



FOUNDATION

DANAYA

Who we are and what we do



IF WE HAD A PROPER
PEDIATRIC HOSPITAL,

DANAYA
**MIGHT HAVE STILL BEEN
HERE TODAY...**



IF WE HAD A **HUMANE**
EDUCATIONAL SYSTEM,

CHRIS
MIGHT HAVE STILL BEEN
HERE TODAY...





To ensure that no preventable child deaths occur due to deficits in the healthcare and education systems



To guarantee that children's needs and interests are always front and center, and to support the adoption of a humane approach and care for psychological development and well-being in pediatric healthcare and education



To work toward the establishment of effective processes and the implementation of good practices in pediatric and maternal healthcare



To contribute to the planning and creation of a modern and functional National Pediatric Hospital for the benefit of all children in Bulgaria



To advocate for the adoption of educational principles and standards for high-quality compulsory education that is aligned with the realities in the 21st century and helps children become independent, capable, confident, and responsible citizens

Our goals

in pediatric healthcare
and education





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Support Center

Pilot project, September 2023

Concept: The first center in Bulgaria to provide support to children who are facing deficits in the healthcare or educational systems

A physical and virtual space that will serve as a connecting and correcting unit designed to provide access to better pediatric healthcare and education, and to support the most vulnerable participants in this process



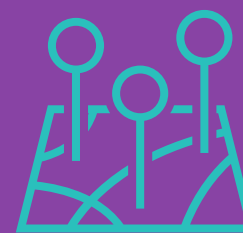
1. Implementation of the model

- Rent and furnish a physical space in line with the planned activities
- Building a virtual platform (Year 2)



2. Team and working processes formation

- Attract experts, consultants, and volunteers
- Establish effective processes for work activities and project management



3. Replication of the model in other cities/towns

- Create similar centers replicating the model across Bulgaria

PROJECT

here I am

The Support Center's planned activities in the area of pediatric healthcare

For pediatric patients and their parents



Център за подкрепа на децата, септ 2023г

Pediatric patients' problems call for immediate solutions

- Lack of a national pediatric hospital
- Lack of information about the hospitals accepting pediatric patients and equipped and staffed to treat them properly
- Too few hospitals accepting pediatric patients
- Refusal to work with consultants from other hospitals during specialist shortages
- Lack of coordination between the hospitals with regards to pediatric patients' medical history
- Parents are uninformed about their rights and their children's rights

- Lack of trained pediatricians, nurses, and hospital psychologists who can apply the right approach to communicating with and treating younger pediatric patients

- Lack of institutional understanding and focus on pediatric patients' needs

- Frequently violated rights of pediatric patients and their parents
- More limited access to pediatric healthcare in comparison to general healthcare
- Limited access to modern and effective diagnostic and treatment methods
- Parents turning up at the wrong hospitals due to lack of information
- Waste of precious time in emergency cases
- Lack of a multidisciplinary approach to diagnostics and treatment
- Lack of opportunities to obtain more than one medical opinion about a diagnosis, the appropriate treatment, and the prognosis
- Parents required to serve as coordinators between various medical professionals and hospitals
- Parents unable to focus on their children's psychological wellbeing
- Preventable loss of children's lives, especially in emergencies and complex cases – child mortality in Bulgaria is 175% of the EC average

- Medical staff unable to establish a relationship of trust and psycho-social support
- Avoidable discomfort, fear, and stress for pediatric patients, which often results in serious emotional trauma
- Lack of communication between physicians and parents, with parents often unable to give informed consent due to not being informed
- Hindered and delayed physical recovery of pediatric patients

- Poor quality and availability of data that helps define the most critical problems in pediatric healthcare
- Inability to formulate systemic policy-driven solutions
- Systematic discrimination against children by provision of more limited and lower-quality healthcare in comparison to that serving adults



Legal support

Provided by a team of professionals who can offer advice and help protect the rights of pediatric patients and their parents



Psychological support

Provided by qualified child therapists – on the spot or in the hospital



Logistic and administrative support

Aimed at allowing parents to focus entirely on their children and their recuperation



Expert support

Aimed at clearly defining the systemic and priority problems in pediatric healthcare



Institutional support

Representing and advocating on behalf of pediatric patients and their parents in order to find effective and sustainable solutions to the systemic problems in pediatric healthcare that have been identified

Main activities of the Support Center: Pediatric Healthcare



To be able to provide support to pediatric patients and their parents, the Center will operate as a physical and virtual space where they can receive timely expert information and assistance in the case of emergencies, when they need professional support the most

Additional activities of the Child Support Center



Initiation of legislative reforms

Drafting proposals for legislative reforms in pediatric healthcare



Prevention and health education

Organizing training courses on health culture and related topics for the purpose of prevention and equipping people with the knowledge they need to take care of their health



