

1 EXECUTIVE SUMMARY

Several achievements for children can be cited. The first was the negotiation with the Federal Government to conduct a Multiple Indicator Cluster Survey (MICS) and its start-up through the Ministry for Social Development, focused on selected issues where key data by provinces were lacking.

The second achievement was UNICEF's region-wide association with the ambitious Educational Goals (EGs) of the 2021 agenda (Metas Educativas 2021) adopted by the Ibero-American Heads of State (OEI) and the Argentine Government. With the Declaration (<http://www.oei.es/declaraciondemardelplata.php>), governments at the highest level requested UNCTs to support the EGs. UNICEF also contributed to strengthening the 'solidarity fund' established by the OEI in support of the EGs, mobilising 4 billion Euros.

Other achievements demonstrate the high level of commitment by the Federal Government to the process of reporting to the Committee on the Rights of the Child, as well as UNICEF's learning process in promoting the rights of children in Argentina through social networks.

The main shortfalls relate to difficulties experienced in establishing comprehensive working relationships with all 10 targeted priority provinces, mainly due to the complex political relationships involved. Similar issues are at play in regard to municipalities. One hundred of the most vulnerable municipalities are located within the 10 priority provinces, and the office has yet to define a comprehensive system for interaction with them.

The most significant new cooperative relationships developed in 2010 were with indigenous leaders (www.unicefninezindigena.org.ar) and Channel 13. Because of the partnership with indigenous leaders, 149 health centres located near indigenous communities were surveyed and needs to improve the quality of services were identified; 300 residential schools for indigenous adolescents were analysed and a plan to improve infrastructure and furnishings was developed. In addition, support to women and youth volunteers promoting rights in the area of prevention of violence in indigenous communities was intensified through innovative conflict resolution mechanisms.

2 COUNTRY SITUATION AS AFFECTING CHILDREN AND WOMEN

The process of economic growth is still on-going, with 9% being forecast for 2010 (<http://www.bcra.gov.ar/publicaciones/pub020200.asp>). Inflation continues to be a constraint for vulnerable groups; there are differences between the figures measured by INDEC (12.5% for 2010) and those by provinces (Jujuy estimates a year-to-year inflation of 31.7%

(http://www.dippec.jujuy.gov.ar/actividad_economica/ipc/par0910.pdf). According to official data total poverty dropped from 13.2% (2009) to 12% (2010), (<http://www.indec.gov.ar>) and child poverty was reduced from 23.6% to 17.1%. For 2010, the HDI experienced a recovery (46th position), but it falls 11 places when adjusted for inequality (<http://hdr.undp.org>). Inequality was reduced, although the ratio between the first and the last quintiles is 23.1 (<http://sedlac.econo.unlp.edu.ar/esp>). Discrepancies in poverty measurements persist, fundamentally regarding the cost of the food basket; (<http://www.escenariosalternativos.org/default.asp?seccion=coyuntura3&subseccion=coyuntura3¬a=3900>). For 2009, the 'Social Debt Observatory' estimated a poverty rate of 31% (<http://www.uca.edu.ar>). The Universal Child Allowance (US\$56 per child per month) has reached 3.7 million of the 4.9 million children to be covered; it still needs to reach groups of vulnerable children, and its impact on health, education and poverty is yet to be evaluated.

In 2009 social public expenditure recorded a historic peak: 28.2% of GDP (a 17%

increase year-on-year) (<http://www.unicef.org/argentina/spanish/odm2010.pdf>); in Education, the target of 6% of GDP set by law was met. Even with provincial disparities, investment targeting children amounts to 7.9% of GDP (AR\$7,435 per child) (<http://www.mecon.gov.ar/peconomica/basehome/gastosocial.html>). Child mortality dropped to 12.1 per thousand live births (it was 12.5 in 2008), but 55% of the deaths are preventable and the gap between the provinces with the highest and lowest rates increased (340% versus 180% in 2008). From 2008 to 2009, maternal mortality increased from 40 to 55 per 100,000 live births, with marked provincial differences (160 in Catamarca as compared to 17 in Río Negro) (<http://www.deis.gov.ar/>).

