

ACTIVITIES REPORT

Emergency Response
Johnson & Johnson
Global Giving



**CRUZ VERMELHA
BRASILEIRA**

INTRODUÇÃO

The Brazilian Red Cross joined forces with Johnson & Johnson in an action to respond to the rains that hit the region of Petrópolis in Rio de Janeiro. In order to alleviate human suffering, this project collaborated with the objectives of rebuilding people's dignity, contributing to the construction of a more humane, just, and solidary society, overcoming the Rains' problems that directly impacted the routine and life.

The objective of this project was to guarantee personal hygiene and cleaning items for families in a social risk situation caused by the heavy rains in Petrópolis. Moreover, this action had the purpose of developing gestures of solidarity with the neighbor at social risk, with a view to improving the quality of life and building a fairer and more fraternal society.)

Public Aimed:

People affected by the rains in the State of Bahia and Rio de Janeiro.



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Petrópolis- Rio de Janeiro

- Action of delivery of personal hygiene and cleaning items
- The Central Body Brazilian Red Cross along with the branch offices of Rio de Janeiro and Petrópolis, held a major emergency response action in the city of Petrópolis-RJ. The activity included several partners of the CVB and J&J supported the action with:
 - **Absorbent - 51,168 packages with 8 abs;**
 - **Soap - 18.501 UN ;**
- The donations were destined to 500 families of Petrópolis, in a great action, where the Red Cross is performing humanitarian actions since February 2021.



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Petrópolis-RJ



Result of the heavy rains that hit Petrópolis - RJ. Homeless families and people who lost everything in the floods rely only on the help of others to survive. More than 200 people died in this tragedy (Feb/22).



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Petrópolis-RJ



Situação da Cidade

Petrópolis-RJ



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Donativo enviados pelos parceiros que compuseram os kits de higiene e limpeza

Petrópolis-RJ



Atividade de entrega de donativos e apoio emergência a Petrópolis-RJ

Ilhéus - Bahia

- **Personal Hygiene Donations**

A total of 8640 units of each item were delivered to the CVB's logistics center located in the city of Ilheus, Bahia, in partnership with the Federal Institute of Bahia (IFBA).

J&J Absorbent - 180 boxes;
Soap 80g - 90 boxes;
Ecomed Brush - 120 boxes.

The donations were destined for 04 municipalities in the region, and it was agreed to deliver them to the families affected by the rains in the southern region of Bahia, where the Red Cross has been carrying out humanitarian actions since December 2021.



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Ilhéus - Bahia



Entrega dos donativos no Centro Logístico em Ilhéus-BA



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Jussari e Barro Preto - BA



Retirada dos donativos pelas prefeituras



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Itajuípe - BA



Alcobaça - BA



Retirada dos donativos pelas prefeituras

Parceria e Próximos passos

- **Global Giving Johnson & Johnson**

All the activities developed counted on the resources sent by the GG, so that we could afford the logistics, human capital, packaging, and safety costs of the actions.

- **Next Step**

Following its commitment to be the first to arrive and the last to leave, the Brazilian Red Cross will conduct in June a training activity in First Aid and Psychosocial Support, with basic health units and community leaders in order to create capacity in the areas of prevention and emergency care for the affected people.

Also in response to the actions of the rains in the state of Minas Gerais, the CVB will carry out actions on food insecurity and we will soon share all the results.



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Adriana S. Silva

National Coordinator of Funding and Projects

Brazilian Red Cross

