



INSTITUTO
LADO A LADO PELA VIDA
SIDE BY SIDE FOR LIFE INSTITUTE



A REFERENCE AND
UNIQUE NGO DEDICATED
FOR BOTH CANCER
AND CARDIOVASCULAR
DISEASES IN BRAZIL





12 YEARS ACTING

PREVENTION

EARLY
DIAGNOSIS

ADVOCACY

SURVIVORSHIP

TREATMENT

“The illness
is not an end
but a comma
and a pause
in our lives”

Marlene Oliveira

FOUNDER &
PRESIDENT



MEMBER OF THE
NATIONAL HEALTH
COUNCIL OF BRAZIL
(2018/2021)

“WE DO NOT WORK BY DEMANDS BUT BY CAUSES AND
THE GREATEST OF THEM IS **THE LIFE.**”

Celebrating 10 years of the Instituto Lado a Lado pela Vida, in December 2018, was a dream come true.

We are proud of, throughout this decade, to have carried through important actions that positively impacted the life of hundreds of thousands of people in Brazil always guiding our performance by causes and not for demands or specific interests.

Many accomplishments have highlighted our trajectory, but the most rewarding of them all has been the daily construction of our recognition and reputation as a Social Organization committed to improve the health and the life quality of all Brazilian citizens.

ABOUT US



The **Instituto Lado a Lado pela Vida – LAL** (means Side by Side for Life Institute) is a civil society organization founded in 2008 by Marlene Oliveira, a social entrepreneur, with the main purpose of promoting awareness on the importance of prevention and early diagnosis as well as offering information about the state-of-the-art possibilities of treatment and how to manage life and deal with the daily activities as a survivor who had fought with cardiovascular diseases or cancer, the two main global death causes. **Lado a Lado pela Vida** is also the only patient organization in Brazil dedicated to promote a relevant debate about men's health.

Its mission is to nurture the Brazilian population with accurate information and orientation about public policies for health, empowering each citizen to strengthen the awareness of their own power to control their lives. **LAL** is a reference institution dedicated to offer quality information and also to promote discussion of issues that impact patients' access to an existing and dignified treatment. **LAL** provides knowledge that targets the well-being of patients throughout their journey, such as topics related to integrated medicine and personalized medicine among other advances in science.

Lado a Lado pela Vida values are transparency, solidarity bonds, collective construction of knowledge, ethics, empathy and respect for others in all their singularity and diversity. Many accomplishments have highlighted **LAL's** trajectory, but the most rewarding of them all has been the daily construction of its recognition and reputation as a patient organization committed to improve the health and the life quality of all Brazilian citizens.

INSTITUTO LADO A LADO PELA VIDA

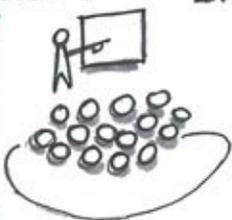
PREVENTION CAMPANHA

SIGA SEU CORAÇÃO FOLLOW YOUR HEART

Red & Fluoresce

URBAN RURAL

FORUM



DIAGNOSIS AND TREATMENTS RISK FACTORS

- DIABETES
- HIPERTENSION
- CHOLESTEROL

BEHAVIOR LIFE STYLE

- SEDENTARISM
- OBESITY

EVENTS

- HEART FAILURE
- HEART ATTACK
- STROKE

TO EMPOWER

TO TRANSFORM

TO MULTIPLY

DIAGNOSIS

• PROSTATE, PENIS AND TESTICULAR CANCER • FORUM

PREVENTION

CAMPANHA NOVEMBRO AZUL

BLUE NOVEMBER



From November 2 to November 4

URBAN RURAL

SURVIVORSHIP

• FORUM

TREATMENT

• CLICK CANCER • FORUM

OBESITY MAN'S HEALTH

PREVENTION EARLY DIAGNOSIS

P D ADVOCACY S T

OBESITY CARDIOVASCULAR HEALTH

THE NEW FACE OF CANCER OBESITY



TO HUMANIZE

TO ACT

TO BOOST

DIAGNOSIS

FORUM & WORKSHOP TREATMENT

PREVENTION #Respire - Agosto CAMPAIGN

LUNG CANCER

DIAGNOSIS

FORUM

GYNECOLOGIC AND BREAST CANCERS

TREATMENT

TREATMENT

CLICK CANCER

DIAGNOSIS

WORKSHOP

SKIN CANCER AND MELANOMA

TREATMENT

URBAN

PERSONALIZED MEDICINE

DIAGNOSIS

FORUM

RURAL

TREATMENT



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