



**THE
GLOBAL
HEALTH
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CONFERENCE**
SOUTH AFRICA 2022

Impact of a multicomponent intervention on COVID-19 cases and deaths in the favelas of Rio de Janeiro

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MÃE**

COVID-19: Community Based-Intervention

- **Few examples of successful interventions** to mitigate the impact of epidemic in poor communities
 - How to integrate **social support, surveillance, health care and communication** in response to the pandemic in neglected territories?
 - How to incorporate **new technologies** in the response?
 - How to promote **adhesion** to vaccination?
 - How to **generate knowledge that has impact for the community** during the course of the epidemic?



COORTES DA MARÉ

**VACINA
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Response to Epidemic – Massive Vaccination – Clinical Research

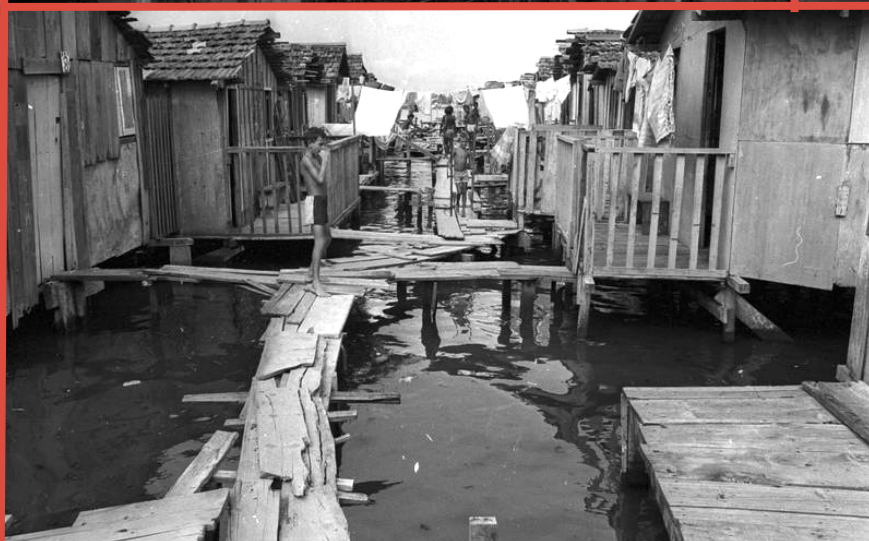
June 2020

August 2021

To present

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Complexo da Maré: 16 favelas – 140,000 inhabitants



INNOVATION AND TECHNOLOGIES IN PRIMARY HEALTHCARE

INOVATIVE MULTINSTITUCIONAL ORGANIZATION



redes
da
mãe


FIOCRUZ
Fundação Oswaldo Cruz

**DADOS
DO BEM** 


SAs


Commanguinhos
Conselho Comunitário
de Mangunhos

 **Rio** | SAÚDE
PREFEITURA

 todos
pela
saúde


wellcome


CDC
CENTERS FOR DISEASE
CONTROL AND PREVENTION

 **FAPERJ**

 **CNPq**

**BILL & MELINDA
GATES foundation**

INNOVATION AND TECHNOLOGIES IN HEALTHCARE

INGRATED MODEL OF HEALTHCARE AND SURVEILLANCE IN FAVELAS



Surveillance

- Testing center
- Mobile technology and AI in case and contact detection
- Consolidated epidemiological information

Health care

- Telehealth and social support
- home isolation program

Communication

- Community engagement and mobilization
- Newsletters and social media reports
- Fight fake news

Management

- Integrated and coordinated management
- Integration with primary care

TESTING

More than **45,000 samples collected** (serological and molecular) at the Maré Testing Center .

TELEHEALTH

Approximately **15,000 consultations** in telehealth (medical and psychological).

SAFE HOME ISOLATION

More than **1,200 families assisted** by the social team.

MULTIPLE COMMUNICATION ACTIONS



MULTIPLE COMMUNICATION ACTIONS



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MULTIPLE COMMUNICATION ACTIONS





