



Aliança Contra Hanseníase
INSTITUTO

HEALTH MISSION & TOURISM BRAZIL 2026

**June 2026
Campo Grande and Bonito / MS**

Realization: Alliance Against Hansen's Disease Institute

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1. Project Identification

Project Title: Brazil Health & Tourism Mission 2026

Period of Realization: June 7 to 16, 2026

Location: Campo Grande and Bonito / Mato Grosso do Sul

2. Identification of the Proponent

Proponent:

Alliance Against Hansen's Disease Institute (trade name)
Dr. Laila de Laguiche Institute (corporate name)

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3. Introduction

The Instituto Aliança Contra a Hanseníase (AAL) proposes to carry out, in June 2026, the second edition of its international mission, combining health actions, social volunteering and sustainable tourism in Mato Grosso do Sul.

The previous experience, carried out in 2025, demonstrated significant social and religious impact, solidifying the international partnership with the Catholic community in California, USA, and reinforcing Brazil's role as a nation of solidarity. In 2026, the project aims to expand this reach by integrating volunteerism, public health, culture, nature, and nation-branding diplomacy, with a focus on building bridges between local communities and young American Catholics.

The initiative aims to bring a group of fifteen young American volunteers, selected from the Catholic community in California, accompanied by religious leaders, to immerse themselves in the Brazilian reality. These young leaders will have the opportunity to learn firsthand about the context of leprosy patients, particularly in the revitalization efforts of São Julião Hospital and housing improvements in the Nova Lima community.

This experience is a transformative exchange, where volunteerism and philanthropy meet Brazil's rich cultural and natural diversity. In addition to social initiatives in Campo Grande, the mission will include an immersion into the country's tourism potential through ecotourism activities in the Bonito region of Mato Grosso do Sul.

4. Objectives

4.1 General Objective

The project aims to provide young Catholics with a transformative experience, in which contact with local communities and health institutions becomes a source of human learning, cultural exchange, and the promotion of the values of empathy, sustainability, and hospitality.

4.2 Specific Objectives

1. Promote immersion through social actions integrated with public health, focusing on human well-being, solidarity and the social development of patients affected by leprosy.
2. Engage young foreigners in social volunteering and exchange experiences cultural, social and religious.

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3. Contribute to improving the living conditions of vulnerable communities affected by leprosy, through practical interventions in infrastructure, preventive health and self-care education, highlighting the positive impact of socially responsible tourism.

4. Project locations

The project will be carried out in:

- Campo Grande (MS) – São Julião Hospital
- Nova Lima Community (MS)
- Bonito (MS) — nature tourism and ecotourism

São Julião Hospital, located in **Campo Grande, Mato Grosso do Sul**, is an institution with over 80 years of history and has established itself as a key reference in Brazil, especially in the treatment of leprosy. Initially founded as a colony for patient isolation, it has reinvented itself to become a center of excellence in healthcare, providing humane, high-quality care through the Unified Health System (SUS). In addition to leprosy treatment, the hospital is a leading provider of ophthalmology and offers a wide range of services, remaining a key pillar in the health of Mato Grosso do Sul and in combating the stigma of a neglected disease, with its work gaining international recognition.

The inclusion of São Julião Hospital in the scope of the Brazil Health & Tourism Mission 2026 represents strategic potential and a tangible benefit for the institution and for Brazil. By focusing on revitalization initiatives (painting, minor repairs, and accessibility) and workshops with patients and staff, the project directly contributes to improving infrastructure and patient well-being. Furthermore, the presence of young international leaders and the resulting media attention reinforce Brazil's role as a caring nation committed to tackling global health issues, amplifying the institution's work and strengthening the country's position as a benchmark in responsible and supportive tourism.

The **Nova Lima community**, located in Campo Grande, is the focus of the project's social and health dimension, composed primarily of former leprosy patients or their descendants. Historically associated with the area surrounding São Julião Hospital, this community faces significant social vulnerability, manifested in precarious housing infrastructure and persistent social stigma. Leprosy, although curable, often leaves lasting physical and social scars, resulting in economic exclusion and difficulty accessing basic services.

