



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

Slogan: Edital/Edicto/Announcement

INTERNATIONAL TECHNICAL COOPERATION . COOPERAÇÃO TÉCNICA INTERNACIONAL . COOPERACIÓN TÉCNICA INTERNACIONAL

Announcement rBLH-001/2024 - October, 10th, 2024

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 - 2025.

1. OBJECT

1.1. In a coordinated action, The Global Network of Human Milk Banks - Fiocruz and the Brazilian Network of Human Milk Banks - Fiocruz, the Ibero-American Network of Human Milk Banks, the Network of Human Milk Banks of the Community of Countries of Portuguese Language, the Mercosur Network of Human Milk Banks, , the BRA-87 Collaborating Center for Strengthening Human Milk Banks - Pan American Health Organization/World Health Organization and the PAHO/WHO Regional Office in Brazil, in charge of coordinating commemorative actions in reference to the World Human Milk Donation Day – May 19th in the year 2025, make public the process of choosing the slogan to be used in social mobilization initiatives in favor of human milk donation.

1.2. The Executive Secretariat of the Global Network of Human Milk Banks is responsible for conducting/managing the process of implementing this call for proposals.

1.2.1. The Executive Secretariat referred to in item 1.2 establishes the Social Mobilization Committee for Human Milk Donation - 2025 in the following terms:

1.2.1.1. The Committee referred at point 1.2.1 is made up voluntarily of members from all the Human Milk Banks in the world, respecting the territorial representativeness of a maximum of two representatives from each Human Milk Bank in each of the respective territories.

1.2.1.2. The Executive Secretariat of the Global Network of Human Milk Banks will make the composition of the Committee public no later than December 13th, 2024.

1.2.1.3. In general terms, the Committee is responsible for advising the rBLH Executive Secretariat on this call for proposals and, in particular, on the initial stage of choosing the slogan.

1.3. In order to carry out the process referred at point 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 slogan can only consist of letters and numbers.
- The 2025 slogan will be associated with the theme: Make human milk donation a habitual and humanitarian routine, as the slogan is directly linked to the theme;
- 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 2025.
- 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 October 10th, 24 until 12:00PM (Brasília time) on December 2nd, 2024.

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. On completion of the slogan entry, the author will receive the automatic confirmation message “Your answer has been registered”.

3.4. The participation of members of the rBLH Executive Secretariat and the Social Mobilization Committee for Human Milk Donation - 2025 as slogan authors is prohibited.

3.5. 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. Slogans considered as “nonconforming” will be returned to the authors at the end of the slogan selection process, together with the reasons for their rejection.

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

4.2. In order to make the process public, all approved slogans will be published on December 13, 2024, on the rBLH portal (<https://rblh.fiocruz.br/>).

4.3. Once identified with the registration numbers, duly translated and published on the rBLH portal, all the slogans will be submitted to the Social Mobilization Committee for Human Milk Donation - 2025 for the purpose of selecting the proposals that will be forwarded to the open voting phase.

4.3.1. The selection conducted by the Committee will take place by direct vote of its members, individually and confidentially, from 12 PM (Brasília time) on December 13rd, 2024 until 12 PM (Brasília time) on December 19th, 2024.

4.3.2. Each member will choose, by secret ballot, the proposals they consider most representative, which will then go on to the final stage of the process - voting open to society.

4.4. The slogans selected by the Committee will be published on the rBLH portal (<https://rblh.fiocruz.br/>), initiating the final stage - choice, by open vote to society, which will take place from 6 p.m. (Brasília time) on December 20, 2024, until 12 PM (Brasília time) on January 31, 2025.

4.5. 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.

4.5.1. 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

5.1. The public announcement of the most voted and chosen slogan for the social mobilization in favor of human milk donation - 2025 will be on January 31, 2025, at 1 p.m. (Brasília time), on the rBLH portal (www.rblh.fiocruz.br).

5.2. The author of the winning slogan will be invited to present it at the rBLH event, in an online session, during the celebration of World Human Milk Donation Day.

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	10/10/2024
Registration	10/10 until 12/10/2024
Publication of accepted and translated slogans on the rBLH Web portal	12/13/2024
Selection by the Social Mobilization Committee for Human Milk Donation - 2025 of the slogans that will go through to the final stage of the process.	12/13 until 12/19/2024
The final stage of the process - the choice of a slogan for social mobilization in favour of human milk donation in 2025, through an open public vote.	12/20/2024 until 01/31/2025
Approval and disclosure of the winning slogan	01/31/2025

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 – 2025, 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 rbhl@fiocruz.br