The target of 10 years of education is far from being achieved. For 2008, graduation rates were 92.7%, in primary education, but just 51.9%, in secondary school (<http://www.unicef.org/argentina/spanish/odm2010.pdf>). With regard to early childhood education, there are policy gaps and major inequalities; for example, universal education coverage for children aged four remains a challenge: in Tierra del Fuego 92.2% are enrolled while in Misiones the figure is only 9.9% (DINIECE, 2009) and the rate of attendance at day care centres differs according to income levels (15.4% for the lowest quartile; 53.2% for the highest) (EANNA).

Between 2004 and 2010, 635,000 people settled in the country (90,000 children). The Migration Law No. 25,871 signified progress in terms of the incorporation of rights, although there is persistent discrimination and certain institutional practices (particularly in health and education) are still not in line with current regulations (UNLA, 2010).

Regarding adolescents, 2009 data indicate that 13.7% do not study, are inactive and suffer socio-economic disparities: in the poorest 30% of households this is the case for 20.1% adolescents (as compared to 4.8% in the richest 40%). Adolescent maternity continues to increase (15.5%; in some provinces, 25%) (<http://www.deis.gov.ar/>). Due to discrimination and/or lack of access to quality services, indigenous children are the most vulnerable group. The illiteracy rate among children over age 10 is 3.5 times higher than the national rate (2.6%). It is estimated that 54.1% of Mbyá-Guaraní youth and 52.4% of the Wichí youths have not completed primary education (http://www.unicef.org/argentina/spanish/Libro_EIB.pdf).

The development of childhood protection systems and services is on-going, with disparities across provinces. Juvenile justice systems have advanced with reforms at the provincial level: 18 provinces have regulations adjusted to the CRC and 14 are developing innovative services that need to be improved and reinforced. A national legal reform remains pending, as does the elimination of detentions in police stations or penitentiaries in half of the provinces. Based on the People Trafficking Law (2008) 149 children and adolescents victims were rescued (20% of the total) (<http://www.jus.gov.ar/prensa/noticia.aspx?id=401>). The North East and North West are the main areas of capture, recruitment and transport of victims from Bolivia (70%) and Paraguay (20%).

The Law on Audiovisual Communication Services (<http://www.comfer.gov.ar/web/blog/wp-content/uploads/2009/03/ley-final-sin-marcas.pdf>.) contains important advances, such as the Advisory Council on Audiovisuals and Children. Its enforcement is affected by court rulings and conflicts with private media companies.

3 CP ANALYSIS & RESULT

3.1 CP Analysis

3.1.1 CP Overview:

The most disadvantaged in Argentina are: indigenous children, mostly located in Northern Argentina; poor migrant children (Bolivian and Paraguayan) dispersed in many parts of the country; and poor adolescents, particularly those that do not work or go to school and live in marginalised urban settings and Northern regions. In 2010 UNICEF made progress in the following areas:

(i) Focused on 10 of the 24 provinces to address, with local authorities, issues affecting child rights of these vulnerable groups. Broad cooperation agreements were signed with 5 of the 10 selected provinces. Also, UNICEF used a vulnerability index to rank the country's 2,168 municipalities and realised that the 100 most vulnerable are located within the 10 priority provinces.

(ii) Consolidated as a knowledge leader in the rights of indigenous children and adolescents, and is working to become one for migrant children through national and regional studies. In addition, the government agreed to do a MICS in 2011, after complex negotiations with provincial and national representation: it will be applied to 21,280 households belonging to 316 municipalities with over 5,000 inhabitants. Largely, the focus will be on the most disadvantaged children.

(iii) Partnerships with networks of indigenous leaders were promoted to gradually adjust the programme focus on indigenous children. Three examples highlight the results of this partnership. First, 149 health centres located close to indigenous communities were surveyed and needs for improving the quality of services were identified. Second, conditions at 300 residential schools for indigenous adolescents were analysed and a plan to improve infrastructure and furnishings was developed. Third, support to women and youth volunteers active in promoting rights in the area of violence prevention in indigenous communities was intensified through innovative mechanisms of conflict resolution.

