

## **Fundación Cepsa takes the pulse of the projects awarded the Social Value Awards**

- **The first action focuses on a visit to AHETE, which has produced an audiovisual piece to give visibility to people with hemophilia.**
- **The video gathers first-person testimonies of those affected, as well as those of family members and healthcare personnel**

Fundación Cepsa has initiated a series of visits to learn first-hand about the development of the projects awarded in the Social Value Awards 2021. The first of the meetings was held with the Hemophilia Association in the province of Santa Cruz de Tenerife (AHETE), where it was possible to learn about the initiative "Know my life, know my hemophilia," which aims to give a voice to this group.

The head of Fundación Cepsa in the Canary Islands, Belén Machado, and the sponsor of the project, Román Álvarez, attended the event, where they were received by the treasurer and coordinator of AHETE, Antonia de León and Beatriz García, who presented them with a testimonial video which includes the experiences of people suffering from hemophilia and other congenital coagulopathies, as well as the contributions of relatives of those affected, representatives of the association itself and health specialists.

Belén Machado emphasized "the opportunity that these meetings provide for the winning entities of our Awards to learn in depth about the projects developed and become aware of the needs of the affected groups, in this case people with hemophilia." He also pointed out that the visit was an exceptional opportunity to learn about the work carried out by AHETE for the benefit of this group and their families.

For her part, Antonia de León pointed out that "for organizations such as ours, having the support of Fundación Cepsa has been fundamental to continuing with our work to raise awareness of coagulopathies and to continue bringing the reality of people with this pathology closer to them." He also insisted that "we must continue to strive to achieve a dynamic, equitable and inclusive society."

The project "Conoce mi vida, Conoce mi hemofilia" will be launched to meet the demand of those affected by this pathology to normalize the disease in society, through their personal experience and avoid situations of vulnerability and social exclusion.

The action is channeled through a video that, in addition to being available on AHETE's website, can be viewed at [www.hemofiliatenerife.org](http://www.hemofiliatenerife.org) will be distributed among affected groups, family members, educational centers and public institutions in the socio-health and educational fields in order to raise awareness in society.

In addition to the experience provided by the affected people, in which they describe the impact of this disease on their daily lives, emphasis is placed on different aspects that contribute to improving their day-to-day lives.

The application of techniques such as physiotherapy to cope with the musculoskeletal conditions they suffer, therapeutic management through the application of the treatments by the patients themselves or the detection of warning signs to avoid complications are some of the highlights.

The video stresses the need to raise awareness of this pathology in schools, as well as to raise public awareness of the importance of donating blood in order to guarantee treatment for those affected.

On the other hand, the support work that AHETE has been carrying out for the last 30 years is made known. This work has had an impact on the personal, family and social improvement of those affected and for which this association has been recognized, to the point of becoming a public utility entity.

### **Social Value Awards**

The Social Value Awards, one of the most outstanding initiatives of Fundación Cepsa, are aimed at supporting underprivileged people, groups and sectors, in addition to promoting values of solidarity. To this end, the entity relies on the involvement of Cepsa's professionals, who voluntarily sponsor the different programs that the non-profit organizations in the Canary Islands present in each call for proposals.

The awards, which are widely accepted by social entities, are given annually. This year's call for applications will open in September.

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