



**Spreading the Word of Rare Diseases Internationally  
Rare Disease Day 2008 & 2009**

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**"Promoting the cause of rare diseases over  
Latin America"**

**V ICORD – Rome, February 23<sup>rd</sup>,2009  
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# GEISER Foundation

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Latin American & Caribbean (LA&C) NGO

Non profit

Improving QOL in people living with RDs

Founded in 2002



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## **World Rare Disease Day (WRDD)**

**GEISER subscribe to WRDD**

**because it may fit with “the mirror” model to LA&C NGOs.**

## The mirror stage model

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**During the mental development of a subject...**

**The integration of its corporal image is given by the mirror stage model... allowing him to better interact with its environment.**

**Likely,**

**During the development of organizations (NGOs), “mirrors” helps to recognize and integrate its own resources.**

## The mirror stage model

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**During the development of organizations (NGOs), “mirrors” helps to recognize and integrate its owns resources.**

**Allowing...**

**Best outcomes.**

**Broader impacts in their activities.**

**Maximize efforts.**

**Increase the accuracy of aims.**



**In which “mirrors” an organization could be reflected?**

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**Supra-level organizations**

**Supra-level actions**



# Which are adequate “mirrors” for LA&C NGOs?

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# An Adequate mirror

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**Those organizations or actions willing to invest in a process of mutual recognition and respect.**

**Those promoting the integration of actions against isolated achievements.**

**The supra level organization or action should benefit the “level” organization, not viceversa.**

**Supra-level organizations or actions should guarantee the mission compliance.**

## **GEISER as a mirror for LA&C NGOs**

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**GEISER launching meetings at Colombia uniting NGOs working with academia for the WRDD.**

**GEISER unite NGOs in order to produce a video for WRDD at Brazil.**

**Provincial tour for RD at Panama by NGOs and Government.**

**Argentinean WRDD celebrated in the streets, with media and government support.**

## **WRDD at LA&C - conclusions**

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**Supra level actions has critical impact in LA&C.**

**A good mirror help to grow.**

**A broken mirror may bring disadvantageous.**

**Therefore,**

**Supra level organizations or actions should spend enough time to consider the benefit for the “level” organizations, as mistakes will be afforded for such level only.**