Finally, UNICEF is learning to promote the rights of the most vulnerable children in Argentina through social networks. In 2010 the CO used Facebook (13,767 users and 766,200 hits), Sónico (3,916 users), YouTube (181,758 replays), Flickr, Slideshare and a virtual campus to host communities of practice, share knowledge and conduct training (60% of the users are from the provinces).

3.1.2 Programme Strategy

3.1.2.1 Capacity Development:

In Argentina's CP, capacity development, advocacy and knowledge management are both a result and a comprehensive strategy to address institutional capacities gaps to provide effective services for children. Training was provided in 2010 for public services serving the most disadvantaged children in those 10 provinces with the worst child-related indicators (Northern nine provinces and the poorest sector of the Province of Buenos Aires), and aimed at strengthening the contribution of specific social actors to increase the quality of these services. The most relevant and innovative:

- (a) Large-scale training of public health officers, nurses and physicians in maternity and neonatology hospitals, aimed at addressing key factors affecting maternal and neonatal mortality. With a participatory approach, the initiative included a local analysis of the root causes of avoidable deaths and a possibility for distance learning through the building of a virtual community of practice.
- (b) Support provided to school directors and their teams to increase coverage and refinement of two innovative methodologies applied in the education system: effective management strategies for schools' self-evaluation and for the reduction of repetition rates. Diverse provinces adopted these methodologies after the testing with substantial UNICEF support during the previous CP.
- (c) Strengthened capacity for effective work with the network of indigenous leaders established in 2009. This network includes health and education workers in five provinces with high concentrations of indigenous families. The initiative sought their engagement in a participative assessment of the conditions of all the health services in Provinces with predominantly indigenous population.

(d) Strengthened institutional capacities in provinces to protect the rights of children without parental care through the development and improvement of local protection services and quality indicators, and to protect the rights of juvenile offenders by developing and improving the implementation of juvenile justice services in accordance with the CRC. A wide range of judicial officers were trained to apply directly the CRC and CEDAW, to be replicated in all the country in 2011, with special emphasis on protection of migrant and indigenous children.

3.1.2.2 Effective Advocacy:

In 2010 advocacy themes and strategies were based on the recommendations issued to Argentina by the Committee on the Rights of the Child. Priority themes included early childhood development, adolescents' education, maternal and neonatal mortality, indigenous children's rights, and systemic approaches to child protection issues. Priority strategies included promotion of a more systematic use of data and knowledge for debate and public policy decision-making, as well as better articulation and management of public policies and services at the national, provincial and municipal levels. In 2010, relevant outcomes of effective advocacy by UNICEF included:

- (a) The Education, Health and Social Development Ministries' decision to convene dialogues to design a policy for early childhood development (to be completed in 2011).
- (b) Sustained support by the Ministry of Health to the national plan to reduce maternal and neonatal mortality, and to the H1N1 epidemic prevention strategy as stated in 2009.
- (c) Sustained support by the Ministry of Education to the Secondary Education Reform.
- (d) Support provided by the Ministry of Social Development to a MICS with an important focus on equity, and to the construction of information systems on the situation and services related to children separated from their families and in conflict with the law.
- (e) Dialogues facilitated by UNICEF between indigenous leaders and provincial governments (mainly, in Tucuman, Jujuy and Chaco) focusing on improving pertinence, access and quality of local services for indigenous children.
- (f) A request by Iberoamerican Heads of Government to UN agencies in Latin America to incorporate the Metas Educativas 2021 in the UNDAF and cooperation programmes.
- (g) Expanded media coverage of 'invisible' issues related to children and adolescents.

The challenge of engaging the 10 poorest provinces has been effective mainly in four, although most still lack comprehensive, inter-sectoral development plans. UNICEF's advocacy work will be especially challenging during the next two years given upcoming presidential and legislative elections.

3.1.2.3 Strategic Partnerships:

UNICEF established or reinforced many partnerships to address enormous disparities and inequities affecting children, including indigenous children. The office strengthened an innovative alliance with indigenous leaders, the [PACES network](#), which created a platform to improve UNICEF's access to children at the community level. This experience synthesised well UNICEF's strategy to leverage resources and convene partners (public sector, NGOs, media) to protect the rights of indigenous children.