The project proves to be an essential mechanism for inclusion and support, fully justifying the benefit of sponsorship for the Nova Lima Community. Through practical interventions, such as **housing improvements** (minor renovations and adaptations) and **educational workshops** on self-care and combating stigma, the Mission directly contributes to improving living conditions and restoring the dignity of its residents. By involving young foreigners in a www.aal.org.br aal@aal.org.br



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As a community-based and solidarity tourism experience, the project not only offers tangible assistance but also strengthens the socially responsible tourism niche, directly aligning with Embratur's strategic objectives of promoting sustainable tourism and social responsibility.

Bonito, in Mato Grosso do Sul, is one of the project's central locations and represents the pinnacle of **Adventure and Nature Tourism** and **Sustainable Tourism**, priority segments of Embratur. The region is internationally recognized as a model for ecotourism in Brazil, where tourism is strictly controlled to ensure environmental conservation.

Bonito's tourism potential is unquestionable, offering Mission participants authentic, high-value experiences, such as floating down crystal-clear rivers, visiting caves, hiking, and observing local flora and fauna. By including Bonito, the Brazil Health & Tourism Mission 2026 promotes the **regional diversification of Brazilian tourist destinations** and strengthens the Central-West region as a model for **regenerative tourism**.

This integration between solidarity and nature, documented and disseminated globally, not only attracts new visitors interested in **sustainable tourism and volunteering experiences**, but also associates Brazil's name with the pillars of **nature and sustainability** on the international stage.

5. Target Audience

The **Brazil Health & Tourism Mission 2026** project was carefully designed to involve a strategic target audience, maximizing social impact.

The core of the mission will be composed of **15 young North American volunteers from the California Catholic community**. This choice is strategic, as it directly reaches the **United States**, one of Embratur's main strategic markets, and engages a young audience with high potential for influence, expanding the presence of the Brazil Brand. Involving young foreigners in social volunteering and cultural exchange experiences strengthens Brazil's image as a welcoming and collaborative nation. The participation of these young people, along with **two priests and two adult leaders** from the same community, ensures not only the leadership and safety of the mission, but also the authenticity and credibility of the testimonies generated, which will be broadcast on widely reaching religious channels.

Additionally, the implementation team will consist of **three professionals from the Instituto Aliança Contra Hanseníase (AAL)**, responsible for general coordination, health, communications, and management. To expand its promotional and institutional reach, the project includes the participation of international journalists and tourism agents.

interested in the social and sustainable tourism segments.

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This presence is vital, as it facilitates the establishment of **institutional and commercial connections** with *players* in the *tourism* and healthcare sectors, opening up opportunities to develop itineraries focused on solidarity tourism. The participation of journalists and influencers, in turn, will ensure international media coverage and the generation of audiovisual and institutional content with high promotional value for Embratur and its partners.

6. Planned activities

Hands-On Activities (Volunteering and Social Impact)

The heart of the Mission lies in the implementation of practical and tangible interventions, focused on preventive health and infrastructure improvement, directly involving international volunteers:

1. Revitalization of São Julião Hospital: Painting, Light Repairs, Accessibility and Installation of Assistive Technologies.

- o **Structural Revitalization:** General painting and light repairs in specific wings and common areas of Hospital São Julião, contributing to a more welcoming environment for patients and staff.
- o **Focus on Accessibility:** Implementation of improvements in accessibility and development of assistive technologies (such as various devices and materials) that directly impact patients' mobility and quality of life.

the **Tangible Benefit:** Improvement of infrastructure at Hospital São Julião, a of the project's impact indicators.

2. Housing Improvement in the Nova Lima Community: Small Reforms and Adjustments.

- o **Direct Intervention:** Carrying out small renovations and adjustments to the homes of leprosy patients in the Nova Lima Community, according to the need previously identified by the AAL Institute.
- o **Practical Work:** Activities include the application of construction and finishing materials, such as paint.
- o **Social Impact:** The objective is to ensure real improvement in living conditions life of communities and homes, highlighting the positive impact of socially responsible tourism.

3. Educational and Cultural Workshops:

Preventive Health : Holding workshops focused on crucial topics such as self-care, nutrition, hygiene and mental health, using educational materials and teaching kits.

Combating **Stigma:** Conducting discussion groups and activities educational initiatives to combat the social stigma of leprosy and promote inclusion, a central pillar of the mission.

