

**EXEMPLO DOS BENEFÍCIOS
QUE PODE TRAZER UMA
INOVAÇÃO NA SAÚDE**

O PROBLEMA

- No Brasil, em 2013 foram registrados 72.373 vítimas da violência e acidentes de trânsito.
- 4 de cada 10 brasileiros tem uma doença crônica não transmissível.
- 1 de cada 5 brasileiros tem hipertensão (31,3 milhões). A partir dos 65 anos, afeta a mais da metade da população.
- 12,5% das pessoas com mais de 18 anos foram diagnosticadas terem colesterol.
- 9,1 milhões de brasileiros têm diabetes.
- 11 milhões de brasileiros têm depressão
- 6 milhões de brasileiros têm doenças cardiovasculares
- 2,7 milhões foram diagnosticados com câncer

VIVEMOS UMA EPIDEMIA DE ESTRESSE

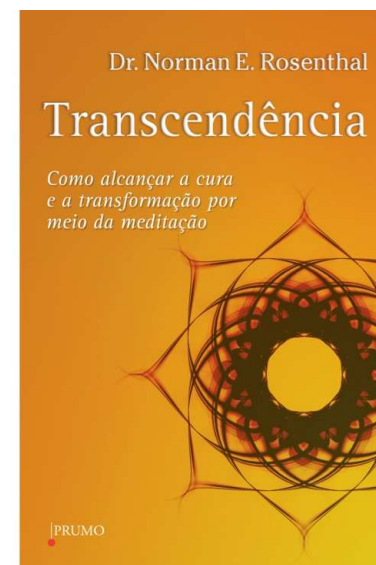
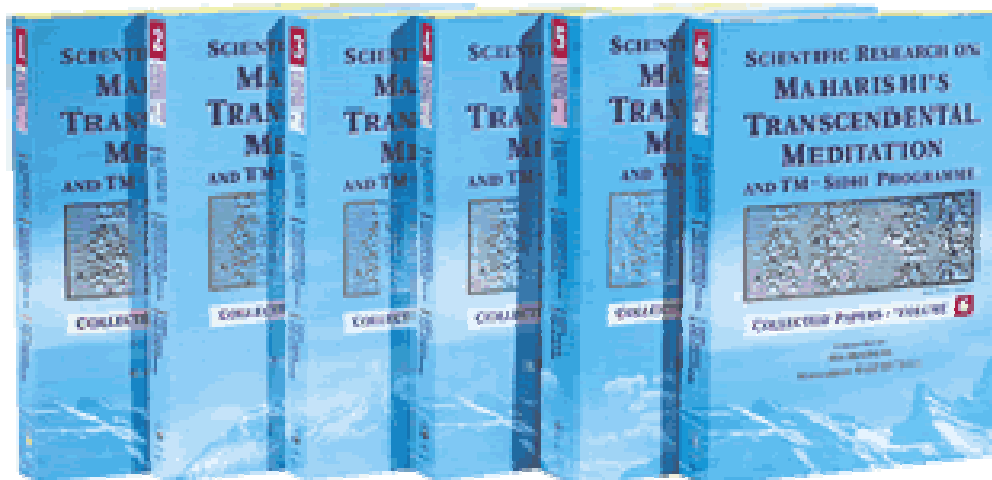
No Brasil as despesas no INSS, saúde e afins, representam sob um 20% das despesas globais do governo.

De acordo com a OMS, em 2030 a depressão será a maior responsável pela invalidez profissional no mundo.

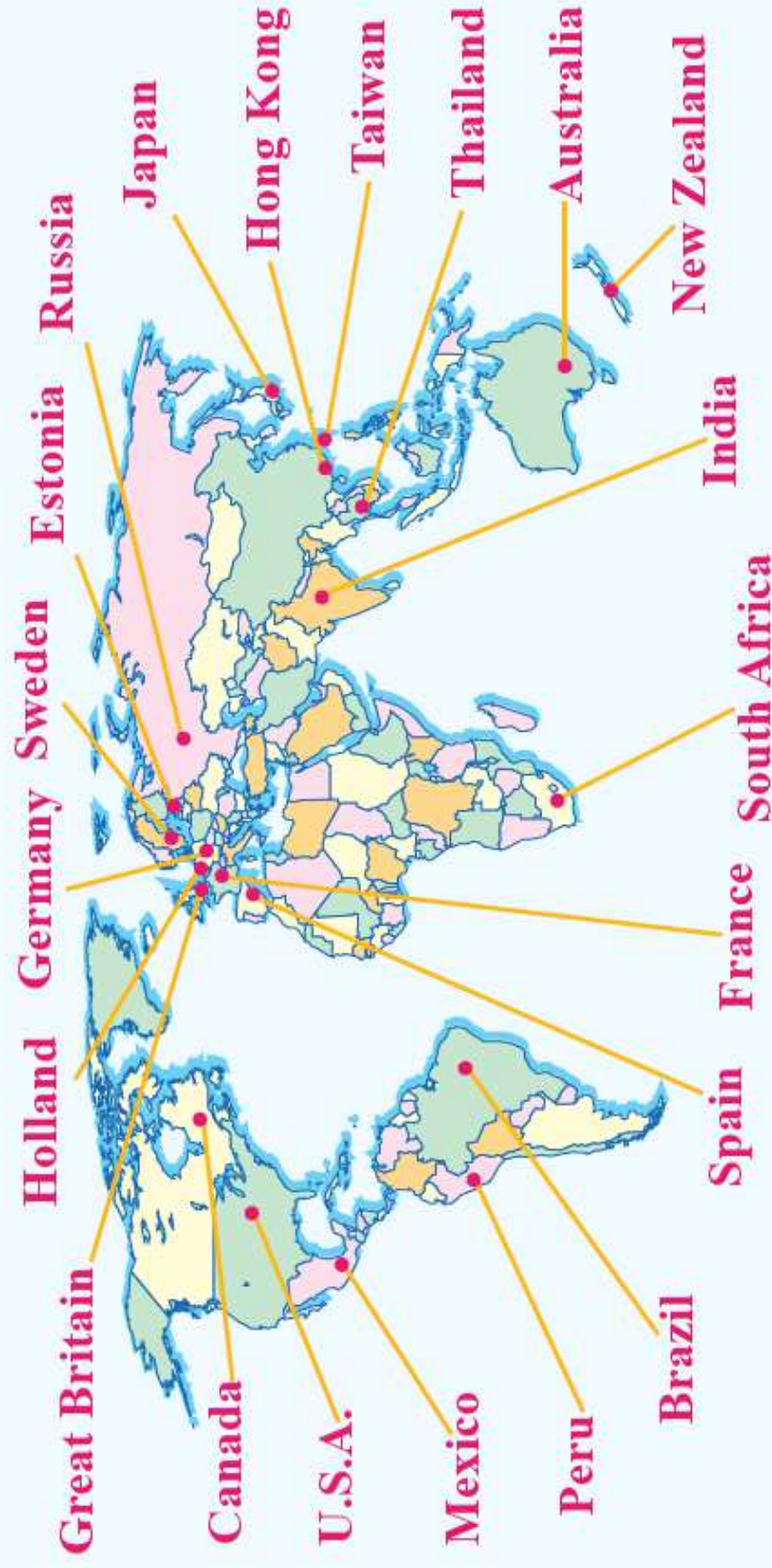
Também de acordo com a OMS, no ano 2030, os casos de câncer deverão aumentar 50% em relação a 2012.

