action & Economic Mobility):** We teach the breast self-exam using the Promise Bracelet and the library of E.R.I.C.'s messages. To drive true systemic change, these bracelets are assembled exclusively by marginalized breast cancer survivors in alliance with medical institutions like SAEA and ISENA. This provides them with a dignified trade, immediate economic autonomy, and a renewed sense of purpose. We believe in the power of promoting the medical annual visit. This action saves lives because Early Recognition is Critical.
  
- **40% Heal Up (Whole-Health & Longevity):** We foster long-term wellbeing by promoting active lifestyles, proper nutrition, and mental health as essential whole-health resources for our communities, also we are proud sponsor of the Pink Parade (Desfile Rosa) it's a initiative of our partners Rotarack Maracay, this is a show for Heal up and celebrate life.

### Last Section - Our people! Names, roles and headshots please!



Juan Julián Peña "JJ"  
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Pierina Barrios  
Instructor  
Promise Bracelet

### **Take Action Today**

We are not just asking for charity; we are inviting you to invest in a self-sustaining ecosystem of health and economic mobility.

- **Become a Retail Partner (B2B):** Join our network of corporate allies and pharmacies. By selling the Promise Bracelet in your retail locations, you help fund our free public health programs autonomously.
- **Donate & Sponsor:** Your financial contribution directly sponsors free breast self-exam workshops in vulnerable communities and supports the survivor artisans assembling the bracelets, and we create a space to share valuable information about cancer survivor history.