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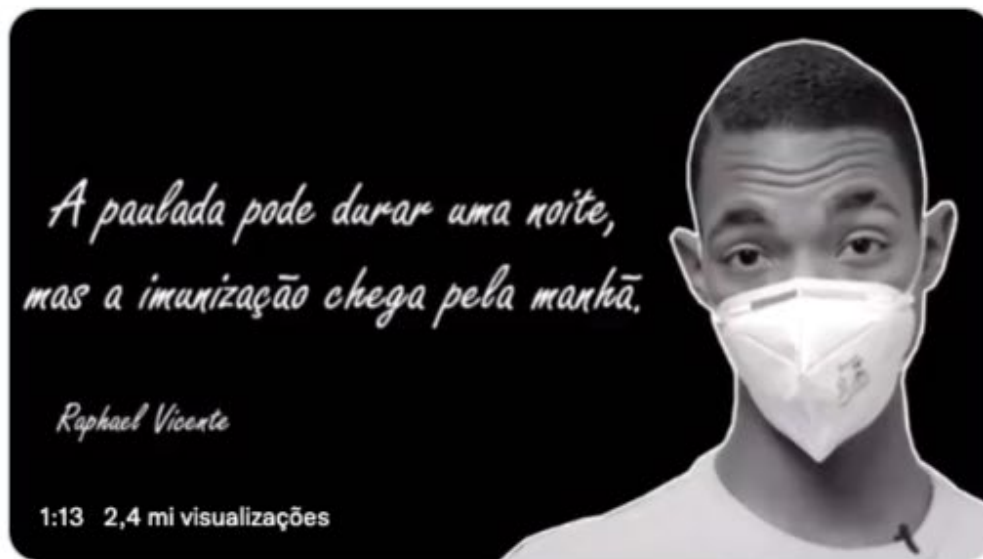
1 mil



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@raphaelviicente · 3 de ago

a melhor campanha contra o corona vírus que vocês vão ver hoje



1:13 2,4 mi visualizações

3 mil

67,4 mil

174,3 mil



rapha

@raphaelviicente · 3 de ago

Campanha produzida por mim com o apoio do @dadosdobem @redesdamare @SASBrasil4x4 @fiocruz #ConexaoSaudeMaré



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O que está acontecendo

Covid-19 · AO VIVO

Anvisa recomenda isolamento para comitiva brasileira que esteve em Nova York com Queiroga

Assuntos do Momento: [Queiroga](#)



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Multi-component intervention in Rio de Janeiro's Favelas: Difference-in-Differences analysis



The number of COVID-19 cases reported per week increased by 26% in Maré after the start of the intervention

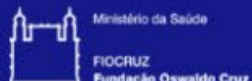
The intervention reduced 48% of the rates of deaths reported per week in Maré.

RRR: Ratio of rate ratios

Estimated intervention effect in the progression of COVID-19 standardised (A) cases and (B) deaths per 100,000 population

VACINA MÃE

REALIZAÇÃO: **rede da mãe**



MINISTÉRIO DA
SAÚDE



PARCERIA:



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What means Mobilize/Engage?



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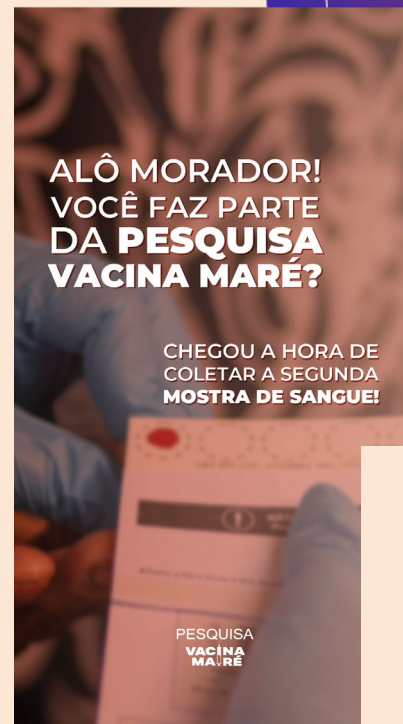
Local influencers



Faixas, cartazes e lambes



WebSite



Vídeos

Instagram

How to Communicate?



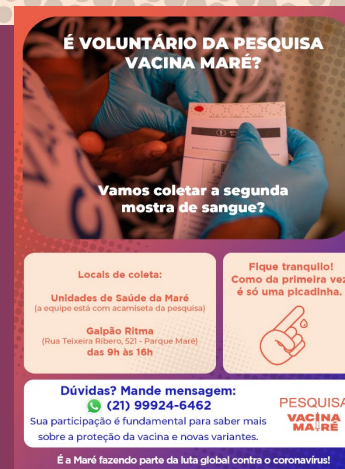
Sua participação é FUNDAMENTAL

para sabermos mais sobre a **proteção** da vacina e novas **variantes**!



É A MARE FAZENDO PARTE DA LUTA GLOBAL CONTRA O CORONAVÍRUS!

