



When Guayaquil declared red traffic lights due to increasing Covid cases, Junta de Beneficencia de Guayaquil through its different dependencies worked tirelessly, and in parallel with them the Departments of Institutional Communication and Vernaza Communication.

It was an unprecedented scenario, with different social actors that undoubtedly represented a challenge for the Institution and its communicators; whether reporting on the situation of the Patrimonial Cemetery, the capacity of the crematoriums, the number of patients treated at the Luis Vernaza and Alfredo Paúlson Hospitals, the closure of a dependency, the reopening of outpatient care at their hospitals, socialization of protocols in hospitals and home for the elderly; or coordinating spaces for the general public to know how the Institution was facing a global health crisis, in the midst of a pre-existing economic crisis.

Throughout its history, Junta de Beneficencia de Guayaquil has been characterized by its benefactor spirit and transparency in its management, and this time it was no exception. This has earned it the institutional respect and trust of Ecuadorians.

Our Director, Ing. Ernesto Noboa confirms it in his words “Neither this pandemic nor the economic difficulties that we are facing will diminish our commitment to help Guayaquil and Ecuadorians; we have been doing it with devotion for over 130 years. We will not rest today or ever”.