



world human milk donation day
 dia mundial de doação de leite humano
 día mundial de donación de leche humana



Announcement rBLH-001/2023 of January 16th, 2023

The Global Network of Human Milk Banks (rBLH) makes public this announcement with rules and procedures related to the process of choosing the slogan for social mobilization through donation of human milk - 2023.

1. OBJECT

1.1. In a coordinated action, the Brazilian Network of Human Milk Banks - Fiocruz and the Networks of the Federative Units of Brazil that constitute it, the Ibero-American Network of Human Milk Banks, the Network of Human Milk Banks of the Community of Countries of Portuguese Language and the PAHO/WHO Brazil, in charge of coordinating commemorative actions in reference to the World Human Milk Donation Day - May 19th in the year 2023, publish process of choosing the slogan to be available for social mobilization initiatives in favor of human milk donation of human milk, within the scope of the Global Network of Human Milk Banks (rBLH) action.

1.2. It is the responsibility of the rBLH Executive Secretariat to conduct/manage the process of carrying out this public announcement.

1.2.1. The rBLH Executive Secretariat makes public the institution of the Social Mobilization Committee for Human Milk Donation – 2023.

A) The Committee referred to in item 1.2.1 is made up, in a representative manner, by members of all the Networks that make up the rBLH under the terms defined by the Letter of Brasília 2015; in addition, it has the participation of representatives of associations of HMBs that are not formally part of the rBLH, as well as invited professionals who work in Human Milk Banks in other countries, representatives of International Organizations and non-Governmental Organizations.

B) It is the responsibility of the Committee, in general terms, to advise the Executive Secretariat of the rBLH in carrying out this public announcement and, particularly, in the initial stage of choosing the slogan.

1.3. In order to carry out the process referred to in item 1.1 of this public announcement, the Executive Secretariat of rBLH establishes that:

- The writing of the slogan must be clear, objective and allow easy to memorization;
- The slogan must contain a maximum of 80 (eighty) characters, including spaces;
- The 2023 slogan will not be associated with any specific theme, and its creation is free to choose, as long as the registered proposal alludes to the donation of human milk;
- The slogan will be used globally and its applicability will also consider its unique meaning in the three official languages of this announcement - Portuguese, Spanish and English;
- The chosen slogan will be of broad, general and unrestricted appropriation, used for non-profit purposes, in different forms of promotion of the World Human Milk Donation Day in 2023;
- The slogan must strictly observe the provisions of the International Code of Marketing of Breast-milk Substitutes; and the complementary normative instructions of each country, as established in Brazil by Law No. 11,265 of January 3, 2006, which regulates the sale of food for infants and young children and related childcare products;
- The registered slogan must be inedited, that is, it must not refer to past human milk donation campaigns or to promote breastfeeding;
- The slogan that is identified as plagiarism, that is, copied from phrases produced by other authors, will be disqualified;

1.4. The choice of the slogan has no commercial or lucrative purposes and the financing of the announcement is the responsibility of the rBLH, the governmental institutions that compose it, and the international organizations that support this initiative.

2. PARTICIPANTS

2.1. Enrollment is open to any and all individuals - professionals from all areas, students, women, women-mothers, donors, family members, citizens sensitive to the cause.

3. REGISTRATION

3.1. Registration is free and will take place by completing the form available on the rBLH Web portal (<https://rblh.fiocruz.br/>), in the official languages of this Public announcement - Portuguese, English and Spanish; from 12:00 PM (Brasília time) on January 23rd, 2023 until 12:00 PM (Brasília time) on February 24th, 2023.

3.2. By submitting his proposal, the author authorizes the use of an image and reproduction of the slogan in any and all material, including photos, documents, or promotional materials alluding to the World Day of Human Milk Donation.

3.3. Each author will be entitled to submit only 01 (one) slogan proposal.

3.4. When completing the slogan registration, the author will receive the automatic confirmation message “Your answer has been registered”.

3.5. The participation of members of the rBLH Executive Secretariat and the Social Mobilization Committee for Human Milk Donation - 2023 as slogan authors is prohibited.

