15 anos

EQUIPE DE FIBRA

FIBROSE CÍSTICA







Fiber Team:

Physical Activity, Physiotherapy and Quality of Life for People with Respiratory and Rare Diseases

Final Impact Report

Project by:

INSTITUTO Unidos pela Vida

With the support of:

GLOBAL ALLERGY & AIRWAYS PATIENT PLATFORM

About Unidos pela Vida





Mission

To advocate for people with cystic fibrosis, rare diseases, and respiratory diseases in Brazil to have knowledge about their health and rights, equitable access to early diagnosis and the best treatments, contributing to an improved quality of life.

Vision

We will fight until all people with cystic fibrosis have the very best.

And it's not about surviving. It's about living.

Values

Commitment
Empathy
Ethics
Excellence
Transparency

Project Objective

To promote awareness and provide high-quality, evidence-based information on physical activity and respiratory physiotherapy for people living with rare and chronic respiratory diseases, such as cystic fibrosis (CF) and COPD. The project also celebrates the 15th anniversary of the Equipe de Fibra initiative, expanding its scope to empower patients to improve their quality of life.

Target Audience

People living with rare and chronic respiratory diseases, their families and caregivers, healthcare professionals, patient organizations, and the global health community.

Target Problems Addressed



The health literacy gaps among patients and caregivers regarding the importance of treatment plans and the role of physical activity in improving quality of life.



The need to empower patients and their families so they can make informed decisions and better engage with healthcare services as leaders of their own care journey.



The struggle to combat misinformation by improving access to accurate, evidence-based health education for respiratory conditions.



The lack of scalable, patient-led initiatives worldwide that reinforce physical activity as a key pillar in managing chronic respiratory conditions.

Project Execution



Implementation of a **multi-channel communication strategy**, including a new dedicated website section, a new podcast season, and multi-format educational materials on physical activity and respiratory physiotherapy.



Production and launch of a commemorative documentary, special retro t-shirts, and a social media celebration campaign for the 15th anniversary of Equipe de Fibra.



The project was executed over a **12-month** period, starting in **July 2025 and concluding in June 2026**, with the goal of reaching over 500,000 people.

Project Visual Identity & Anniversary Branding

INSTITUTO
Unidos pela Vida

To honor Equipe de Fibra's 15th anniversary and amplify its message that physical activity is vital for managing respiratory conditions, we developed a inspiring visual identity. This integrated branding, a unique 15-year commemorative seal, was deployed in the social media campaign.