In 2010 the CO improved the management of partners in general through the establishment of a Programme Cooperation Agreements Review Committee (PCAR). It reviews and streamlines alliances with NGOs, academic centres, and other non-governmental partners. Since May 2010 the PCAR reviewed 67 cooperation agreements and contributed to facilitating dialogues and resolving implementation issues with NGOs.

Other relevant partnerships in 2010 included with the [Organization of Ibero-American States \(OEI\)](#) in support of the Educational Goals (EGs) set for 2021; a scientific society, [ASUMEN](#), to impact the policies of the Ministry of Health on maternal mortality; and the National Supreme Court of Justice and several UN agencies to advocate at the sub-national (provincial) level for the establishment of local Domestic Violence Offices. Partnerships with academic institutions, think-tanks and private, public and state-run

universities were stronger, resulting in a 71% increase in publications compared to 2009. Some of these partnerships involved tri-partite agreements involving government institutions.

UNICEF continued its record of solid and long-lasting partnerships with the corporate sector, with corporate fundraising relationships that on average have lasted at least five years. Channel 13, the most popular TV station, is the oldest partner with 19 years of joint collaboration to develop the annual telethon 'Un Sol para los Chicos'. UNICEF also continued to promote and participate in corporate social responsibility alliances, such as the networks '[Empresas por la infancia](#)' (Companies for Children) and "[Companies to Eradicate Child Labour](#)".

3.1.2.4 Knowledge Management

Lack of clarity at the global level justified an internal meeting in June 2010 to generate minimum agreements and understanding on knowledge management in UNICEF Argentina. Inputs included a consultation with representatives of Argentine centres of excellence and the Regional Director, which produced a set of suggestions on UNICEF's role in knowledge management and strategies of other COs and organisations. The final output was a concept note on the knowledge management strategy that has yet to be validated by the CMT.

During 2010 the office developed 23 studies and evaluations, of which 13 were with centres of excellence. Also, 30 guides and 30 dissemination materials were prepared, with 47 counterparts and 53 audiovisual productions, with 39 counterparts. [DevInfo](#) was launched with national, provincial, municipal and departmental data, and local versions of the tool were developed in six provinces.

The UNICEF Argentina virtual campus was created at <http://www.unicefcampusvirtual.org.ar/>, with the purpose of facilitating remote activities, simplifying access to information, reducing training costs and enabling the exchange of knowledge among development experts from throughout the country. Also, profiles were created in various social networks to improve and expand access to the information developed by UNICEF.

UNICEF aims to facilitate access and use of high-quality analytical studies referring to child rights gaps by decision-makers and stakeholders. Specifically it has pointed out that additional evidence is required in relation to indigenous children, migrant children and poor adolescents. In this context, the office elaborated investigations on the socio-educational situation of indigenous children, surveys of health centres and residential schools for the indigenous population, informational materials in six indigenous languages, and a website centralising this information (<http://www.unicefninezindigena.org.ar/>)

In connection with the rights of migrant children, UNICEF participated in a TACRO-led investigation analysing the impact of the migration law on policies for children, and in a film festival highlighting the situation. To address the issue of adolescence, UNICEF generated a survey on adolescents' consumption of mass media, social networks and family companionship; a study of gaps in learning between adolescents from private and public schools and produced a training kit for secondary school teachers.

3.1.2.5 C4D Communication for Development

An important goal of the CP is that families, children and civil society organisations increasingly demand the fulfilment of the rights of excluded and vulnerable children. During 2010 UNICEF focused its work on improving demand, most notably among indigenous children of northern Argentina and poor adolescents. The strategy included the organisation of participatory prioritisation workshops where two indigenous

communities defined their priorities, strategies and actions. As a result, two mobilisation initiatives were generated, the “Day of the Mountain Child” and the “Wichi Marathon”. Both activities strengthened advocacy, impact and organisational capacities of indigenous leaders; improved the level of knowledge of participants in specific issues such as the *Chagas* disease and general issues such as children’s rights; and promoted changes in some practices affecting child rights (in the Amaicha community, for example, a group of indigenous women devoted themselves to protecting children against violence in coordination with provincial and municipal authorities).

