|  |
| --- |
| **Cost-Effectiveness Evaluation of a Health Promotion Program for Sexually Exploited Adolescents and Youngsters in Brazil** |
| **Background/Objectives**  In Brazil, cost-effectiveness evaluations in Health Promotion are scarce. It will be presented methodology and results of cost-effectiveness evaluation of the ViraVida Program. It´s lead by Social Service of Brazilian Industry and promotes health of adolescents and youngsters (16 to 24) sexually exploited in 21 Brazilian States, From 2008 to 2017, ViraVida assisted 7,000 participants (75% girls). The objective of the investigation in progress is to investigate cost-effectiveness gains for each positive variation point in the Program Scale, per student.  **Methods**  A Health Promotion scale containing 65 variables was developed and distributed in four domains: Sense of Labor, Human Development, Family and Community Ties, and Education. Tests of validity and consistency were performed (Cronbach Alpha> 0.7). 1.208 individuals were interviewed, including enrolled, graduates, dropping and controls. It was investigated if ViraVida promoted equity for students in relation to controls, and in specific segments. In the economic dimension, the cost-benefit ratio was verified, based on investments and economic wealth generated in current value.  **Results**  Evaluation evidenced equity impacts, with significant statistical differences (pvalue ≤0.05) among treatments and controls and specific analysis: sexual orientation, chemical dependence, gender and schooling. Most of the States generated impacts in Sense of Labor. Some in Human Development and Education and virtually none for Family and Community Ties. Economically, there was a U$1,74 return for each U$1,00 invested, in terms of personal income of the participants, discounting the values of the scholarships offered.  **Discussion**  ViraVida is equitable. It promotes opportunities, in according to specificities of individuals and groups. It implements Intersectoriality and Intrasectorality because it includes internal health services in personal and collective scope which act together with a network of government and private partners. It is multi-territorial and strengthens the autonomy of the participants. Social participation is fragile regarding the improvement of family and community ties. If the investigation in course shows association between cost-effectiveness and evolution in the Health Promotion Scale, the study will be able to consolidate evidences of Health Promotion contributions for economic development.  **Keywords**  Health Promotion, Cost-Effectiveness, Adolescents and Youngsters, Sexual Exploitation |