15 anos

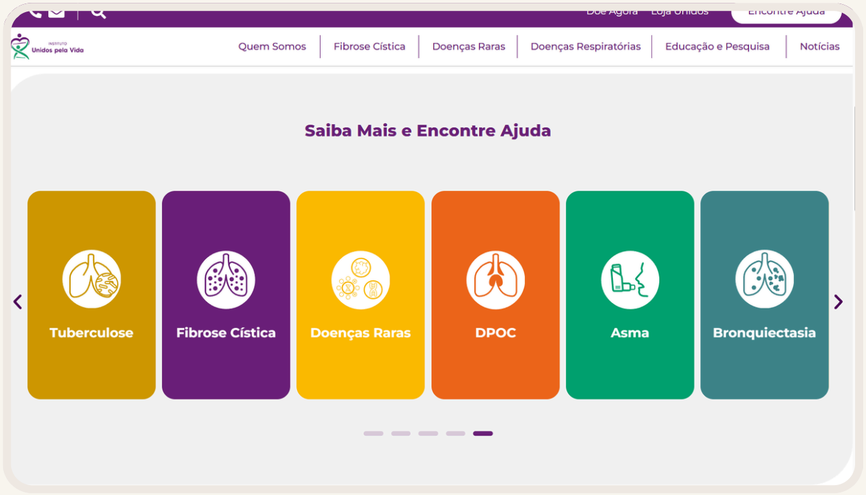
EQUIPE DE FIBRA

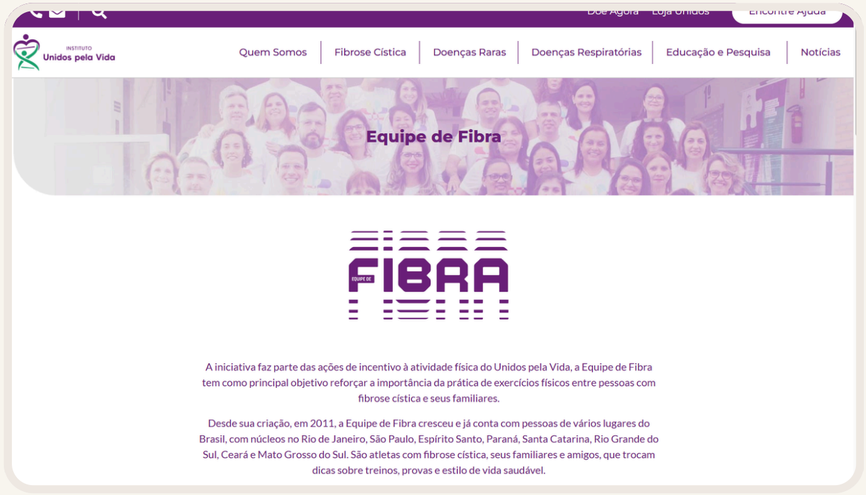
FIBROSE CÍSTICA



New Equipe de Fibra Hub & Expanded Website Launch

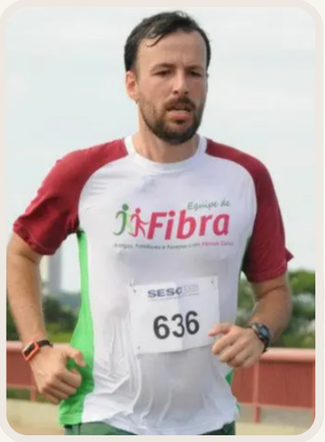
Currently in its final development phase and **scheduled to launch in November 2026**, the new Instituto Unidos pela Vida website will feature a brand-new, dedicated section for Equipe de Fibra, emphasizing the vital role of physical activity in chronic respiratory care. Furthermore, the platform will significantly expand its reach by providing comprehensive, evidence-based information on a wide range of conditions, including: Cystic Fibrosis, COPD, Asthma, Bronchiectasis, RSV, Bronchitis, Bronchiolitis, Rhinitis, Sinusitis, Nasal Polyps, Idiopathic Pulmonary Fibrosis, ABPA, ARDS, and Tuberculosis.





Equipe de Fibra 15-Year Commemorative & Retro T-Shirts

To celebrate the 15th anniversary of Equipe de Fibra, Instituto Unidos pela Vida launched a special edition, high-performance (dry-fit) **athletic t-shirt** designed to engage the rare and respiratory disease community. This initiative aimed to foster a strong sense of belonging, raise awareness for respiratory conditions, and inspire patients and caregivers to embrace physical activity as a vital pillar of their treatment. Blending nostalgia with the project's new anniversary branding, the retro design was inspired by one of the most popular shirts from the project's inception. The t-shirts were made available on Unidos pela Vida's online store and also distributed for free to project athletes across various regions of Brazil.



Original T-shirt from 15 years ago



The new one from 2025-2026







Documentary:
“Catching Breath: The Importance of Movement”

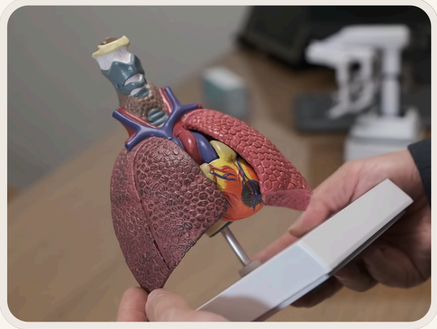
Physical activity can be life-changing for someone diagnosed with a rare or respiratory disease. Produced by Instituto Unidos pela Vida, the documentary “Catching Breath: The Importance of Movement” highlights how **physical exercise, respiratory physiotherapy, and proper medical guidance profoundly impact the quality of life for patients, their families, and caregivers**. Celebrating the 15th anniversary of Equipe de Fibra (a pioneering initiative by the Institute) this documentary issues a vital invitation: to recognize movement as a central pillar of care. Through real-life stories and expert perspectives, the film emphasizes the critical role of health literacy in empowering patients and families to better navigate the healthcare system and improve treatment adherence.