Sociological data

Preparing, conducting, and analyzing sociological data on the accessibility and quality of pediatric healthcare in Bulgaria

PROJECT

nurture.me

The Support Center's planned activities in the area of compulsory education



For students and their parents

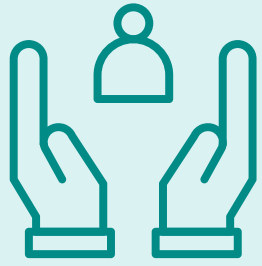
Students' problems call for a thorough analysis and a comprehensive strategy how to modernize the system

- Lack of institutional understanding and focus on children's needs and development
- Lack of clearly defined goals and standards for high-quality compulsory education
- The focus is solely on academic preparation based on non-intuitive and ineffective teaching methods
- Lack of a built-in mechanism for updating the education system in line with the latest scientific and technological developments

- Lack of institutional understanding and support for children's socio-emotional and physical-health development
- Lack of understanding of the relevant life skills people in the 21st century need outside the school
- The knowledge hierarchy and the curriculum are arbitrary and do not correspond to the stages of brain and cognitive development
- Lack of understanding, support, and adequate stimulation of students' intellectual development

- Violation of students' rights
- Limited access to quality education due to social and financial discrimination
- Pushing students away from reading and studying, lack of basic literacy and arithmetic skills
- Individual and systemic ineffectiveness, need for continuous improvement through private lessons and courses
- A quality control system that doesn't measure how the system itself works
- Limited access to modern and validated learning methods
- Ineffective or no use of modern technologies

- The educational system enables financial discrimination, contributes to generational poverty, increases socio-economic inequalities, and creates adults without basic skills for a fulfilling and productive life – critical thinking, emotional maturity, intrinsic motivation for reading and personal growth, healthful lifestyle habits, the ability to cooperate with others and foster positive relationships
- The responsibility for the development of these skills falls entirely on parents, who oftentimes don't have time and the capacity to nurture them
- Bullying is rampant at all levels and among all participants in the system
- Traumatizing old-fashioned discipline methods
- Bulgaria is at or near the top of EC countries by percentage of children falling behind academically, children with unhealthy lifestyle habits, children participating in undesirable social behaviours, such as early sexual activity, bullying at school and cyberbullying, smoking, alcohol consumption, etc.



Legal, psychological, and institutional support

- Provided to child victims of systemic bullying at school and their parents
- Provided by a team of professionals who can offer advice and help protect children's rights and psychological well-being



Creation and organization of courses on supporting children's emotional development

- Supporting the acquisition of basic social-emotional skills, including emotional regulation
- Fostering children's intrinsic motivation for learning and personal growth
- Improving children's and parents' mental health and resilience in dealing with traumatic experiences
- Nurturing communication skills and the ability to build constructive, positive, and lasting relationships

Main activities of the Support Center: Education (1) **Crisis support and prevention of bullying**

To be able to support students and their parents, the Center will operate as a physical and virtual space where they can receive timely professional help and assistance in emergencies, and acquire the skills they still cannot acquire through the educational system



In-depth sociological surveys

- Conducting national surveys, analyses, and diagnostics to identify children's, parents', and employers' needs in relation to compulsory education
- Validating the unmet need for adequate physical-health and socio-emotional education
- Validating the need for parents to be active participants in the education process



Scientific studies and analyses

- Informing the need for an education system that corresponds to the stages of cognitive development, as well as advances in psychology and neuroscience