WhatsApp



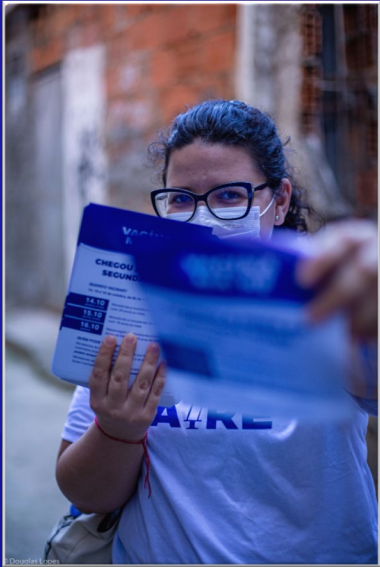
Twitter

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Coordenation



Preparation



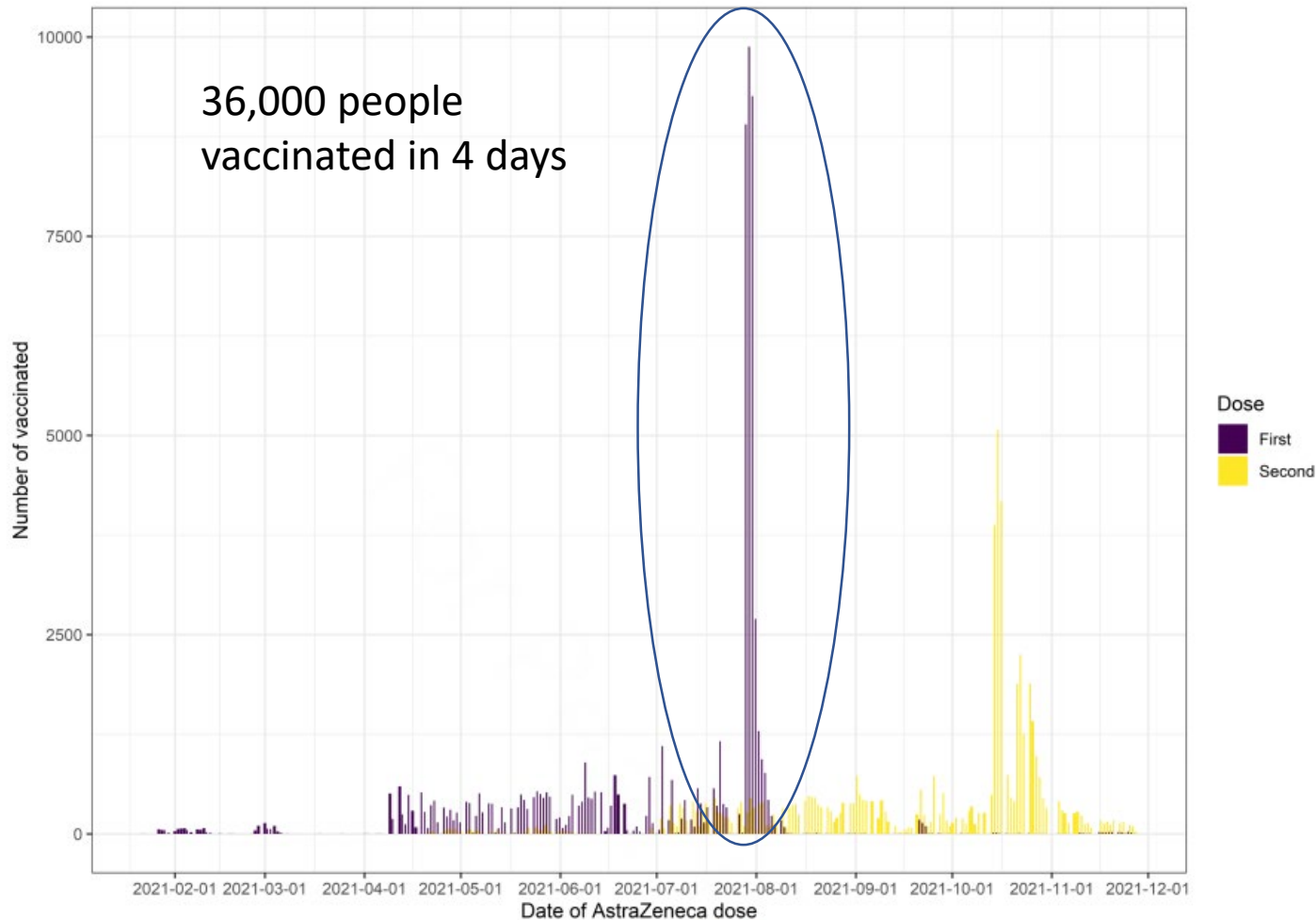
The Campaign



After Campaign

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Vaccination Campaign



Coverage in the territory

1st DOSE

- 111,653 people (113% of the adult population)

2nd DOSE OR SINGLE DOSE

- 91,347 people with second dose or single dose (93.4% of the adult population)