UNICEF also focused its C4D work on poor adolescents located in large urban centres. Together with provincial ministries, it organised a forum to empower 500 adolescents to become agents of change for the new secondary education school. It also supported a youth parliament of the MERCOSUR, to debate education reform. During 2010 UNICEF started to create two youth networks, one on adolescents’ health and the other on social media for social change.

Finally, UNICEF launched a major initiative: the ‘Week of Premature Babies,’ to address the number one cause of infant mortality in Argentina. C4D was used to involve 72 health teams at maternity hospitals to improve their level of knowledge regarding the rights of premature babies and the subsequent change in their attitudes and practices. In this first intervention, 78% of participants recognised strengths and weaknesses in the care of premature infants, an indicator that contributed to establishing that the Campaign contributed to generating awareness among participants.

3.1.3 Normative Principles

3.1.3.1 Human Rights Based Approach to Cooperation:

The Argentina CO engaged during 2010 in the new simplified approach to programming, which makes use of multi-year Intermediate Results (IR) and work plans instead of Annual Workplans. The adoption of this approach helped in continuing to establish and maintain a focus on substantive mid-term achievements related to the roles of duty-bearers and right-holders’ in upholding child rights. Across the programme components, the IRs planned for 2012 fall into two groups:

(1) The first reflects efforts to improve attitudes and capacities of institutions – especially in the provinces– identified as fundamental duty bearers to uphold child rights;

(b) The second relates to increasing capabilities to sustain demand for services by rights-holders and to exercise social control on public policies.

The preparation of the CRC Committee’s reports strengthened governmental capacities to systematise information and exchange it with non-governmental organizations, promoting dialogue. Based on the 2010 CRC Committee’s recommendations, the first part of UNICEF’s 2010/2011 work plan implementation has focused on gaps to uphold child rights by the Argentine State and society in the areas of legislation, data and knowledge management, operational planning, management and funding of services and their social monitoring. These gaps have been addressed by UNICEF cooperation with support to both supply of and demand for services. It has been selective, focusing on the 10 most socially disadvantaged provinces, and within these provinces, on the most populated, poor urban areas and on barriers preventing indigenous and migrant children from utilisation of services.

3.1.3.2 Gender Equality and Mainstreaming

The principle of gender equality inspired all cooperation activities in 2010. Maternal mortality and domestic violence were given special priority this year as areas where limited access to quality care and justice presents serious obstacles for women, particularly indigenous women. Activities developed in 2010 included: (i) public awareness on the rights of women of the lowest income quintiles to access supportive, high-quality health care, justice and social assistance services; (ii) empowerment of

women, guaranteeing their full access to justice and use of improved legislation on domestic violence; and (iii) capacity building and strengthening of independent organisations engaged in the struggle against maternal mortality. A new Office for Women was opened at the Supreme Court to analyse and improve the functioning of the judiciary using CEDAW and CRC principles. With this aim, this Office, together with the Supreme Court's Office for Violence against Women trained more than 120 Argentine judicial officers in the development of strategies to remove obstacles to full access to justice for all women. It also contributed to the creation of similar offices at Salta, Tucuman and Santiago del Estero (three of the 10 priority provinces in the CP). Patterns of boys and girls as victims of child trafficking and labour did not change during 2010. This was also the case for child sexual abuse, school abandonment by poor adolescents and their involvement in situations of conflict with the law. However, the CP continues to address the specificities of these issues as they affect boys and girls, applying the most appropriate strategies to achieve planned Intermediate and Specific Results to 2014, always with a special focus on the protection of the rights of girls and women. On other issues, there is no disaggregated data for children deprived of parental care or on adolescent participation in the development of local protection systems. The expectation is that results will be available in 2011.

3.2 Programme Components

Title: *Child protection*

Purpose:

Key Result: By 2014, children and adolescents are fully protected against violence, abuse and exploitation. For 2012, the following Intermediate Results (I.R.) were established: 3.1.1. Children and adolescents in 10 provinces have universal and homogenous access (throughout the provincial territory) to the local protection services in accordance with National Law and provincial laws of integral protection. 3.2.1. Children and adolescent victims of violence, abuse or exploitation in 10 provinces have universal access to routine administrative and judicial "child-friendly" procedures that are respectful of the gender perspective. 3.3.1. Adolescents in 10 provinces have available local services specialised in juvenile justice with an adequate regulatory framework, jurisprudential interpretation and police services aligned with international standards. 3.4.1. Children and adolescents in 10 provinces are protected from child labour by means of local mechanisms, which are adequately planned, inter-sectoral and sufficiently funded to support prevention and eradication.