**Ambas as doenças são influenciadas pelo
ESTRESSE**

+ de 600 Pesquisas Científicas



COMPANIES AROUND THE WORLD ENJOYING BENEFITS



ALGUMAS DAS EMPRESAS QUE TEM
INCORPORADO A MEDITAÇÃO
TRANSCENDENTAL NOS SEUS PROGRAMAS
PARA OS DIRETIVOS E TRABALHADORES:

CITI BANK, LE CORNU FURNITURE,
FENWICK REAL ESTATE PTY. LTD.,
MICHELL PTY. LTD., ADELAIDE TAPE
DUPLICATORS PTY. LTD., ENNIS PARTNERS,
BANK S.A., VOLVO, ERICSSON, PHILIPS,
VOLKSWAGEN, BANK GMBH, SONY,
SUMITOMO HEAVY INDUSTRIES, TOYOTA,
H.A. MONTGOMERY CO, NATIONWIDE
MUTUAL FUNDS, AUTOMOTIVE
CHEMICALS, GENERAL MOTORS, TATA
TEA, TATA CHEMICALS, GE CAPITAL,
HEWLETT PACKARD, MOTOROLA, BANK
OF AMERICA OLIVER'S BEAT FOOD FORD

PRESS ARTICLES FROM AROUND THE WORLD

on the Transcendental Meditation Programme in Business and Industry

U.S.A. • 3 March 2005

The Washington Post

Transcendental Meditation Seen As Health Care Boom
Over at the Tower Club, it's one of the most elite restaurants in the city. The chef is a former CIA operative, and the clientele is a mix of politicians, business leaders and celebrities. But on the menu, there's a dish called "Transcendental Meditation." It's a healthy, low-calorie, and low-fat dish that's been a favorite of the company's health-conscious employees for a long time. The chef says it was a great way to create a healthy, low-calorie, and low-fat dish that's been a favorite of the company's health-conscious employees for a long time.

The Netherlands • 7 September 1991

BUSINESS

Insurance World Takes Risk Reduction

By TM Very Seriously
Dr. G.L. Targiller, Associate Professor at the Department of Psychology at the State University of New York at Binghamton, has a new, guided audio program for a course on risk reduction. The course is a great way to create a healthy, low-calorie, and low-fat dish that's been a favorite of the company's health-conscious employees for a long time.

U.S.A. • 17 January 1977

GENERAL AMERICA

Management Finds A New Technique

To Increase Productivity
In a recent Department of Defense report, it was found that the use of Transcendental Meditation (TM) and analytical application to management systems... has led to a point at which problems of personnel and organizational structure... are being solved.

Australia • 30 August 1989

FINANCIAL REVIEW

Corporate America Relaxes with Transcendental Meditation

Transcendental Meditation has already enjoyed the conservative support of the U.S. military and government. General Motors and the Ford Motor Company are among the many corporations that have used the TM program.

Great Britain • 9 April 1989

The Sunday Telegraph

Closing The Eyes To Stress
In the not so distant future, a London Management Development Centre will be offering a course in Transcendental Meditation (TM) to its 350 students, individuals requiring better health and reduced stress. Research on health insurance in the U.S. shows that health insurance costs for groups which use TM are 20% less than for similar groups.

Sweden • November 1988

MöBRO

TM Has Become Plus-Striped

Green Children, Director of Social Maintenance in the municipality of Borlänge, is satisfied. He considers he has become more calm, more balanced, and less tense. He is 69 years old, and he is a member of the TM program. He is a member of the TM program.

Germany • 9 December 1991

Blick durch die Wirtschaft

Manager Workshop—Stress and Meditation

Since 1972 when an article on the physiological effects of meditation was published in "Scientific American," the relationship between meditation and stress reduction has been widely reported in the U.S.A. The TM program is available from the TM Center—11, 1988.

Canada • April 1991

NEWS

TM—for Clear Thinking and Reduced Stress

Investment professionals on Wall Street and executives at major companies are seeking their own "Zen" and focusing on the benefits of the Transcendental Meditation program. The TM program is available from the TM Center—11, 1988.



MEET A SHELTER PET



the SHELTER PET PROJECT



THE YOGI BULLS

For Some of New York's Most Successful, Transcendental Meditation

Billionaires and celebrities are blissing out as meditation charges back into the mainstream

By Ben Widdicombe | 08/06/14 12:30pm



STORIES YOU MIGHT LIKE



Here Are Some Terrifying Facts About NYC Nail Salons



Monday, May 9, 2005

Meditate on This Getting the Edge on Trading — and on Longevity, Too?

THERE'S RARELY A SHORTAGE OF AGITATION among traders, and with the market going every which-way lately, no doubt it's been in more than abundant supply.

But even as the American Heart Association disclosed that obesity, a major cause of heart disease, is growing fastest among people earning over \$60,000 a year, another study showed a possible antidote to the high blood pressure that afflicts many who ply their trade on Wall Street: Transcendental Meditation.

According to a study published in the latest issue of the American Journal of Cardiology, the meditation technique brought to the U.S. in 1959 by the Indian teacher and physicist Maharishi Mahesh Yogi, people with high blood pressure who were taught TM had a 23% lower death rate from all causes, and 30% lower from heart disease, than those who learned other relaxation techniques or used drugs.

The five-year study, largely funded by the National Institutes of Health and led by Robert Schneider, director of the Center for Natural Medicine and Prevention at Maharishi University of Management in Iowa, examined death rates of participants in two studies an average of eight years later. Schneider, who noted that there are about 600 studies that show TM causes "consistent improvements in psychological and physical health," said the latest results should cause policy makers and health-care reimbursers to view TM "as an effective prevention modality."

Though that may not be the current conventional wisdom, it is already being employed to treat patients with cardiovascular disease. The American Journal of Cardiology study "is consistent with what we have observed in our research," says Noel Bairey Merz, medical director of the Preventive Cardiac Center at Cedars-Sinai Medical Center in L.A. "We came to meditation as a last resort," she says, but it is "something that certainly can be considered complementary to other good health-care therapies." And, as Barron's observed last year ("Mind Over Markets," April 19, 2004), the technique may have other fringe benefits, including helping some traders improve their performance.

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The Washington Post

Thursday, March 3, 2005



From left, Tower Cos. employees Chuck Wallach, Jim Schneider, Jim Lewis, Jeffrey Abramson and Linda Schoengold meditate during an employer-paid session. Tower partner Abramson added the classes to the firm's benefits list as a means to reduce stress and health care costs. (Photo credit: Adam Pressman)

More Area Firms Paying Employees to Relax

Transcendental Meditation Seen As Health Care Boon

By Annys Shin, Washington Post Staff Writer

Having a company softball team used to be a good way to get employees to blow off steam and to build morale. But today, companies are just as likely to encourage workers to meditate or hit a yoga mat as they are the outfield.

Over at the Tower Cos. in Bethesda, anyone who has been on the job at least three months can walk over to the Maharishi Peace Palace two blocks away for a four-day course on

WHAT'S HIS MANTRA?

Rupert Murdoch takes up transcendental meditation, the hot new creed among CEOs



REFERENCES FROM EXECUTIVES

Executives and Managers Report on Their Experiences
with the Transcendental Meditation Programme—the Key Technology
of Maharishi Corporate Development Programme



Stuart Kershner,
Managing Director
Development
Manager,
IBM
Holland

The Transcendental Meditation Programme, for me, is the means to get back to myself. It gives rest, solidity and insight into what is happening around oneself. For me, the TM Technique works at the fundamental level of mind and body, integrating them both more and more.



D.S. Seth,
Chairman,
Tata Tea Ltd. and
Tata Chemicals
Ltd., India

The Maharishi Corporate Development Programme has brought us—more than 25,000 employees, who have been inducted into the Transcendental Meditation Technique—much closer together. We feel enriched and empowered and better able to serve.



Hiroe Imai, N.K.
Industrial Division,
Iwata
Japan

The TM Programme increases the integrity of the functioning of the whole brain physiology. It is very useful for relieving the pressure and tension of the mind and in developing creativity. Having a method to restore the tranquillity of the mind is in great demand these days.



Eva Selinsson,
Director of Inclusion
Departments,
Ericsson
Sweden

My experiences with TM touch upon many areas both in family and work life. I find it much easier to implement ideas, as I have the drive to formulate and propagate them in a constructive way. It's also easier to take and accept new things. There is also more straight communication in the organization.



Tom Gault,
Former Chairman
and CEO
Yonkers, Inc.
U.S.A.

My practice of the Transcendental Meditation Technique has given me a 360-degree awareness. In business, I have always been very fixed and focused on my goals. Now, with the expanded awareness gained from the Transcendental Meditation Programme, I am able to be more open and flexible in my approaches to achieving these goals. In my personal life, I feel that I am a far more integrated, fulfilled human being.



Jeffrey Abramson,
Partner
Lower Companies
Rockville,
Maryland, U.S.A.

Unless businesses give our employees the tools like TM, health insurance costs will rise and business will not only pay the cost of those increases year after year, but will also experience the debilitating effects of reduced productivity and opportunities lost. It makes perfect business sense to invest in your workforce with the TM Programme, for you will find like I have, they will grow in health and brilliance and grow your business.



C. J. Hegarty,
President,
Hegarty Associates
International
(a subsidiary of
International
Business Machines),
author of the
best-seller *How
to Manage Your
Boss* (U.S.A.)