Released: May 27th, 2026











Watch it here: https://youtu.be/hzcf0F8hDTA

Documentary:
“Catching Breath: The Importance of Movement”

Featuring:



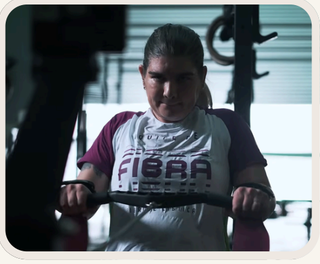
Cristiano Silveira: Equipe de Fibra Coordinator, Director of Public Policy and Advocacy at Unidos pela Vida, and CF Father.



Marise Basso Amaral: General Director at Unidos pela Vida, Equipe de Fibra Athlete, and CF Mother.



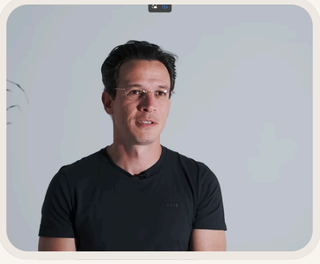
Dr. Marcos Samano: Thoracic Surgeon and Coordinator of the Lung Transplant Program at Hospital Israelita Albert Einstein.



Andressa Suellen: Cystic Fibrosis Patient, Lung Transplant Recipient, and Equipe de Fibra Athlete.



Lucas Vinícius Lopes (Lucas Pulmão): Cystic Fibrosis Patient and Digital Fitness Influencer.



Lucas Oliva Vicente: President of the São Paulo Association for Mucoviscidosis Assistance (APAM), Equipe de Fibra Athlete, and CF Father.

Documentary:
“Catching Breath: The Importance of Movement”

One month prior to the release of the mini-documentary, we launched a comprehensive promotional campaign across Unidos pela Vida’s main digital channels (Instagram, Facebook, LinkedIn and TikTok). This campaign featured trailers, exclusive sneak peeks, and release teasers. To provide a clear overview of our impact, this report highlights the metrics from Instagram, which currently serves as our primary and most engaging social media platform.

Documentary
Release

May 27, 2026



👁️13,211
👥11,329
❤️230

Assista

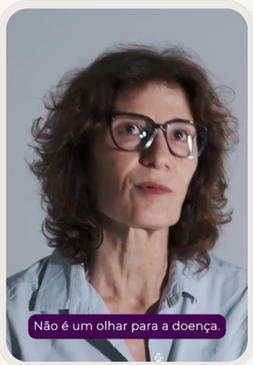
Documentary Teaser
Lucas Pulmão
Testimonial
May 22, 2026



👁️33,699
👥25,612
❤️1,623

Assista

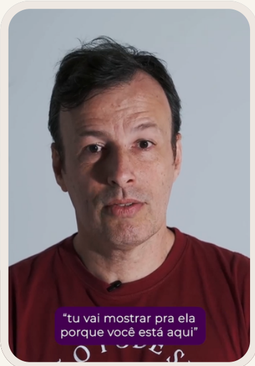
Documentary Teaser
Marise Amaral
Testimonial
May 08, 2026



👁️1,462
👥985
❤️83

Assista

Documentary Teaser
Cristiano Silveira
Testimonial
May 04, 2026



👁️ 2,789
👥1,813
❤️215

Assista

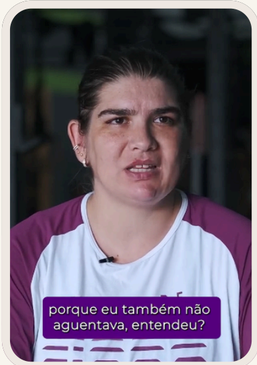
Documentary Teaser
Dr. Marcos Samano
Testimonial
April 16, 2026



👁️6,123
👥4,075
❤️557

Assista

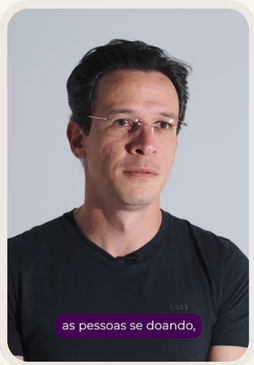
Documentary Teaser
Andressa Suellen
Testimonial
April 14, 2026



👁️3,168
👥1,920
❤️217

Assista

Documentary Teaser
Lucas Vicente
Testimonial
April 10, 2026



👁️3,477
👥2,164
❤️230

Assista

Documentary Teaser
Trailer

April 01, 2026



👁️9,015
👥6.973
❤️ 265

Assista

Paid Media Campaign & YouTube Ads

To maximize the documentary's impact and extend our message beyond our organic community, Instituto Unidos pela Vida executed a strategically targeted paid media campaign using YouTube Ads. This investment was crucial for scaling the project's visibility and reinforcing the importance of physical activity in chronic respiratory care to a much broader audience.