Resources Used:

Programmeme / PBA Reference	Donor Code and Name	PBA Expiry Date	PG Allocation Amount (a)	Obligation Amount (b)	% (b/a)	Expenditure Amount (c)	% (c/a)
YS003 – Child Protection		Total	1,167,129.34	977,862.94	84%	949,700.72	81%
GC/2009/0042-01	U99999 UNICEF (FOR GR ALLOCATIONS ONLY)	31/12/14	150,000.00	147,085.86	98%	139,619.52	93%
SC/2004/0410-01	F02401 UNICEF-Argentina	30/12/10	488,434.30	488,447.36	100%	484,342.29	99%
SC/2009/0813-00	F02401 UNICEF-Argentina	31/12/14	528,695.04	342,329.72	65%	325,738.91	62%

Results Achieved

IR3.1.1: Together with the National Children's Secretariat, the first national survey of children without parental care was initiated, with the purpose of implementing the national policy and strengthening, in all provinces, local capacities to implement protection systems. The first seven provinces surveyed show a trend of declining institutionalization and expanded use of alternative measures; however, in general large disparities persist across provinces, and it is still necessary to consolidate quality standards and positive transformations.

Legal reforms in line with the CRC and national laws have made progress in 20 provinces, but the implementation of protection systems is recent in half of them. In the province of Buenos Aires, paradigmatic because of its size, population and complexity, 85% of local protection services have been strengthened in line with the 2008 provincial law. It was possible to consolidate an indicator measurement system (Observatory) which identifies critical points (such as excessive reliance on institutionalisation), that will be addressed by the Inter-sectoral Board. More than 600 operators of the judiciary and local protection services were trained and provided with relevant materials. Working with the provincial Supreme Court, UNICE supported the development of materials to strengthen the dialogue between the Judiciary and the Executive branches in order to improve implementation of the law.

Regarding the issue of children and migration, together with National University of Lanús, UNICEF Argentina developed an analysis of the implementation of the advanced National Migration Law (2004). It is being applied in a very disparate manner, especially in the north border zones; where discriminatory stereotypes persist and empowerment of social stakeholders and effective inter-sectoral coordination are both lacking. Working with the National Human Rights Secretariat and the ministries of Education and Health, UNICE began reviewing implementation in seven provinces. In collaboration with the Bolivian Consulate, we began to promote a bi-national initiative to protect the rights of migrant children. An inter-agency group on children and migration has been established, under UNICEF leadership.

In the indigenous communities of Amaicha (Tucumán), 40 women and youth volunteers, promoters of rights, received training on violence prevention, including innovative alternative mechanisms for conflict resolution, which will be replicated in other communities.

IR3.2.1: Together with Asociación Derechos Civiles and the Federal Court Board, we continued to train operatives in six northern provinces to achieve jurisdictional protection against violence (<http://www.proteccioninfancia.org.ar/>). In turn, working with the National Supreme Court and the Argentine Association of Women Judges, UNICEF cooperated in the establishment of three "Provincial Offices of Domestic Violence", with the goal of guaranteeing full access to justice for the victims. Through a UN inter-agency initiative, 120 judicial officials from around the country received training to be able to operate as disseminators in relation to issues of gender and children's perspective.

To protect victims at their first court involvement, training was provided for the staff of 27 police stations in the Province of Buenos Aires, improving communication and cooperation across police forces, courts and local protection services. With the National Ministry of Justice, we developed a handbook on child and adolescent victims of trafficking that will be used next year to guide all security forces and staff of protection services.

IR3.3.1: In collaboration with the Children's Secretariat, a study of provincial legal reforms and jurisprudence was consolidated to achieve improved juvenile justice services; activities included three regional seminars covering more than 600 provincial operators, and the consolidation of a system of indicators. A national meeting was held with 75 staff of provincial juvenile systems, focusing on local innovative experiences in line with the CRC. Some 14 such experiences are currently being documented).