In all the searching that I've done trying to help myself remain somewhat effective, and counsel and teach other executives how to be effective and efficient in what they do, I have found nothing to match the practice of the Transcendental Meditation Programme.



Tothlis Cwillo,
Boydton,
President,
Sovitra S.A. and
Concordia S.A.
Peru

Since we introduced the TM Technique as a Maharishi Corporate Development Programme in our companies, we have experienced a growing efficiency and productivity in a harmonious environment. Our companies are expanding without stress. I highly recommend it for quick success.

“A MT ME TEM AJUDADO A SER MAIS FLEXÍVEL E CRIATIVO PARA OBTER SOLUÇÕES”

NED ROBERTS (GERENTE DE RECURSOS HUMANOS – CITIBANK USA)

“GRAÇAS A MT, ME SINTO SEMPRE RELAXADO E EQUILIBRADO MESMO EM SITUAÇÕES DE MUITA PRESSÃO”

HIDEO TAKADA (GERENTE GERAL – TOYOTA – JAPÃO)

“COM A MT SINTO QUE É MAIS FÁCIL

“EM 12 MESES DE ESTUDO NÃO HOUE PERDAS DE DIAS/TRABALHADOR POR DOENÇAS. O PROGRAMA DE MT É MUITO VALIOSO EM TERMOS DE CUSTO/BENEFÍCIO”

ROY MORTER (DIRECTOR DE PERSONAL, GENERAL MOTORS, USA)

“A MT TEM FEITO MAIS PARA ELEVAR A NOSSA PRODUTIVIDADE E MELHORAR O NOSSO PESSOAL DO QUE NENHUM OUTRO MÉTODO”

R. MONTGOMERY (PRESIDENTE, MONTGOMERY CO TISA)

“A MT ME PERMITE TRABALHAR COM O MEU PESSOAL DE FORMA MAIS IMPARCIAL E ALEGRE. NOS TEM TORNADO MAIS EFICIENTES ALÉM DE MAXIMIZAR O USO DOS RECURSOS DA NOSSA ORGANIZAÇÃO”

LUIS VANEGAS (EX-REP ONU-FAO, PERÚ)

“POSSO ASSEGURAR QUE MINHAS MAIORES IDÉIAS TEM SURGIDO GRAÇAS A MT”

MARK CUTTER (DIRECTOR DE SOFTWARE, APPLE CO, USA)

“A MT É A SOLUÇÃO PARA O STRESS”

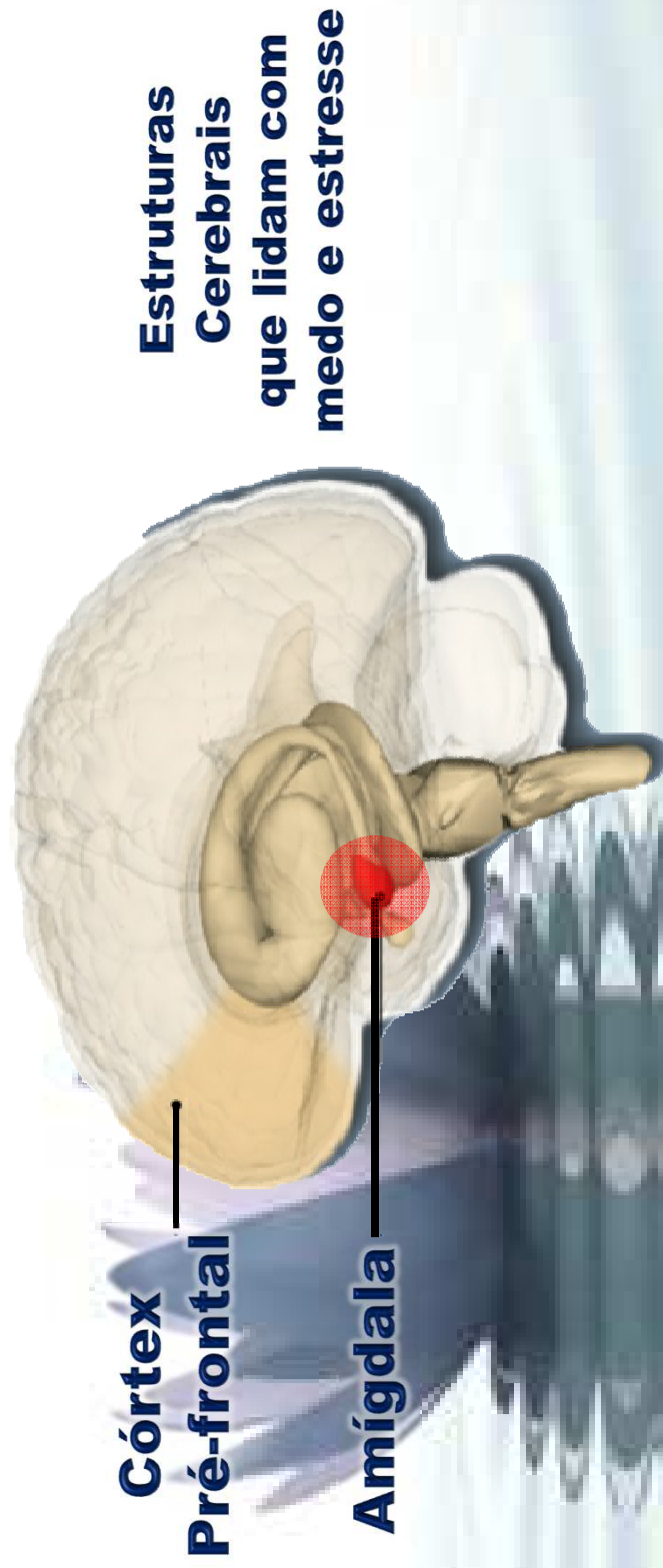
SPRIX #12 (SONY CORP. JAPÓN)

TRANSTORNO DE ESTRESSE PÓS-TRAUMÁTICO



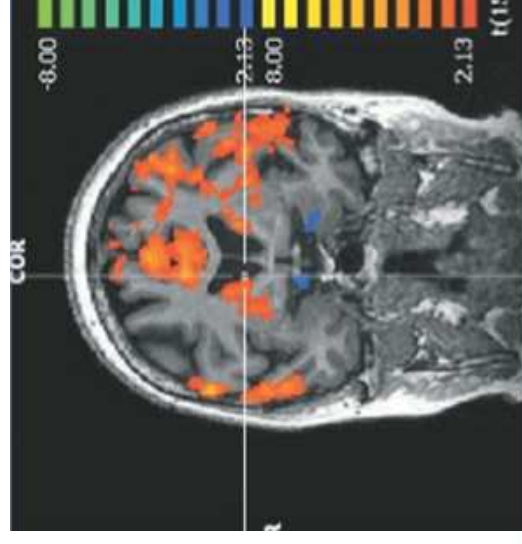
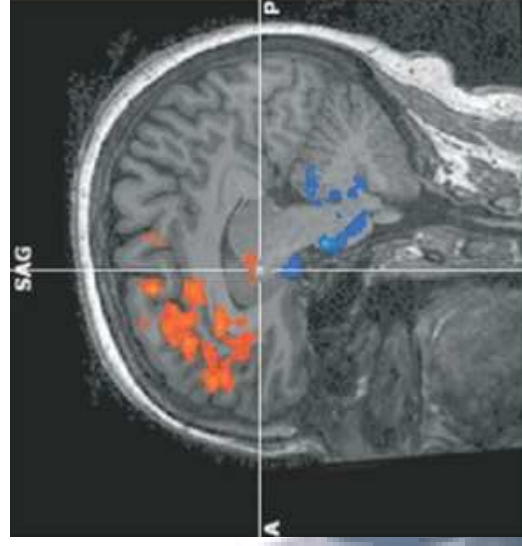
Benefícios individuais da Meditação Transcendental

Tratamento do estresse pós-traumático nos soldados ao retorno da guerra (Hiperexcitação Crônica da Amígdala).