Over **450,000** views were generated through our sponsored ad campaign by July 16th, 2026



Multimedia Educational Campaign on Physical Activity & Physiotherapy

Throughout the project's duration, **physical activity and respiratory physiotherapy were the focal points of 28 multimedia content pieces**, spanning **articles, audio, and diverse social media formats (images, carousels, and videos)**. It was a year of intense activity and engagement, driven by major highlights such as the launch of our Respiratory Physiotherapy educational course, new podcast episodes covering various respiratory conditions, updates to the Equipe de Fibra app, the release of our 15-year commemorative t-shirts, and highly inspiring real-life patient testimonials showcasing their participation in sports like CrossFit, marathons, and open-water swimming.

Below is the **complete list** of the content produced, along with their performance metrics. Although all materials were distributed across Instagram, Facebook, LinkedIn, TikTok, and YouTube Shorts, the metrics presented here reflect exclusively Instagram data, as it is the Institute's primary and most impactful social media platform.



Content: Educational Campaigns & Tools

Winter training check-in:
Download the app!

Jul 25, 2025

👁️ 1,599 | 👥 303 | ❤️ 10

Click to view

Launch:
"Respiratory Physiotherapy and Physical Activity" Course

Aug 19, 2025

👁️ 1,820 | 👥 363 | ❤️ 11

Click to view

Learn more about bronchial clearance techniques

Aug 22, 2025

👁️ 1,935 | 👥 365 | ❤️ 13

Click to view

Physical Educator Day:
Physical activity for CF

Sep 01, 2025

👁️ 4,036 | 👥 721 | ❤️ 33

Click to view

Launch:
New Equipe de Fibra retro dry-fit t-shirt

Sep 09, 2025

👁️ 3,873 | 👥 1,221 | ❤️ 116

Click to view

Get your new Equipe de Fibra shirt now!

Oct 02, 2025

👁️ 2,750 | 👥 932 | ❤️ 74

Click to view

Physical training recommendations for Cystic Fibrosis

Oct 07, 2025

👁️ 1,488 | 👥 1,038 | ❤️ 39

Click to view

Download the Equipe de Fibra app and log your workouts

Dec 08, 2025

👁️ 488 | 👥 369 | ❤️ 19

Click to view

Preventive physiotherapy and exacerbation management

Mar 04, 2026

👁️ 1,751 | 👥 983 | ❤️ 79

Click to view

Wear the Equipe de Fibra 15-year anniversary t-shirt!

Mar 13, 2026

👁️ 944 | 👥 540 | ❤️ 31

Click to view

Start of the week: How are your workouts going?

Apr 20, 2026

👁️ 870 | 👥 478 | ❤️ 35

Click to view

Sign up for the Respiratory Physiotherapy Course

Jun 05, 2026

👁️ 3,290 | 👥 1,565 | ❤️ 135

Click to view

Content: Patient Stories & Sports Milestones

Flávia Ferraro takes first place in the Equipe de Fibra app ranking!

Jul 30, 2025

👁️ 3,462 | 👥 733 | ❤️ 88

Click to view

What sport do you enjoy practicing the most?