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- o **Human Exchange:** Workshops promote human learning and cultural exchange between American volunteers and communities local.

Tourist and Cultural Activities (Experience and Brand Brazil)

The volunteer experience is integrated with tourism, enhancing the Brazilian Brand in segments of high global demand:

- **Ecotourism in Bonito:** The Bonito (MS) itinerary focuses on nature tourism and ecotourism, with experiences that include floating on crystal-clear rivers, cave visits, hiking, and observing flora and fauna. This initiative strengthens Brazil's position in community-based and sustainable tourism.
- **Experience with Local Communities and Artisans:** Experiences will be held with local communities and artisans, promoting authentic integration between tourism, culture, and the creative economy. This activity values regional talent and contributes to local income generation.
- **Cultural Circle and Musical Exchange:** A time dedicated to cultural and musical exchange, bringing together young American and Brazilian volunteers. This cultural circle aims to strengthen bonds of empathy between people, generating emotional and positive experiences that transform into spontaneous international narratives.

7. General project schedule

General Schedule of the Brazil Health & Tourism Mission 2026

Phase	Period Estimated	Fundamental Steps	Strategic Focus
I. Planning and Fundraising	September/2025 – December/2025	Dissemination of the project to families and participants	Start capturing resources
II. Pre-Execution and Logistics	January/2026 – May/2026	Logistics: Accommodation and local transportation arrangements (Campo Grande/ Bonito). Material Acquisition: Purchase of materials. construction, tools and PPE. Initial Communication: Creation of visual identity and materials). Selection and Preparation: Confirmation and orientation of U.S. volunteers and leaders. graphics	Ensure the technical and logistical feasibility of the action

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Phase	Period Estimated	Fundamental Steps	Strategic Focus
III. Execution of the Mission	June/2026 (8 Days)	Hands-On Activities : Revitalization of São Julião Hospital and Housing Improvement in the Nova Lima Community. Immersion Activities: Educational Workshops and Ecotourism in Bonito. Monitoring: Daily audiovisual coverage and social media management.	Generating tangible social impact and content
IV. Post-Execution and Measurement	July/2026 – August/2026	Environmental Compensation: Calculation and neutralization of carbon emissions. Content Production: Editing compliance with bilingual institutional videos and short documentary counterparts. Collecting ESG data and measuring results based on metrics. Metrics: Data collection (audience reached, feedback) qualitative, media reach).	Ensure Final
V. Accountability and Legacy	August/2026 – October/2026	Report Preparation: Production and delivery of technical, financial and audiovisual reports (deadline September/2026) Cooperation Networks: Consolidation of strategic institutional and commercial partnerships.	Ensure transparency and viability financial, and demonstrate the value partnership

7.1 Mission Activity Schedule

Detailed and Strategic Timeline (June 2026)

Day	Main Activities	Strategic Focus
Day 1	Arrival in Campo Grande: Welcome and cultural <i>briefing</i> . Lectures on Hansen's disease (history, combating stigma, and social impact), community health, and the culture of Mato Grosso do Sul.	Institutional and Awareness: Alignment of volunteers with the mission and the values of Brazilian public health. Beginning of audiovisual documentation.
Day 2	Work at São Julião Hospital (Morning and Afternoon): Beginning of infrastructure renovation, focusing on painting and light repairs. Preventive Health Workshops (Afternoon): Interaction with patients and teams, promoting workshops on self-care and hygiene.	Tangible Social Impact (Health): Generation of <i>hands-on</i> , high-emotion content (social proof) for international social networks.
Day 3	Work at Hospital São Julião (Full Day): Focus on accessibility and installation of assistive technologies. Closing of the	Institutional Return: Generation of images for the exclusive bilingual video99. Highlighting Embratur's social engagement.