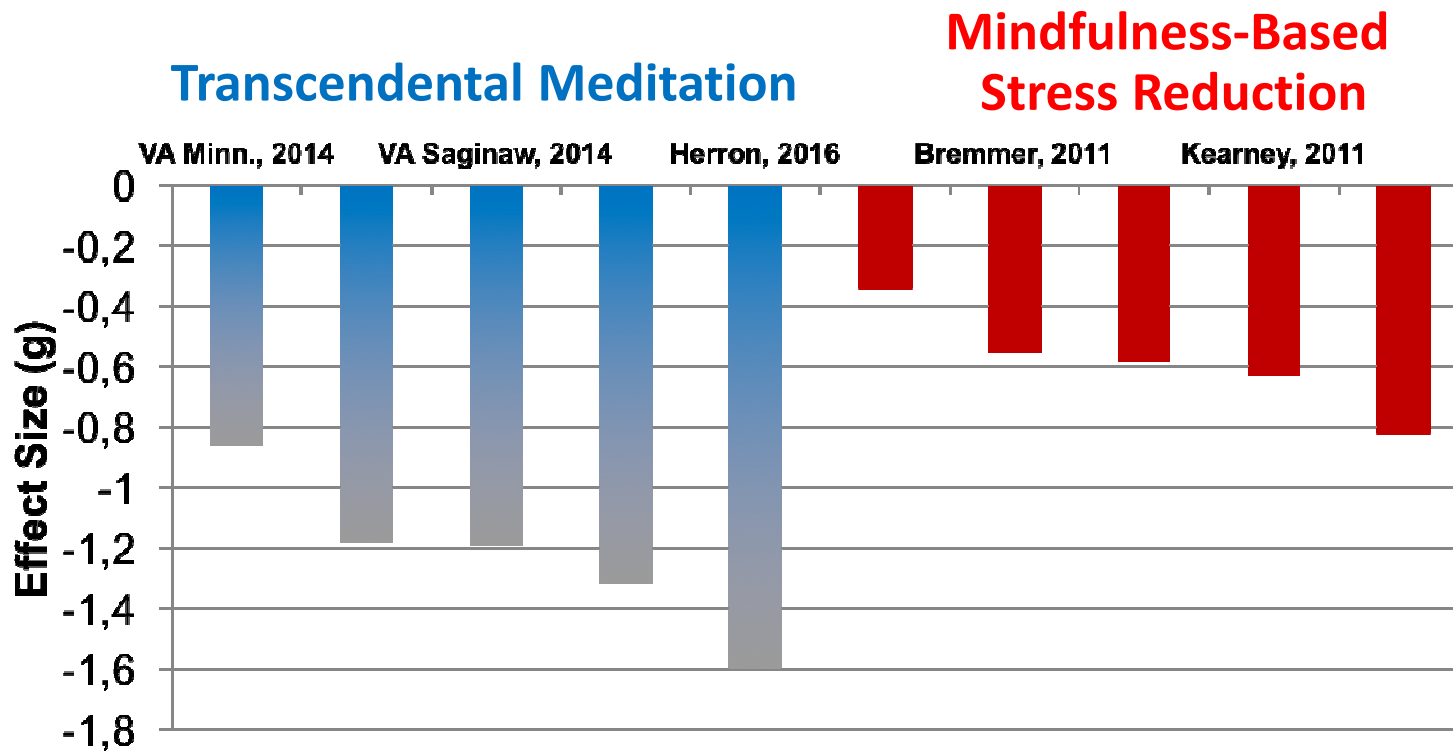
O estresse crônico e/ou traumático desliga o córtex pré-frontal e causa excitação crônica da amígdala.

Benefícios individuais da Meditação Transcendental



Ressonância magnética (fMRI) : A prática da MT desativa a amígdala e as estruturas subcorticais que a cercam (em azul) e estimula a atividade no córtex pré-frontal (cor laranja).

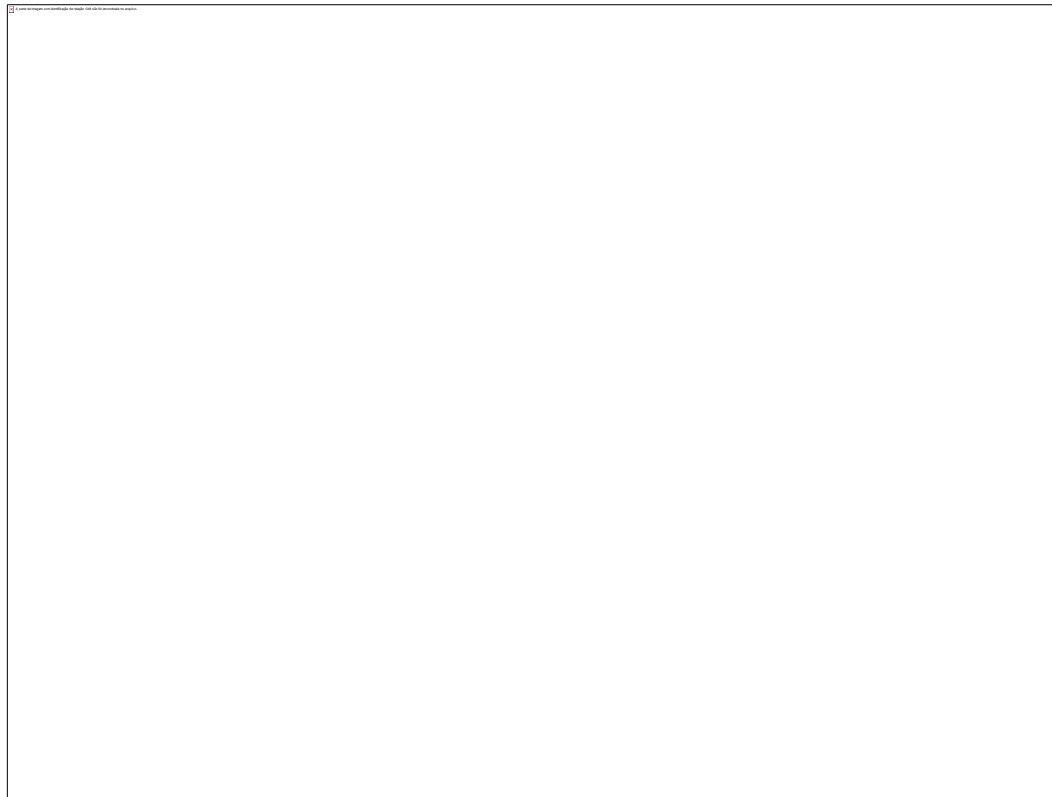
REDUCED SYMPTOMS OF PTSD IN WAR VETERANS



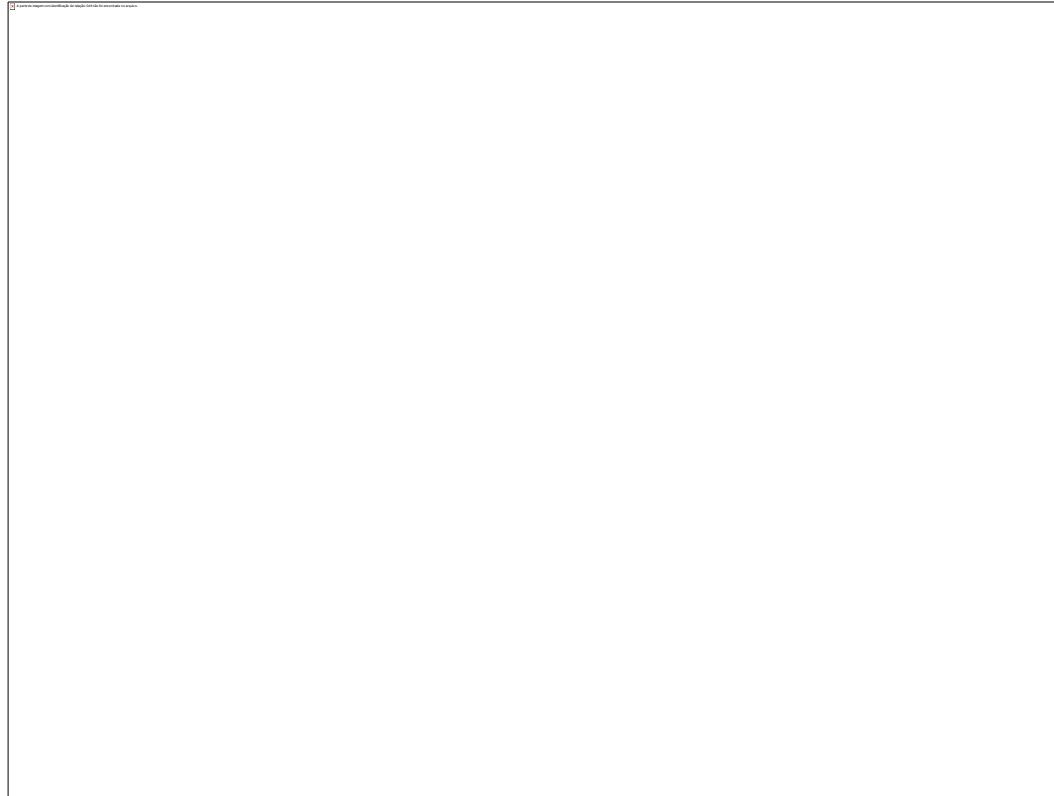
La investigación ha mostrado consistentemente que la MT es dos veces más efectiva que el Mindfulness en reducir los síntomas del stress post-traumático (PTSD).