IR3.4.1: In conjunction with the Province of Jujuy, a study was conducted at five major garbage dumps where 100 children were found to be working. Effective strategies for the eradication of child labour were discussed at local workshops, with participation by provincial and municipal authorities. Together with the Commission against Child Labor of the province of Buenos Aires, UNICEF developed a handbook for municipalities, validated by other provincial commissions. A website for teachers was launched with the ILO and Ministry of Education (<http://www.encuentro.gov.ar/MiniSite.aspx?id=126>).

Future Workplan

- UNICEF will continue strengthening institutional capacities for the operation of local protection services; the number of provinces involved will be expanded, and innovative local level experiences will be documented and disseminated.
- Children who are migrants, indigenous or have disabilities will be priority groups for actions designed to protect them against discrimination, strengthen their access to justice, and receive identification documents. These actions will be conducted in a coordinated manner with the areas of Health, Education, Communication and M&E.
- The Mercosur [Niñ@sur](#) initiative will deepen this approach in the framework of South-South cooperation.
- The first national survey of children and adolescents deprived of parental care will be completed and an on-going monitoring system will be established based on the "Global Manual of Indicators for Children and Adolescents Deprived of Parental Care"; sustainable provincial policies on these matters will be strengthened.
- The Observatory of the Province of Buenos Aires will be strengthened to advance with full implementation of the new legal and institutional protection framework.
- Together with the General National Defender's Office and the provincial defender offices, the mechanisms of monitoring, surveillance and independent oversight of protection institutions will be strengthened.
- UNICEF will continue to conduct gender-based actions, which facilitate access to justice and to administrative services by child and adolescent victims of violence; the implementation of these services will be coordinated with the areas of Health, Education, Communication and M&E.
- In terms of juvenile justice, the system of indicator measurements will be strengthened, innovative experiences will be pulled together and an updated map at the provincial level will be produced.
- Inter-sectoral management for child labour prevention and eradication will be strengthened at the municipal level in three new provinces.

Title: *Monitoring and communication for child rights*

Purpose:

Key Result: By 2014, children and adolescents are prioritised in public policies in line with the CRC, and children, along with their families and communities, demand fulfilment of their rights.

The following IRs were established for 2012:

Communication sub-component:

4.1.1. Families, children, adolescents and public opinion are reached by at least one integrated communications campaign in three priority thematic areas, improving access to information, generating behaviour changes, promoting qualified service demands, and increasing participation and mobilisation.

4.1.2. Adolescents in seven provinces use new technologies to exercise and demand the effectiveness of their rights.

4.2.1. Media complies with the Audiovisual Communication Services Law with regard to children and adolescents. There is evidence available on children and media, education programmes on media literacy; ~~spaces~~ programs in the media to hear the voice of adolescents, and special programmes are broadcast to raise awareness.

4.3.1. Policy-makers, opinion leaders and development professionals participate in three high-level meetings, have access to a virtual platform and form a community of practice to address gaps in child rights.

4.3.2. Decision-makers have available information on adolescent knowledge, perceptions and attitudes.

Monitoring Sub-component:

4.4.1. In four provinces, decision-makers have available indicator systems, including sectoral information on children; improving their capacity to support evidence-based planning.

4.4.2. Society has available a system of indicators on children compiled at the national level, emphasising existing gaps in the situation of the vulnerable populations.

4.4.3. Decision-makers have available a data gathering instrument that makes it possible to strengthen programme evaluation and enhances national capacities to monitor the situation of children.

4.5.1. Children are prioritised in the public budget; resources are monitored at different levels of government, based on an evaluation of distribution and impact.

4.5.2. Civil society in ten municipalities of four provinces experience a strengthening of their planning capacities with equity criteria, based on the application of participatory budget monitoring

4.5.3. In connection with 50% of the targets of the National Plan for Children and Adolescents, society as a whole has a clear idea of the budget required to attain them.