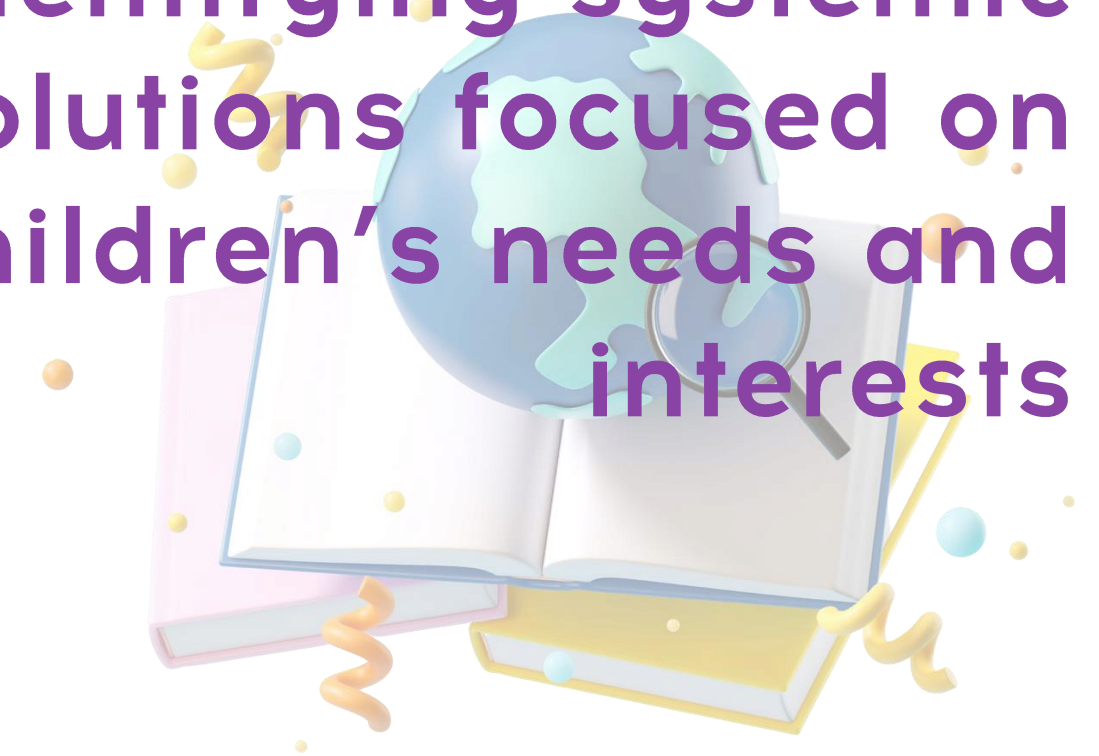


Expert working groups

- Bringing together the efforts, experience, and expertise of experts in different disciplines with the aim of crafting a modern educational strategy, a transition period for its implementation, and proposals for the necessary reforms of the national educational standards and legislation

Main activities of the Support Center: Education (2)

Identifying systemic solutions focused on children's needs and interests



The Center will work toward providing comprehensive support for children's intellectual, emotional, and physical-health development at school, and access to modern, relevant, and non-traumatic education that prepares students for a fulfilling professional and social life

For us, pediatric healthcare and education are inseparable

A humane child-centric approach should be used to innovate both systems

Pediatric healthcare

Understanding and protecting the psychological wellbeing of pediatric patients and their parents

Improving medical professionals' emotional competencies for better health outcomes

Need to establish best practices and eliminate inefficiencies



Need to understand and support children's emotional, cognitive and physical development