3.6. The slogans will be duly identified at the time of registration, with a registration number that will be used throughout the SELECTION PROCESS, with the purpose of guaranteeing the anonymity of the authors.

4. THE SELECTION PROCESS

4.1. The registered slogans will be submitted to a preliminary screening to evaluate ethical aspects and respect for the provisions of the International Code of Marketing of

Breast-milk Substitutes, under the terms defined in item 1.3 of this public announcement.

4.1.1. The slogans considered as “nonconforming” will be returned to the authors, accompanied by the justification for the rejection.

4.1.2. The approved slogans will be translated from the source languages into the other official languages of this announcement.

4.2. With the purpose of making the process public, all approved slogans will be published on March 6th, 2023, on the rBLH Web portal (<https://rblh.fiocruz.br/>).

4.3. Once identified with the registration numbers, duly translated and published on the rBLH Web portal, all slogans will be submitted to the Social Mobilization Committee for Human Milk Donation – 2023 with the purpose of selecting the 30 (thirty) best proposals.

4.3.1. The selection conducted by the Committee will take place by direct vote of its members, individually and confidentially, from 12:00 pm (Brasília time) on March 7th, 2023 until 12:00 pm (Brasília time) on March 9th March 2023.

4.3.2. Each member will elect, by secret vote, 03 (three) proposals that they consider most representative.

4.3.3. Once the Committee's voting is concluded, the votes will be totaled and the 30 (thirty) most voted slogans will move on to the next phase.

4.4. The 30 slogans will be published on the rBLH Web portal (<https://rblh.fiocruz.br/>), starting the selection process open to society, which will take place from 12:00 PM (Brasília time) on March 10th, 2023 until 12:00 PM (Brasília time) on March 17th, 2023.

4.4.1. The selection of the best slogan will be made by voting open to any and all individuals - professionals from all areas, students, women, women-mothers, donors, family members, citizens sensitive to the cause.

4.4.2. The vote is unique and can only be exercised by an individual, duly identified in accordance with the electronic voting form.

5. DISCLOSURE OF RESULTS

Public disclosure of the most voted and chosen slogan for social mobilization in favor of human milk donation – 2023 will be announced on March 20th, 2023, at 12:00 PM (Brasília time), on the rBLH Web portal (www.rblh.fiocruz.br). The author of the winning slogan will be invited to present it at the rBLH event, in an online session, during the commemoration of the World Human Milk Donation Day, which will be held on May 19th, 2023.

6. SCHEDULE

The selection process of the slogans entered in the contest, from the registration to the announcement of the result, will be carried out according to the phases presented below:

Publication of the announcement on the rBLH Web portal	16/01/2023
Registration	De 23/01 a 24/02/2023
Publication of accepted and translated slogans on the rBLH Web portal	06/03/2023
Selection of the best slogan proposals by the Social Mobilization Committee for Human Milk Donation – 2023	De 07 a 09/03/2023
Selection process open to society	De 10 a 17/03/2023
Approval and disclosure of the winning slogan	20/03/2023

7. COPYRIGHT AND ACKNOWLEDGMENT

7.1. The selected proposal will have its intellectual property recognized and the author must assign the full right of use, for an indefinite period, to rBLH, without any type of payment and/or compensation for any claims.

7.2. The author of the selected proposal will receive a certificate issued by the Global Network of Human Milk Banks, recognizing their authorship and the valuable contribution in favor of children's health in the global context.

8. GENERAL PROVISIONS

8.1. rBLH reserves the right to cancel this announcement at any time, due to unforeseeable circumstances or force majeure.

8.2. Upon registration, participants will automatically express their agreement with the rules of this announcement.

8.3. There will be no appeals or any legal manifestations against the result proclaimed by the Executive Secretariat of the rBLH and by the Committee of Social Mobilization for the Donation of Human Milk – 2023, these being sovereign in their decisions.

8.4. Clarifications and additional questions will be in charge of the Coordination of the Global Network of Human Milk Banks, through the email rbh.global@fiocruz.br