Diminuição da Ansiedade





B32. Diminuição da depressão a longo prazo de Funcionários Públicos
Uma estudo a longo prazo de funcionários públicos que aprenderam a Meditação Transcendental encontrou que após três anos continuaram mostrando uma redução significativa na depressão, comparados com funcionários do grupo de controle que haviam participado de um programa educacional de gestão do estresse. **Referência:** *Anxiety, Stress and Coping: An International Journal* 10: 341--350, 1997.



B16. Melhora da qualidade do sono em executivos e funcionários
Uma pesquisa com executivos e trabalhadores da indústria automobilística mostra que após três meses de prática regular da Meditação Transcendental, os funcionários indicam melhora na qualidade do sono em comparação com um grupo de controle. **Referência:** *Anxiety, Stress and Coping: An International Journal* 6: 245–262, 1993.

Tensão Arterial mais Baixa



Referência I: In search of an optimal behavioral treatment for hypertension: A review and focus on Transcendental Meditation, chapter in *Personality, Elevated Blood Pressure, and Essential Hypertension* (Washington, D.C., Hemisphere Publishing, 1992). Referência II: Transcendental Meditation, mindfulness, and longevity: An experimental study with the elderly, *Journal of Personality and Social Psychology* 57(6): 950 - 964, 1989.

Os Institutos Nacionais de Saúde dos EUA tem financiado a pesquisa dos efeitos da Meditação Transcendental na a hipertensão e doenças cardiovasculares num montante superior a US\$ 24 milhões devido a seus resultados positivos

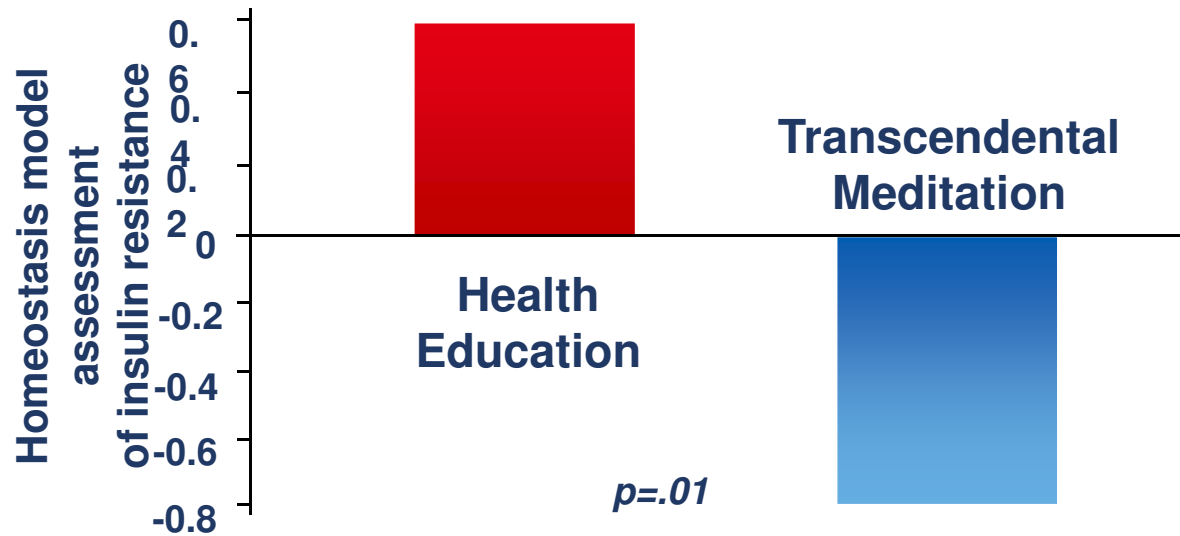
From the American Heart Association

“TM may be considered in clinical practice to lower BP. Because of many negative studies or mixed results and a paucity of available trials, all other meditation techniques (including MBSR) received a *Class III, no benefit, Level of Evidence C Recommendation*. Thus, other meditation techniques are not recommended in clinical practice to lower BP at this time.”

Reference. Brook RD, et al. Beyond medications and diet: Alternative approaches to lowering blood pressure—A scientific statement from the American Heart Association. *Hypertension: Journal of the American Heart Association*, 2013;61(6):1360-83.



Metabolic Syndrome - Insulin Resistance in Heart Disease Patients



This RCT comprising 103 patients with stable coronary heart disease found that 16 weeks of practice of the Transcendental Meditation program, in contrast to participation in a health education program, led to a significant reduction in insulin resistance based on a ratio of glucose to insulin.

Paul-Labrador et al: *Archives of Internal Medicine* 166: 1218-1224, 2006.



DIMINUIÇÃO DE DESPESAS MÉDICAS APÓS O
INÍCIO DA MT MÉDIA TOTAL ANUAL POR CÁPITA DE PAGAMENTOS A
MÉDICOS PELO
TRATAMENTO DE PARTICIPANTES DO ESTUDO

Data are in constant 1992 Canadian dollars. This chart shows the 10% trimmed mean. *P*-value indicates the significance of the comparison of annual rates of change between groups after TM commenced. Data Source: R.E. Herron, S.L. Hillis. The impact of the Transcendental Meditation program on government payments to physicians in Quebec: An update *American Journal of Health Promotion* 2000; 14(5): 284–291.

Redução de Despesas Médicas ao Longo de 6 Anos

Porcentagem anual de mudança na média total de pagamentos a médicos

There was a 14% annual difference between the groups after TM practice started.

Data are in 1992 Canadian dollars. *P*-value indicates the significance of the comparison of annual rates of change between groups after TM practice started. Source: R. Herron, S. Hillis. The impact of the Transcendental Meditation program on government payments to physicians in Quebec: An update *American Journal of Health Promotion* 2000; 14(5): 284–291.

SAÚDE COLETIVA

Estudos mais Recentes

Diminuição dos Homicídios e do Crime Violento Urbano nos EUA (2007-2010)

The New York Times

U.S.

Steady Decline in Major Crime Baffles Experts

By RICHARD A. OPPEL Jr. MAY 23, 2011

The number of violent crimes in the United States dropped significantly last year, to what appeared to be the lowest rate in nearly 40 years, a development that was considered puzzling partly because it ran counter to the prevailing expectation that crime would increase during a recession.

In all regions, the country appears to be safer. The odds of being murdered or robbed are now less than half of what they were in the early 1990s, when violent crime peaked in the United States. Small towns, especially, are seeing far fewer murders: In cities with populations under 10,000, the number plunged by more than 25 percent last year.

The Washington Post

Violent crime in U.S. on the decline

By Jerry Markon
Washington Post Staff Writer
Tuesday, May 25, 2010

For the third consecutive year, violent crime has declined in the United States, including a 7.2 percent reduction in homicides, [preliminary FBI figures](#) for 2009 released Monday show.



Jobless rate up, but crime down: What gives?

Tuesday Jan 3, 2012 1:52 PM

EMAIL



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3

Tweet

Americans, take solace: While your chances of landing a job these days might not be great, you're also less likely to be murdered, or robbed or to have your car stolen.

The rate of major crimes in the U.S. continues to drop – even during the recent recession and its aftermath – and crime experts aren't sure why.