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Day	Main Activities	Strategic Focus
	Action at the Hospital: Discussion circle and thank you ceremony with patients and management team8 .	
Day 4	Housing Actions in the Nova Comunidade (New Community) (Morning): Beginning of small renovations and adaptations in the housing of leprosy patients. Global self-care workshops Nutrition (Afternoon): Volunteer-led workshops focused on the community.	of Social Tourism Promotion and Lima Base)
Day 5	Completion of Actions in the Nova Lima Community: Completion of renovations and delivery of adequate housing. Cultural Circle and Musical Exchange (Evening): Integration of American and Brazilian youth, with the presence of the communications team.	Promotional Content (Images and Music): Production of videos and photos with high promotional value that highlight Brazilian hospitality and culture.
Day 6	Strategic Travel to Bonito (Morning): Travel by minibus and logistics Diversification and Brazil Brand (Nature): transportation (included in the budget). Experience (Afternoon): as Europe and North America. trails).	Presentation of a model destination for First Ecotourism sustainable tourism, essential for markets such
Day 7	Complete Nature Tourism and Strategic practices. Generating observation of fauna and flora. Local Guides: Experience with videos) from volunteers about the tourist experience. local communities and artisans, integrating tourism, culture and the creative economy.	Return (ESG): Sustainable Documentation : Floating, cave visits, and sustainability Cultural Immersion with spontaneous content (testimonials and with
Day 8	Collective Assessment and Environmental Compensation (Morning): <i>Feedback</i> Meeting qualitative and certification of the neutralization of carbon emissions generated by the project. Closing and Farewell Ceremony (Afternoon): Certificate presentation, with the possible presence of Embratur representatives. Return.	Accountability and Legacy: Formal closing of the event. Generation of the final report and guarantee of compliance with the Environmental Compensation counterpart.

8. Detailed Budget



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The budget was prepared considering all direct and indirect costs necessary to execute the **Brazil Health & Tourism Mission 2026**, with an emphasis on **transparency, rationality and local impact**.

Values are estimates based on regional quotations and may be subject to market variations until the final execution of the project.

1. Logistics and Transportation – R\$ 18,000.00

- Minibus rental for travel between Campo Grande – Bonito – Campo Grande (8 days) – **R\$ 10,000.00**
- Fuel and tolls – **R\$ 3,000.00**
- Transportation of materials and equipment – **R\$ 2,000.00**
- Transportation and baggage insurance – **R\$ 1,000.00**
- Reserve for logistical contingencies – **R\$ 3,000.00**

2. Accommodation and Food – R\$ 35,000.00

- Accommodation in Campo Grande (5 nights x 17 people) – **R\$ 15,200.00**
- Accommodation in Bonito (3 nights x 17 people) – **R\$ 8,100.00**
- Full board (breakfast, lunch and dinner – 8 days) – **R\$ 8,000.00**
- Snacks and water during field activities – **R\$ 1,500.00**
- Food and accommodation for the AAL technical team – **R\$ 1,200.00**
- Contingency reserve (price variation) – **R\$ 1,000.00**

3. Materials and Equipment – R\$ 15,000.00

- Paints, brushes, rollers and painting materials for Hospital São Julião – **R\$ 3,000.00**
- Light tools and repair materials (hammers, drills, saws, etc.) – **R\$ 1,500.00**
- Construction and finishing materials (cement, wood, hardware, flooring, paint) – **R\$ 3,000.00**

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- Educational materials (posters, teaching kits, prints, handouts) – **R\$ 1,500.00**
 - Assistive technology equipment and accessibility items – **R\$2,500.00**
 - Personal protective equipment (PPE): gloves, masks, aprons, safety glasses – **R\$1,000.00**
 - Customized uniforms and t-shirts (with Embratur and AAL logos) – **R\$ 1,000.00**
 - Materials for self-care and preventive health workshops – **R\$1,500.00**
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4. Production and Field Coordination – R\$ 14,000.00

- Daily accommodation and travel expenses for the technical team – **R\$8,000.00**
 - Professional translation – **R\$ 1,000.00**
 - Security professionals – **R\$ 2,000.00**
 - Travel agent – **R\$ 3,000.00**
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5. Technical and Contingency Reserve – R\$ 5,000.00

- Financial safety margin for possible variations in prices, costs extra transportation, accommodation or exchange.
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9. Conclusion

The Brazil Health & Tourism Mission 2026 – Mato Grosso do Sul is not just a project volunteering; it is a **country brand diplomacy** initiative that builds bridges indelible between Brazil and the world, **integrating health, solidarity and sustainability.**

This project offers unsurpassed strategic leverage as it transforms young people Americans into authentic multipliers of quality information about the leprosy, generating social proof and testimonials of high impact and credibility.