

# ALFABETIZARE SOMATICA

Constientizarea sanatatii mintale plecand de la corp — educatie preventiva · gratuita · accesibila · aplicabila  
Nu este psihoterapie. Nu inlocuieste tratamentul. Exclusiv educatie preventiva si advocacy civic.

## CRIZA TACUTA — DE CE ACUM

|                                                                                                                                    |                                                                                                                                           |                                                                                                                   |
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| <b>#1 in UE</b><br>ultimul loc la sanatate mintala<br>scor 1,0/10 · Headway Index 2024<br><i>corpul transmite semnale ignorate</i> | <b>34%</b><br>dintre romani — stresul este<br>problema nr. 1 de sanatate<br><i>Ipsos 2023</i><br><i>corpul transmite semnale ignorate</i> | <b>62%</b><br>fara NICIUN ajutor la probleme<br>psihosociale la munca<br><i>corpul transmite semnale ignorate</i> |
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## SOLUTIA — 3 DIRECTII

|                                                                                                                                                                                                                                                                                                 |                                                                                                                                                                                                                                                                                                                            |                                                                                                                                                                                                                                                                                                             |
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| <b>01</b><br><b>INDIVIDUAL</b><br><i>Educatie Online la Scara</i> <ul style="list-style-type: none"><li>Platforma web · provocarea de 7 zile</li><li>30+ clipuri video (IG, TikTok, FB)</li><li>Ghid de alfabetizare corporala — gratuit</li><li>Tinta: 10.000 participanti / 12 luni</li></ul> | <b>02</b><br><b>ORGANIZATIONAL</b><br><i>Parteneriate &amp; Protocol S-RAP</i> <ul style="list-style-type: none"><li>Protocol S-RAP — evaluare gratuita HR</li><li>Module formare manageri &amp; specialisti HR</li><li>Primele date RO despre stres ocupational</li><li>Tinta: 3 companii pilot · 15 HR formati</li></ul> | <b>03</b><br><b>SISTEMIC</b><br><i>Schimbarea cadrului legislativ</i> <ul style="list-style-type: none"><li>Draft amendament Legea 319/2006 (SSM)</li><li>Referinta: Germania (ArbSchG §5, 2013)</li><li>Depunere formala in faza 2 cu date pilot</li><li>Livrabil: draft finalizat + parlamentar</li></ul> |
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## BUGET & IMPACT

| Linie bugetara                    | EUR               |
|-----------------------------------|-------------------|
| Coordonare & facilitare (12 luni) | 6.000             |
| Platforma web MVP                 | 3.500             |
| Productie video — 20 clipuri      | 2.000             |
| Formare specialisti HR            | 1.500             |
| Workshopuri — 5 editii, 3-5 orase | 2.500             |
| Consultanta juridica              | 1.500             |
| Comunicare & promovare            | 1.500             |
| Administrative & logistica        | 500               |
| <b>TOTAL</b>                      | <b>19.000 EUR</b> |

Scenariu minim: 11.200 EUR

## Indicatori de impact tinta:

|                                      |                                   |                                      |
|--------------------------------------|-----------------------------------|--------------------------------------|
| <b>10.000+</b><br>participanti unici | <b>3</b><br>companii pilot        | <b>15</b><br>HR / manageri formati   |
| <b>200+</b><br>raspunsuri anonime    | <b>1</b><br>propunere legislativa | <b>-10%</b><br>stres perceput PSS-10 |

## PLAN DE IMPLEMENTARE — 4 FAZE / 12 LUNI

| L1–3<br>FUNDAMENT                                                                                                                       | L4–5<br>LANSARE                                                                                                      | L5–9<br>EXPANSIUNE                                                                                                                      | L10–12<br>CONSOLIDARE                                                                                                                |
|-----------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------|
| Cercetare, identitate vizuala, strategie continut. Productie primele clipuri video. Construire platforma MVP. Redactare Ghid v1. Audit. | Lansare platforma + quiz 7 zile. Pilot companii: colectare baseline PSS-10 (Cohen 1983). Continuare productie video. | Formare 15 specialisti HR (online). Pilot S-RAP (1-3 companii): colectare date. Raport intermediar public (L8-9). Redactare amendament. | Finalizare pilot S-RAP. Masurare finala PSS-10. Finalizare propunere legislativa. Conferinta online + raport final + Protocol S-RAP. |

## CE RAMANE VIU DUPA 12 LUNI

|    |                               |                                                            |
|----|-------------------------------|------------------------------------------------------------|
| R1 | <b>Platforma web</b>          | 10k+ participanti · open source · self-sustaining          |
| R2 | <b>30+ clipuri video</b>      | publicate cu licenta deschisa · reutilizabile              |
| R3 | <b>Ghid Alfabetizare v1.0</b> | gratuit · redistribuibil de orice organizatie              |
| R4 | <b>Protocol S-RAP</b>         | gratuit pentru orice HR · actualizat anual cu date noi     |
| R5 | <b>15 specialisti formati</b> | retea activa · continua workshopuri independent            |
| R6 | <b>Date anonime RO</b>        | primele despre stres la munca · disponibile cercetatorilor |
| R7 | <b>Draft legislativ</b>       | amendament Legea 319/2006 · avizat juridic · faza 2        |