Societal Violence and Collective Consciousness: Reduction of U.S. Homicide and Urban Violent Crime Rates

Michael C. Dillbeck¹ and Kenneth L. Cavanaugh¹

SAGE Open
April-June 2016: 1–16
© The Author(s) 2016
DOI: 10.1177/2158244016637891
sagepub.com


Abstract

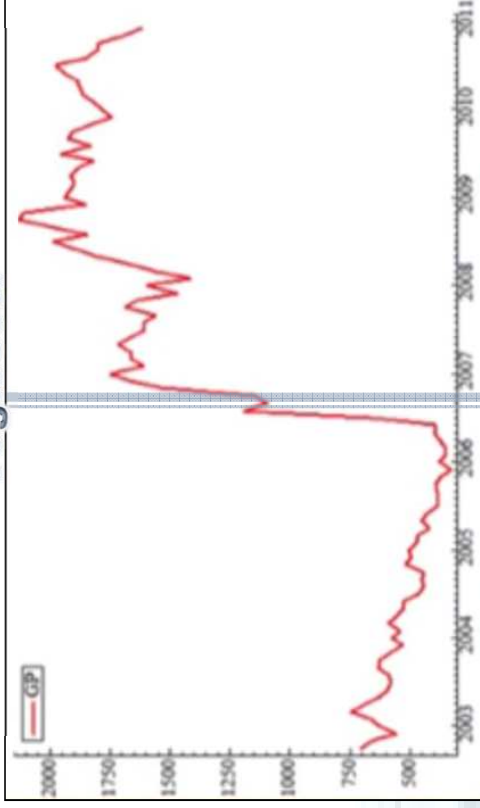
This research tests the hypothesis that group practice of the Transcendental Meditation® (TM) and TM-Sidhi® program by a group of sufficient size is associated with reduced rates of homicide and violent crime. Data from a prospective quasi-experiment were analyzed using intervention analysis or interrupted time series analysis. Dependent variables are time series of the U.S. monthly homicide rate as well as violent crime rate from a sample of 206 cities. The binary intervention variable is based on the size of the largest U.S. TM-Sidhi group. Intervention effects were analyzed by time series regression using a broken-trend intervention model. As hypothesized, there was a statistically and practically significant shift in trend in the direction of reduced rates for each of the variables beginning with the onset of the intervention period. Diagnostic tests indicate that key statistical assumptions of the analysis are satisfied. Alternative hypotheses are considered for the apparent effect of macro-level social behavioral change without micro-level behavioral interaction.

Keywords

crime prevention, crime statistics, public safety, criminology and criminal justice, collective behavior

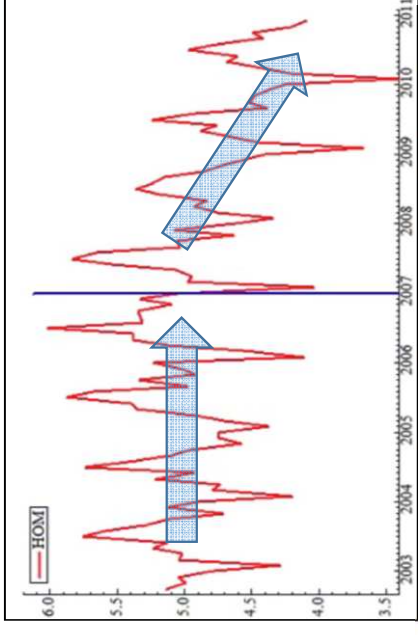
Disminución de los Homicidios y del Crimen Violento Urbano en EUA (2007-2010)

Tamaño del grupo de Voladores Yogucicos.

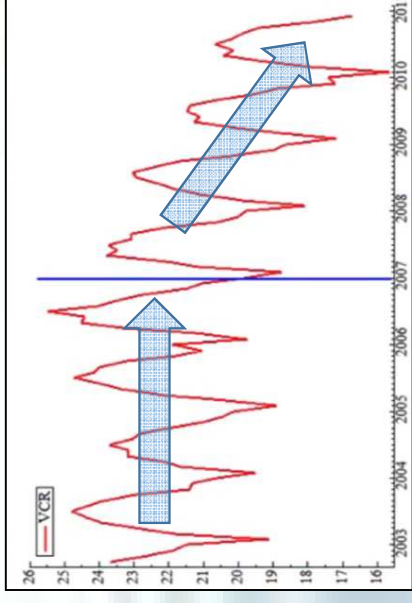


*Dillbeck y Cavanaugh,
Sage Open, April-June 2016, 1-6.*

Número de homicidios en EUA.

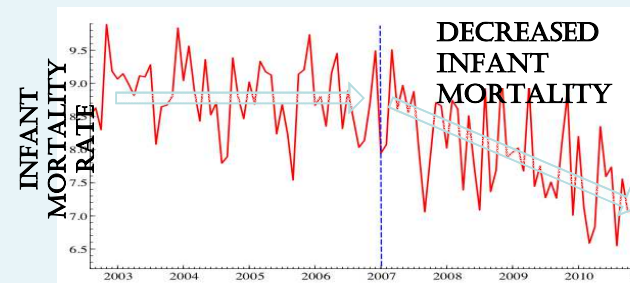
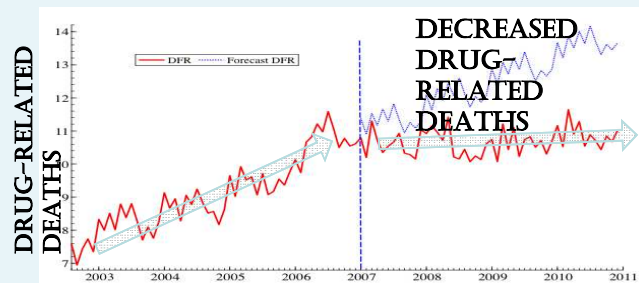
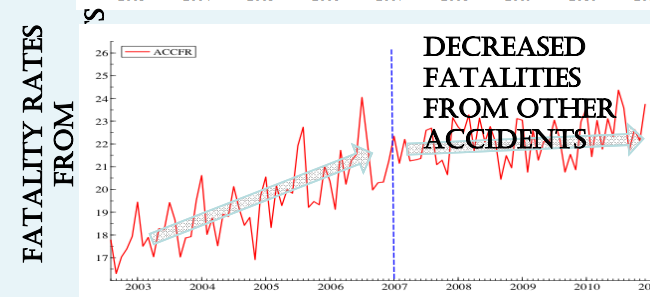
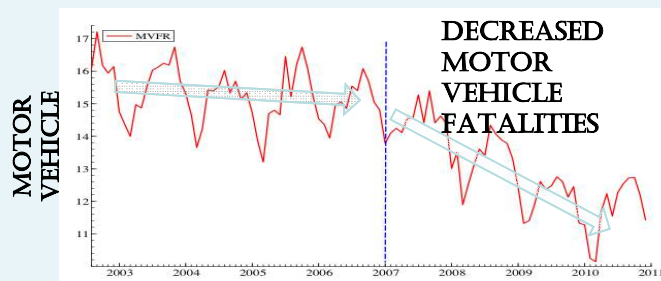
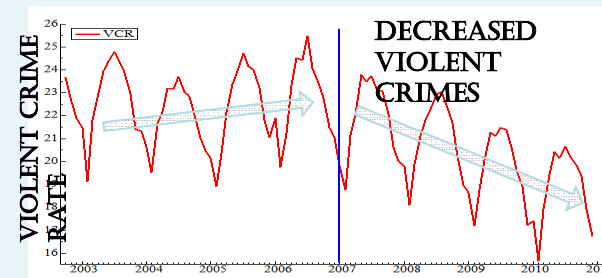
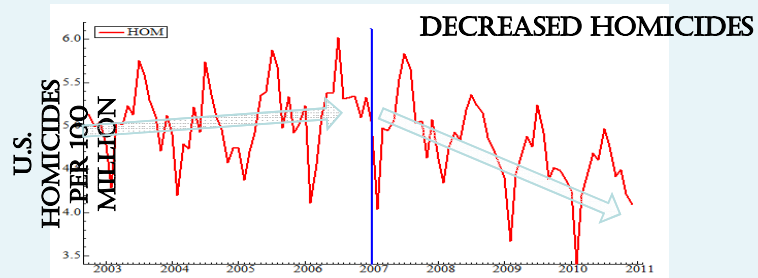


Número de crímenes violentos en 206 ciudades en EUA.



