

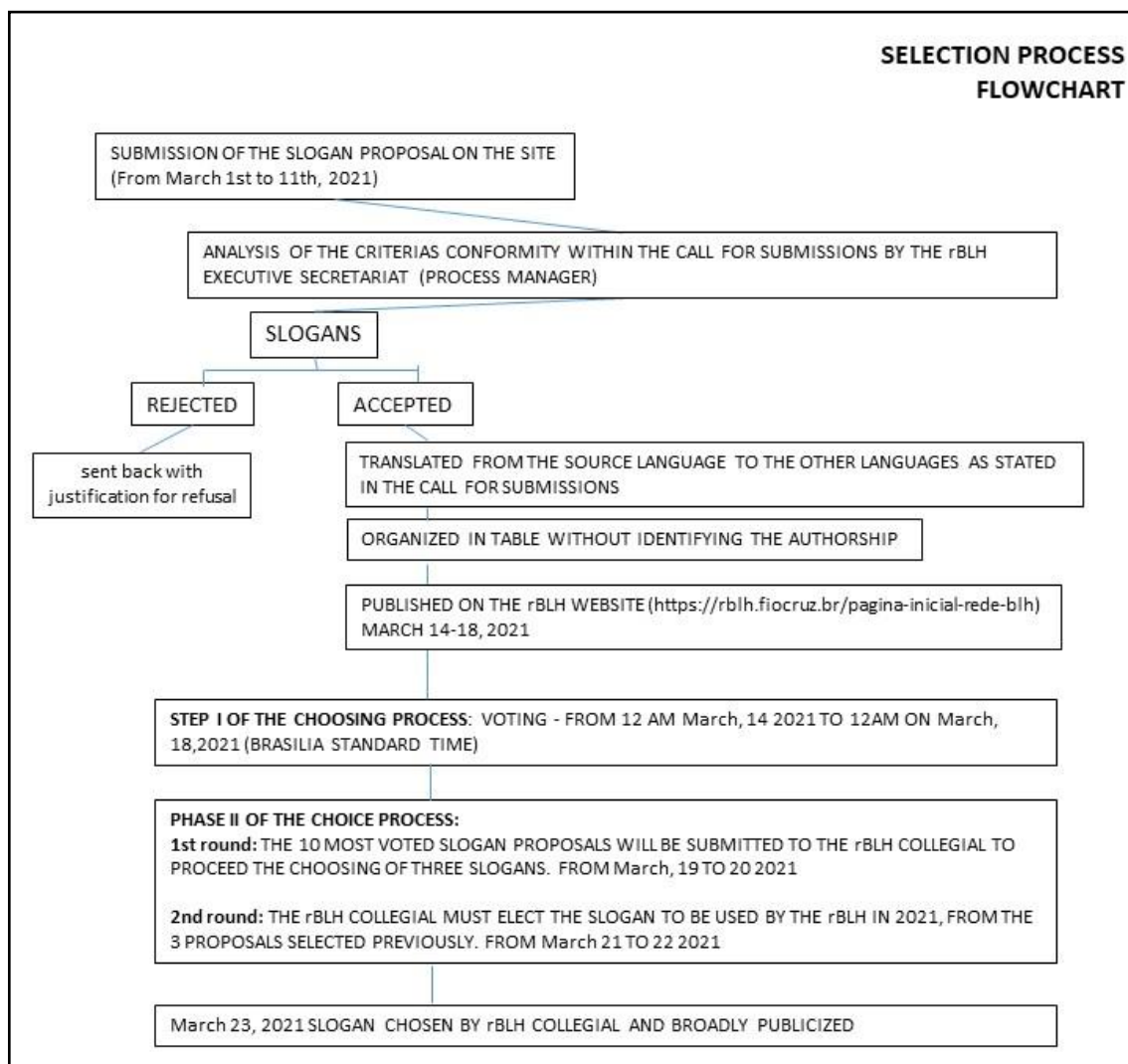
RESOLUTION Nº 0121-040321

Provides the regulation for the selection and judgment process of choosing the slogan for social mobilization in favor of human milk donation in 2021. World Human Milk Donation Day - May 19, under the terms of the Call for Submissions published on February 24, 2021.

(<https://rblh.fiocruz.br/escolha-do-slogan-2021-dia-mundial-de-doacao-de-leite-humano-19-de-maio-eleccion-del-slogan-2021-dia>)

The Collegial Manager of the Global Network of Human Milk Banks - rBLH the exercise of its functions, and considering item 9.4 provisions of the Call for Submissions in question, decides: To approve regulation for the selection and judgment process of choosing the slogan for social mobilization in favor of human milk donation in 2021: World Human Milk Donation Day - May 19, in terms described below.

1. The selection and judgment process will be conducted according to the steps shown in the flowchart as figure below.



2. At the time of registration, each slogan will receive a registration number that will be used throughout the selection and judgment process in order to hide the identity of the authors, thus ensuring a blind evaluation.
3. The computerized system will provide a report with two columns. The first will contain the registration number of the registered slogan, and the second the respective text.
4. The rBLH Executive Secretariat team will evaluate whether the proposed slogan is in accordance with the terms defined in the Call for Submissions.
 - 4.1. The slogans considered as non-compliant will be returned to the authors, accompanied by a justification for their rejection.
 - 4.2. The slogans considered to be compliant will follow the subsequent steps in the selection process.
5. All slogans that were accepted in this process will be translated from the source language to the other languages as stated in the Call for Submissions.
 - 5.1. The applicability of the slogan is one of the criteria to be adopted in the judgment process by the Evaluation Committee. It is worth emphasizing here that the slogan should be used universally and its applicability should also consider its meaning, which should be unique in the three languages - Portuguese, Spanish and English.
6. Once translated the slogans, they'll be gathered in a single table, in three languages, with their respective registration numbers.
7. For the purpose of making the process public, the table containing all the slogans, as referred to in item 6, will be published on March 14 at: <https://rblh.fiocruz.br/pagina-inicial-rede-blh>, remaining available until March 18.
8. At 12 AM (Brasília Standard Time/Brazil time zone) on March, 14, Step I of the selection process will begin, ending at 12AM on March, 18. As well as the registration of slogans was open to all individuals (professionals, mothers, donors, students, families, citizens sensitive to our cause), this step of the selection process will also be open to all.
 - 8.1. The vote is unique and can only be exercised by individuals, who must identify themselves on the electronic voting form that will be available at: <https://rblh.fiocruz.br/pagina-inicial-rede-blh>, during the period specified in the item 8 of this Regulation.
 - 8.2. At the voting time, the voter will have access to all the slogans participating in the process, of which he must elect only one.
 - 8.3. Once the Phase I process is over, the 10 (ten) most voted slogans will be sent to the rBLH Collegial on March, 19 to proceed the subsequent steps.
9. In order to offer more representativeness to the chosen slogan, Step II of this selection process will consist of a two-round voting process.
 - 9.1. The first round, which will be held on March 19th and 20, the Collegial must elect by direct vote three slogans among the 10 chosen in Step 1.

9.2. In the second round, to be held on March 21th and 22, the Collegial should elect, also by direct vote, the slogan to be used by rBLH in 2021, based on the 3 previously selected slogans.

10. The result will be widely publicized on March 23, 2021 and the author of the chosen slogan will be invited to present it at the event of the Global Network of Human Milk Banks in celebration of World Milk Donation Day Human, which will be held on May 19th.