FUNDAÇÃO
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JOSÉ LUIZ EGYDIO SETUBAL FOUNDATION

BUSINESS LEADERS FOR EARLY CHILDHOOD DEVELOPMENT IN BRAZIL

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The JLES Foundation was established in 2010 having the purpose to promote children´s health, based on knowledge and research, and to influence Brazilian society to give the best care to childhood.

JLES has the ownership of Sabara Children Hospital, the biggest one in the country, and also the owner of PENSI Institute, a research, educational and philanthropic institution.



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Early Childhood in Brazil

- Neglected population and low priority in public policies
- Need for services and care manifest differently among social classes, victimizing both urban and rural poor
- Fragmentation of the policies, programs, and services offered by the health, education and social assistance sector
- Constitutionally, the responsibility for implementing public policies for Early Childhood , is placed in local municipalities, which does not have financial resources and professionals to do it
- Strong impact of violence (environmental, emotional and physical, including sexual abuse)
- Children conceived, born and developed within a growing number of unstructured families
- Lack of professional preparation and training
- Lack of understanding of the importance of EC among public authorities

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Business Leaders for Early Childhood

Objective

Raise awareness, and support the participation and leadership of business leaders in programs and projects oriented to Early Childhood.

How

- Identification, Recruitment and Selection of business leaders to participate in series of workshops
- Implementation of 4 workshops
- Inter-workshops coaching
- Individual ou team Project to support Early Childhood (in company or in community where they are placed
- Creation of Social Network of Business Leaders for Early Childhood Development

Main Strategy:

- Partnership with the following federations in the State of São Paulo: Industrial (FIESP), Banking (FEBRABAN), Commerce (FECOMERCIO) and Agriculture (FAESP)
- Partnership with technical organizations: ABRINQ, IDIS, United Way
- PARTNERSHIP WITH READYNATION

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WORKSHOPS

WHAT WE KNOW ABOUT EARLY CHILDHOOD

WHAT CAN A COMPANY AND HER LEADERSHIP DO FOR EARLY CHILDHOOD

HOW TO PLAN AND CARRY ON A PROJECT TO ADDRESS EARLY CHILDHOOD (IN COMPANY OR IN THE COMMUNITY

ESTABLISHING A SOCIAL NETWORK OF BUSINESS LEADERS ON EARLY CHILDHOOD