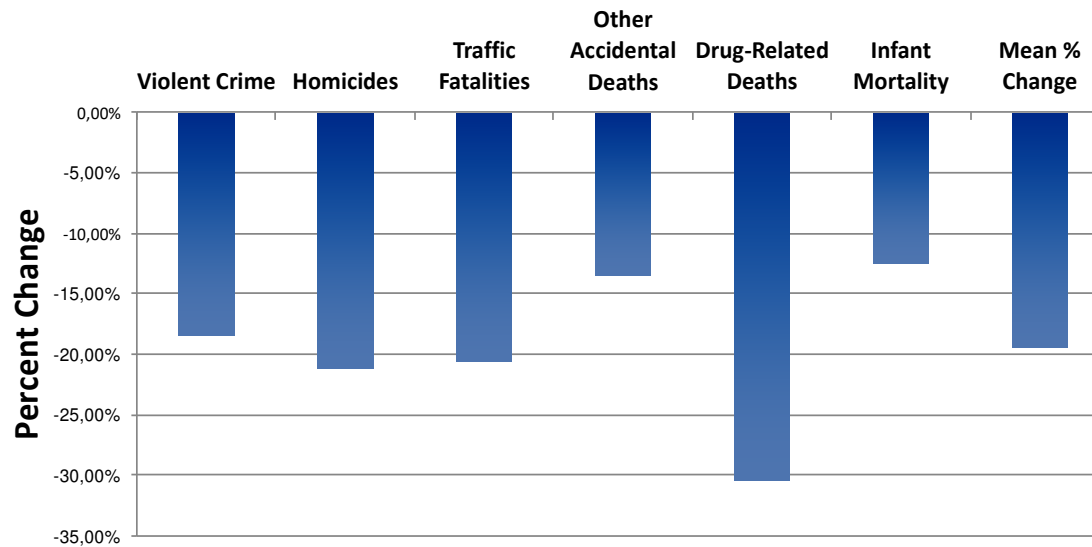
Summary:

Effects of the Invincible America Assembly on the United States



Summary:

Effects of the Invincible America Assembly on the United States Percent Change 2007-2010



References. Dillbeck MC, Cavanaugh KL. Societal violence and collective consciousness: Reduction of U.S. homicide and urban violent crime rates. *SAGE Open*. 2016;April-June:1-16. Cavanaugh KL, Dillbeck MC. The contribution of proposed field effects of consciousness to the prevention of U.S. accidental fatalities: Theory and empirical tests. *Journal of Consciousness Studies*. 2017;24(1-2):53-86. Dillbeck MC, Cavanaugh KL. Group Practice of the Transcendental Meditation® and TM-Sidhi® Program and Reductions in Infant Mortality and Drug-Related Death: A Quasi-Experimental Analysis. *SAGE Open*. 2017;January-March:1-15. Cavanaugh KL, Dillbeck MC. Field Effects of Consciousness and Reduction in U.S. Urban Murder Rates: Evaluation of a Prospective Quasi-Experiment. *Journal of Health and Environmental Research*. 2017;3(3-1):32-43.

Summary Statistics

Variable	Total Percent Decrease in Four Years	Percent Decrease Per Year	Number Averted in Four Years	Number Averted per Sidha	<i>p</i> -Values
Violent Crime	-18.5%	-7.1%	186,774	104.2	2.7×10^{-8}
Homicides	-21.2%	-5.3%	8,157	4.6	2.7×10^{-16}
Murder	-28.5%	-7.1%	4,136	2.3	1×10^{-13}
Traffic Fatalities	-20.6%	-5.2%	19,435	10.8	3.7×10^{-13}
Other Accidental Fatalities	-13.5%	-3.4%	16,759	9.4	8.4×10^{-6}
Drug-Related Deaths	-30.4%	-7.6%	26,425	14.7	3.1×10^{-10}
Infant Mortality	-12.5%	-3.1%	992	0.6	2.1×10^{-5}
Means and Totals	-19.1%	-4.8%	71,768 deaths, 186,774 violent crimes	40 deaths, 104 violent crimes	

INSIDE THE GOLDEN DOMES THEY
PARTICIPATE IN THE LARGEST
SUPER RADIANCE PROGRAM
OUTSIDE OF INDIA



ÁREA ACADÊMICA

2,9% de abandono escolar nos meditantes perante 20,9% do grupo de controle.

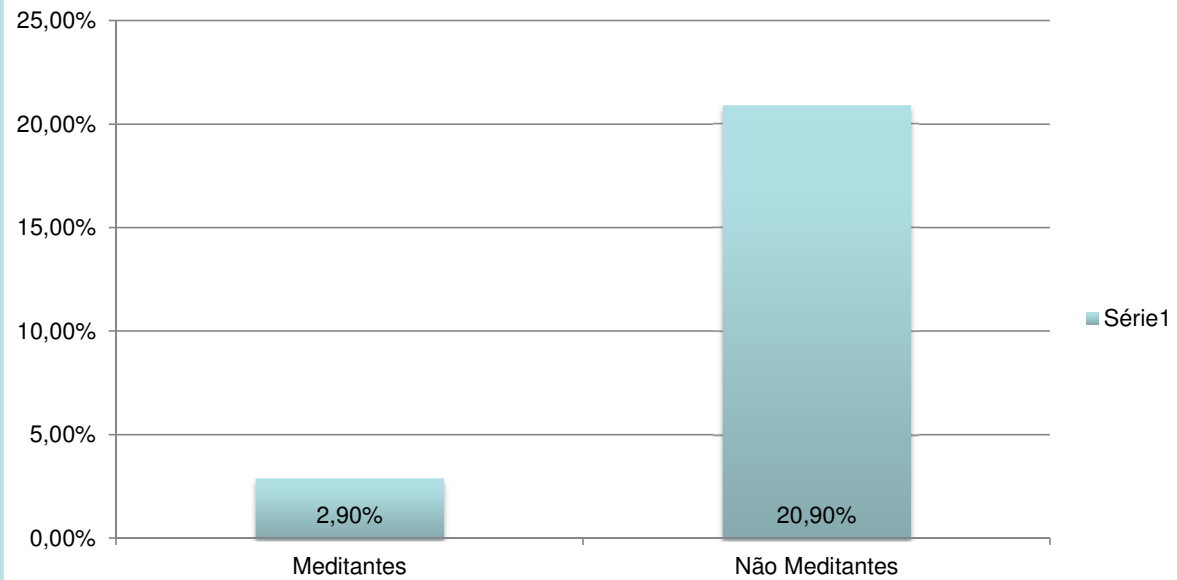
87,1% de finalização dos estudos nos meditantes perante 66,7% do grupo de controle.

41% dos meditantes mostraram um aumento dum nível de desempenho em matemática perante o 15% dos não meditantes (parâmetro PISA)

37% dos meditantes mostraram aumento dum nível em língua perante um 17% dos não meditantes (parâmetro PISA)

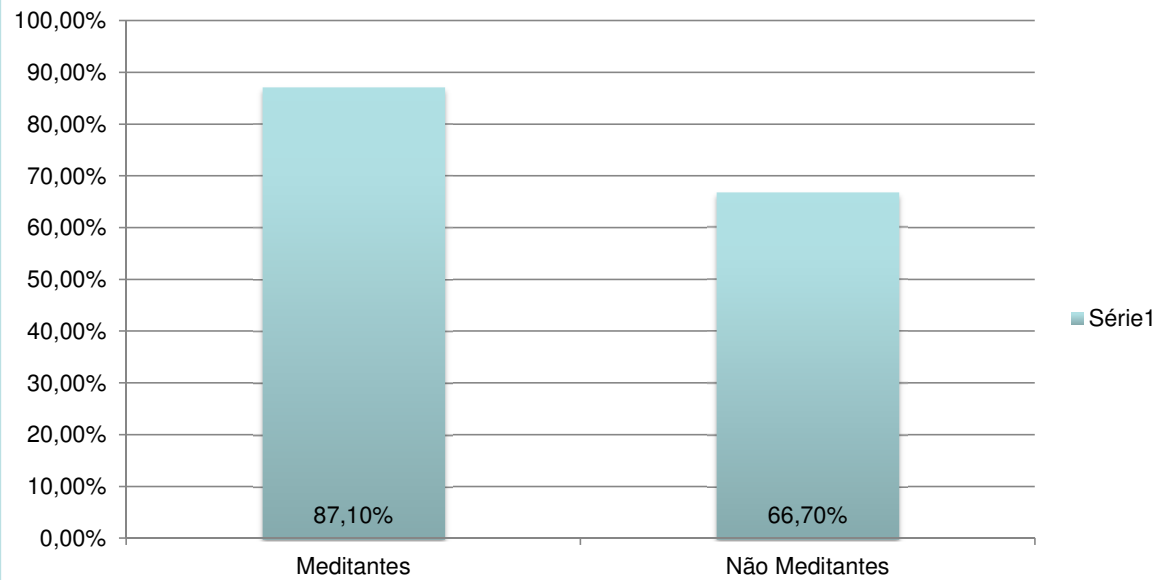
50% de diminuição do déficit de atenção e hiperactividade