Aug 30, 2025

👁️ 4,410 | 👥 951 | ❤️ 57

Click to view

Article:
Daniel Ramos, jiu-jitsu athlete and CF patient

Sep 16, 2025

👁️ 2,629 | 👥 1,069 | ❤️ 49

Click to view | Read

Clara Gioso:
CF athlete in the Speedo Open Water Challenge

Oct 14, 2025

👁️ 4,579 | 👥 1,345 | ❤️ 180

Click to view

Heloísa Warmeling:
CF patient, competes in a Volleyball Tournament

Nov 03, 2025

👁️ 5,694 | 👥 1,580 | ❤️ 152

Click to view

Equipe de Fibra athletes participate in the Organ Donation Run

Nov 06, 2025

👁️ 2,229 | 👥 760 | ❤️ 34

Click to view

Equipe de Fibra athletes working out all over Brazil

Nov 28, 2025

👁️ 1,849 | 👥 579 | ❤️ 31

Click to view

Cristina Lemos does outdoor physiotherapy with Equipe de Fibra

Mar 30, 2026

👁️ 1,148 | 👥 662 | ❤️ 44

Click to view

Inspiration: Guido, CF patient, practicing gymnastics

Apr 24, 2026

👁️ 2,919 | 👥 1,758 | ❤️ 159

Click to view

Equipe de Fibra runs the Florianópolis Half Marathon

May 04, 2026

👁️ 801 | 👥 465 | ❤️ 38

Click to view

Athlete call-up for the Equipe de Fibra National Team

May 21, 2026

👁️ 2,784 | 👥 1,370 | ❤️ 130

Click to view

Article: CrossFit as an ally in cystic fibrosis treatment

Jun 15, 2026

👁️ 5,838 | 👥 2,450 | ❤️ 224

Click to view | Read

Content: Podcast Series & Deep Dives

Podcast:
The importance of physical education for CF

Aug 28, 2025

👁️ 4,207 | 👥 934 | ❤️ 54

View Listen

Podcast:
The importance of physical activity for COPD

Nov 04, 2025

👁️ 1,479 | 👥 420 | ❤️ 24

View Listen

Podcast/Article:
Physical activity in rare diseases

Feb 10, 2026

👁️ 1,718 | 👥 974 | ❤️ 64

View Listen Read

Podcast:
Benefits of respiratory physiotherapy for pulmonary diseases

Apr 15, 2026

👁️ 1,078 | 👥 571 | ❤️ 39

View Listen

Social Media Campaign: Video Testimonials

To further amplify our impact, Instituto Unidos pela Vida invited key individuals from Equipe de Fibra's history to **share video testimonials** detailing their personal journeys and the transformative role of physical activity in their lives. As of the writing of this report, four inspiring videos have been published. We anticipate receiving and sharing more stories leading up to November, the official anniversary month for both the Institute and the Equipe de Fibra project.

Testimonial:
Talita Cauper, Equipe de Fibra Athlete

Mar 25, 2026



👁️ 1,677
👥 1,098
❤️ 76

Watch

Testimonial:
Clara Gioso, Equipe de Fibra Athlete

Apr 29, 2026



👁️ 5,550
👥 3,309
❤️ 404

Watch

Testimonial:
Cristiano Queiroz, Equipe de Fibra Athlete

May 25, 2026



👁️ 1,487
👥 876
❤️ 65

Watch

Testimonial:
Elizangela Mota, Equipe de Fibra Athlete

Jun 12, 2026



👁️ 3,042
👥 1,789
❤️ 263

Watch

The funding provided by GAAPP empowered Instituto Unidos pela Vida to significantly expand the reach of Equipe de Fibra, our initiative promoting physical activity as an essential part of treatment. **This support allowed us to deliver high-quality, evidence-based education while deeply engaging patients and caregivers within the rare and respiratory disease community**. Most importantly, it fostered a strong sense of belonging to a pioneering and nationally recognized movement. Achieving all of this during such a special milestone, the 15th anniversary of the project, made the impact even greater. We extend our deepest gratitude to GAAPP!

Project by:

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With the support of:

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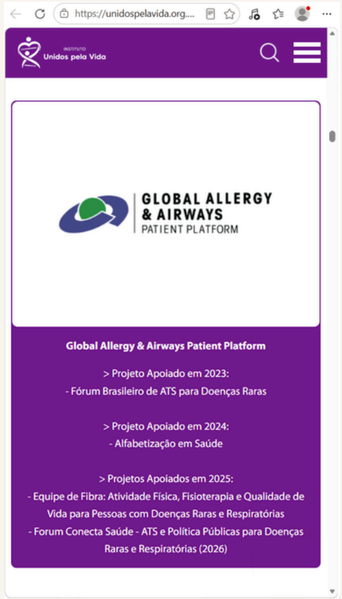
Fund disclosure:



https://unidospelavida.org.br/quem-apoia/

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