Health education

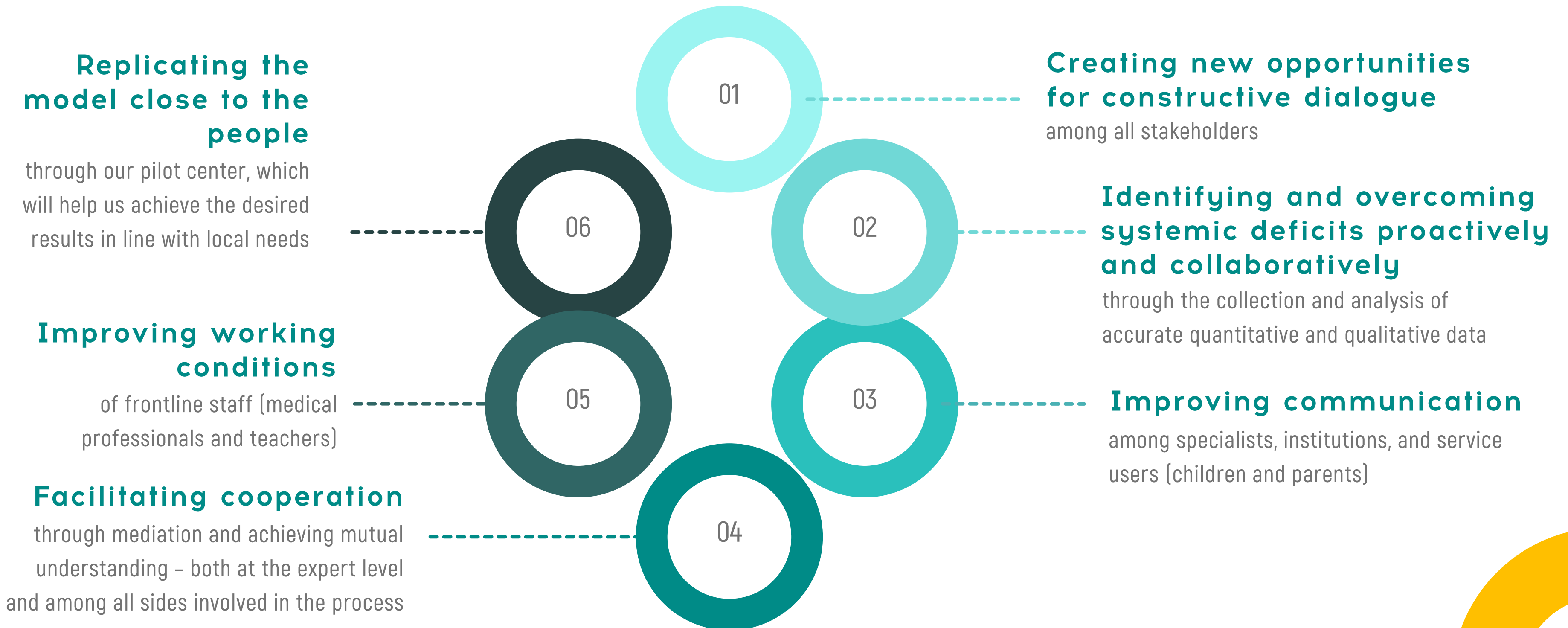
Medical education

Need to establish best practices and eliminate inefficiencies

Education

Our Support Center will be a transformative social innovation that facilitates systemic change

We aspire to achieve an overall change in communication, values, and work culture in pediatric healthcare and education



Our team



Pediatric healthcare

Ani Stoyanova

Danaya's mother, entrepreneur, and civil activist in matters related to children's rights, organ, cell and tissue donation, and pediatric healthcare. Her campaign for a National Pediatric Hospital bore the Danaya Foundation and reinvigorated public interest in the issue.



Zhana Nikolova

A media and PR expert and communication consultant. She co-authored the first guide on media relations for NGOs in Bulgaria, and leads training courses in PR and crisis communication for institutions and businesses.



Kremena Kuneva

A financial expert who resigned from her corporate position as a financial director to devote herself to children's humanitarian causes. As a co-founder of the "In the Name of Good" movement, she helped renovate more than 10 pediatric units in Bulgaria. She is the recipient of numerous awards for her humanitarian work.



Maria Rangelova

A business analyst and manager with more than 25 years of experience in corporate finance. During this period, she has also worked with NGOs as an activist, trainer, and volunteer for various causes.

Education



Jenia Lazarova

A PhD neuroscientist from Oxford University and the founder of the first lab for applied neurosciences in Bulgaria. She has experience as a university tutor, lecturer and as a consultant in the Public Policy and Strategy team at Deloitte in London. She has completed over 40 projects in healthcare, education, and the high-tech sector.

Legislation



Svetlana Klukowska

An attorney at law with nearly 15 years of experience representing citizens and businesses in administrative procedures and litigation in Bulgaria and in the Court of Justice of the European Union (CJEU) in Luxembourg.

Our Advisory Council

Pediatric healthcare



Valeri Velev, MD

A medical doctor specialized in medical biology, medical parasitology, and infectious diseases, with a PhD in pediatric campylobacteriosis. He is an assistant chief at the Specialized Hospital for Active Treatment of Infectious and Parasitic Diseases "Prof. Ivan Kirov" in Sofia, an associate professor and a member of the Faculty Council at the Medical Faculty, and a director of a diagnostic and consultative unit.



Dr. Boris Tablov

A doctor specialized in anesthesiology and intensive care with almost 14 years of professional experience in Germany. He returned to Bulgaria to work toward improving pediatric healthcare through the adoption of good practices and quality standards used in other European countries.



Rada Markova, MD

A pediatrician specialized in pediatric diseases and pediatric pulmonology. She has worked in university children's clinics, at the Specialized Hospital for Active Treatment of Pediatric Diseases in Sofia, and at the Pediatric Clinic at the Alexandrovska University Hospital in Sofia. She trains young doctors and nurses in ambulatory pediatrics, and she is a member of the Management Board of the Bulgarian Pediatrician Association (BPA).

Education



Trayan Trayanov

CEO of the Teach for Bulgaria Foundation, working in close cooperation with the Ministry of Education and Science. He has a BA in social studies from Harvard University and an MPhil in sociology from the University of Cambridge. He is a member of the Board of Trustees of the American College of Sofia, where he used to study.



Asenka Hristova

An experienced education expert and author of numerous sociological studies in the area of education and early child development. She advises the Bulgarian Ministry of Education and Science, trains school directors, and participates in international projects of the European Commission aimed at improving education and developing the skills that people will need in the future.



Veneta Ivanova

A certified child and family psychotherapist, psychologist, mediator, and trainer of teachers, school directors, and medical students. She is a co-author of a methodology for conflict resolution and development of communication and emotional competencies for children.

In Greek mythology, Zeus turns into rain to earn the love of Danaë. There is nothing more purifying than rain! The Danaya Foundation is fighting for hope, for our future, and for dignity in the name of children and their parents. I will always side with hope!

Valeri Velev, MD

Member of the Danaya Foundation's
Advisory Council





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