Total population: 139,073 inhabitants
Maré Census 2013

Studies

VACCINE EFFECTIVENESS

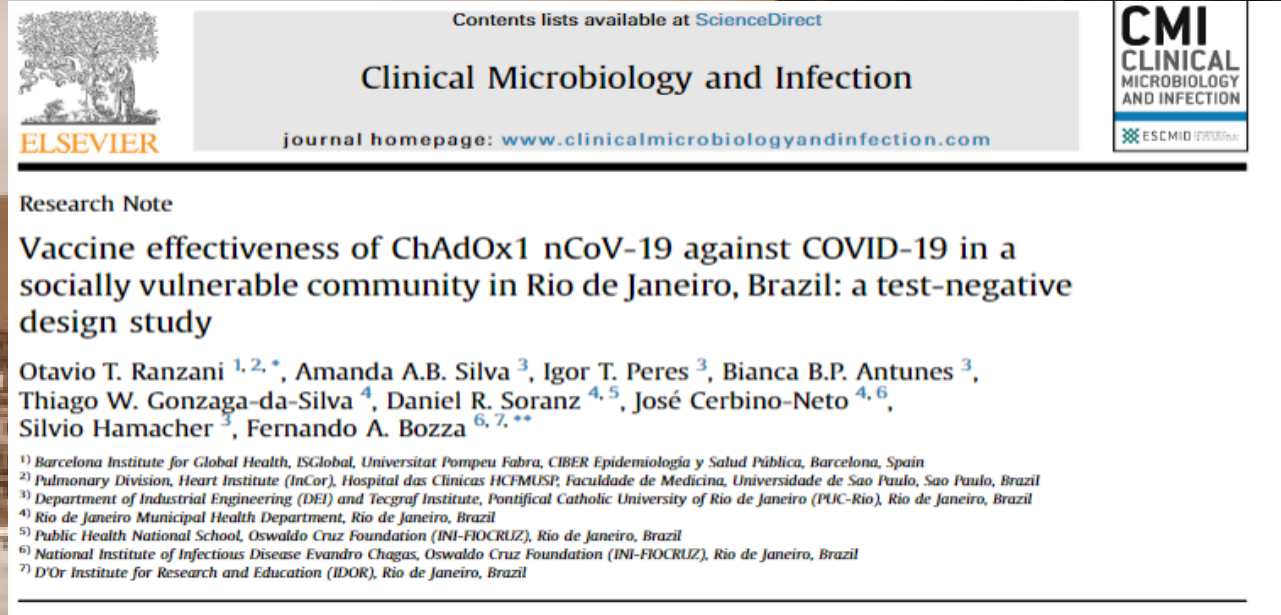
- **STUDY 1** NEGATIVE TEST DESIGN
- **STUDY 2** COHORT



Test Negative Design

TEST NEGATIVE DESIGN

Adjusted by time of epidemic, age, sex, self-reported race, Maré residence, occupation, whether the RT-PCR was from routine testing or spontaneous, and for six chronic comorbidities.



VE of first and second doses of ChAdOx1

	Symptomatic (n = 6394 tests)	
	OR (95% CI)	VE (95% CI)
Fully adjusted^b		
Unvaccinated	Reference	Reference
0–13 d after first dose	0.97 (0.63–1.48)	3.4% (–48 to 36.9)
14–21 d after first dose	1.03 (0.65–1.62)	–2.9% (–62.2 to 34.8)
>21 d after first dose	0.68 (0.53–0.88)	31.6% (12.0–46.8)
0–13 d after second dose	0.67 (0.35–1.27)	33.1% (–27.1 to 64.8)
≥14 d after second dose	0.35 (0.21–0.59)	65.1% (40.9–79.4)

Cycle 1

Participants

- 5,944 adults
- 503 minors

TOTAL: 6,447 inclusions



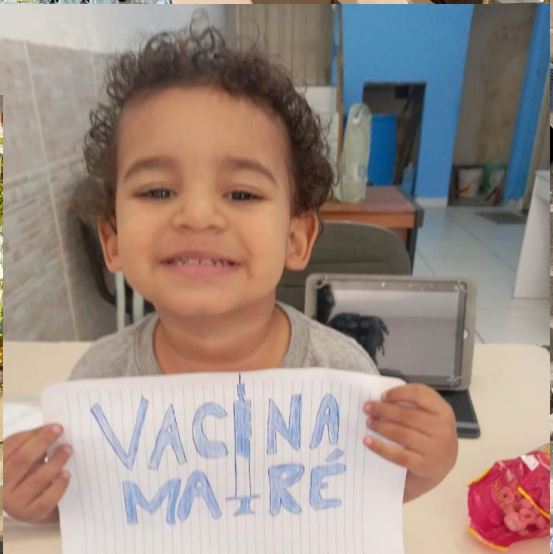
Clinical Research Platform

ONGOING STUDIES

- Cohorts studies
- Vaccine effectiveness
- Genomic surveillance and transmission chains
- Mental health
- Long Covid in the community.
- Other infections

CONCLUSIONS

- Effective intervention increasing case detection and reducing deaths
- Rapid access to new technologies by the population
- Innovative organization with high capacity for social mobilization and resources
- Effective communication and engagement strategies
- Innovation in community based-research and data for action





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