Abandono Escolar



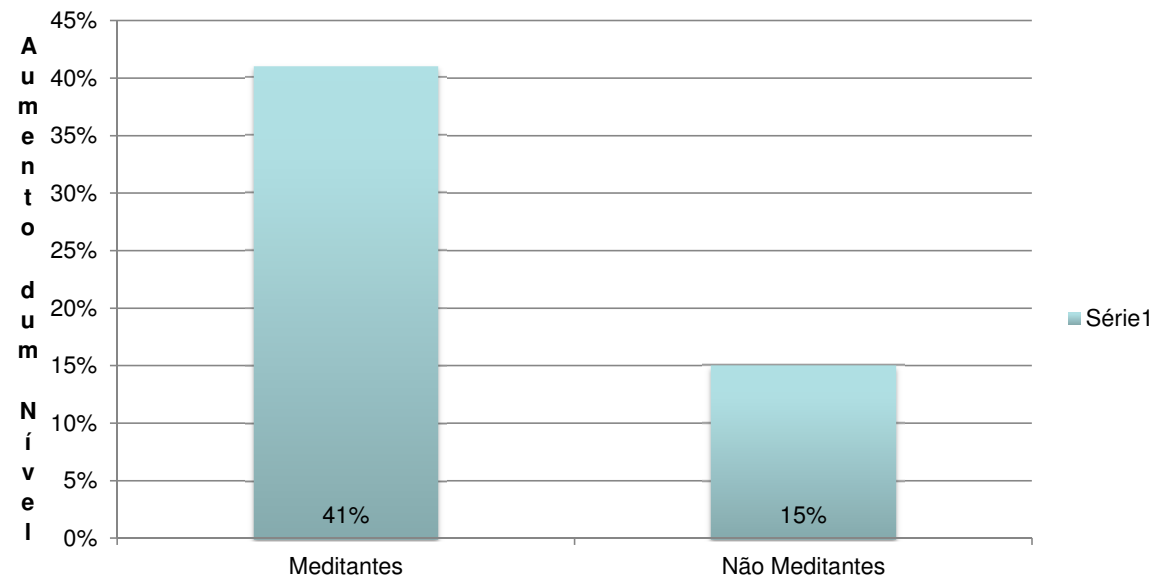
Colbert, R.D. e Nidich, S. Education Vol 133, nº 4, 2013.

Grado de Finalización de los Estudios



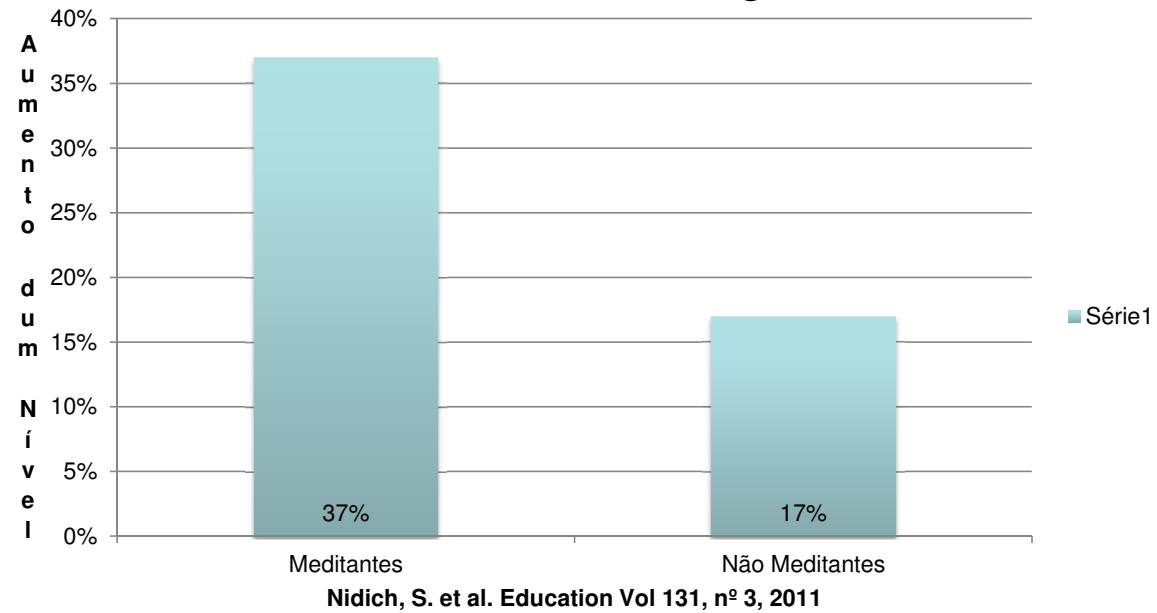
Colbert, R.D. e Nidich, S. Education Vol 133, nº 4, 2013

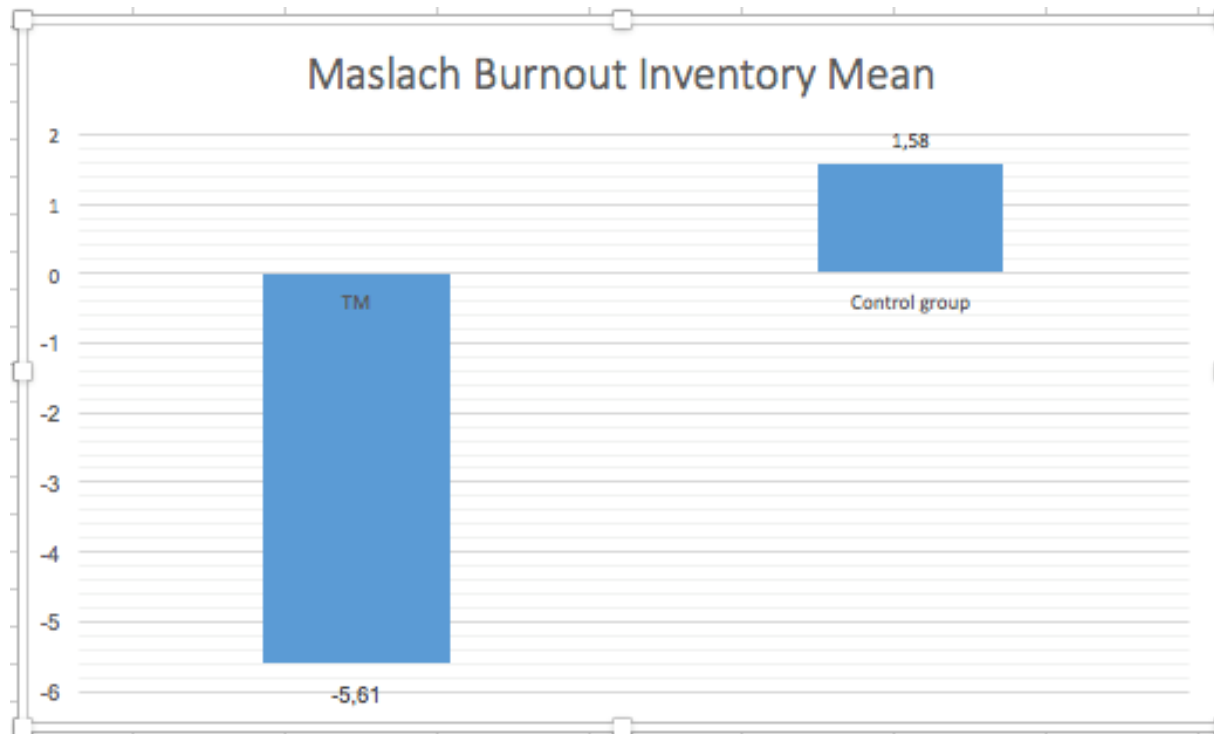
Rendimento em Matemáticas



Nidich, S. et al. Education Vol 131, nº 3, 2011

Rendimento em Lengua





ELDER, CH. ET AL. PERMANENTE JOURNAL 2014; WINTER 18(1):19-23









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