Resources Used:

Programme/ PBA Reference	Donor Code and Name	PBA Expiry Date	PG Allocation Amount (a)	Obligation Amount (b)	% (b/a)	Expenditure Amount (c)	% (c/a)
YA004 – Monitoring, Evaluation and Communication for Child Rights		Total	1,441,226.23	1,176,426.68	82%	1,090,328.78	76%
GC/2009/0042-01	U99999 UNICEF (FOR GR ALLOCATIONS ONLY)	31/12/14	100,000.00	83,212.96	83%	62,460.30	62%
GG/2008/0001-00	U99999 UNICEF (FOR GR ALLOCATIONS ONLY)	16/03/10	638.11	0.00	0%	0.00	0%
SC/2004/0410-01	F02401 UNICEF- Argentina	30/12/10	644,364.25	645,815.07	100%	641,624.17	100%
SC/2009/0813-00	F02401 UNICEF- Argentina	31/12/14	696,223.87	447,398.65	64%	386,244.31	55%

Results Achieved:

IR4.1.1. Working with national and provincial authorities, campaigns were carried out for: indigenous children, poor pregnant women and women victims of violence. In support of indigenous children, social mobilisation actions were conducted in the territories of the Diaguita-Calchaquí, Wichi and Omaguaca People; a network made up of 34 indigenous adolescents was established; bilingual materials and audiovisuals were generated; visits were conducted with opinion leaders. For poor pregnant women, the 'Week of Prematurity' was held. For child, adolescent and women victims of violence, a campaign was disseminated for the prevention of child trafficking in border zones (together with the Mercosur countries) and information materials were developed on complaint mechanisms available in cases of violence.

IR4.1.2. A survey conducted by UNICEF in 2010 showed that 90% of Argentine adolescents use the Internet and social networks and consider them the best means of

participation. For that reason an online participation platform ('Yo Digo') was created together with OIJ.

IR4.2.1. UNICEF advocated with the media through press conferences, editorials, media trips, training, networks and agreements. The result was the inclusion of various themes and 2,190 mentions of UNICEF in the media (30% more than in 2009 and 48% more than 2008). Coverage related to indigenous children has grown by 300% since 2005. The sixth round of monitoring of print media showed clear improvements: a 31% reduction in the use of offensive terms; more space devoted to the voice of children and adolescents, including *Vivir Juntos* with the Encuentro Channel (400 testimonials by children); 'Grandes Historias de Chicos' with Channel 13 (over 1 million viewers); Editorial Supplement with the *Crónica*; BAFICI Film Festival and Short-Film Competition with the Government of the City of Buenos Aires.

IR 4.3.1 and 4.3.2 During 2010 communities were created and strengthened in social networks; Facebook (13,767 users and 766.200 hits), Sónico (3,916 users), YouTube (181,758 replays), Flickr and Slideshare. The virtual campus was created to host communities of practice, share knowledge and conduct training (60% of the users come from the provinces). The institutional web site had 270,163 hits, and grew by 50% over 2007 and 20% over 2009.

IR4.4.1 Five provincial Observatories, based on DevInfo, were implemented. UNICEF, with support from DevinfoLac, trained 50 public servants in the provinces of Jujuy, Misiones, Tucumán, Buenos Aires and Santiago del Estero, in the development of indicators to monitor the effectiveness of efforts to protect the rights of children, adolescents and women. This strengthens Government capacity for evidence-based policy planning and sensitises society to advocate for the reduction of the existing gaps. These Observatories will indirectly benefit 5.8 million children and adolescents. At the national level, an online system and thematic galleries were developed, with an emphasis on the most vulnerable population groups. (www.unicef.org.ar/infoargentina)

IR4.4.2 Together with the SENNAF, the MDS and the UNTREF, the office worked to identify information gaps on children and adolescents for the adaptation of the MICS to Argentina. Data-gathering instruments were developed with specialists from sector ministries; logistical aspects were agreed; a pilot was completed; and agreement was reached to begin the field work in 2011. This survey will be the first to be implemented by the state specifically designed to learn about the living conditions of children and adolescents and the most representative survey at the national and provincial level.

IR4.5.1. The partnership with the Ministry of Economy to monitor investment in children was strengthened. Two dissemination bulletins were prepared, to be published in 2011, and the web site www.gastopubliconinez.gov.ar was reorganized. A study to be conducted with the National University of Salta, focusing on the equity of spending in children, will make it possible to learn about its redistributive impact on the most vulnerable children and adolescents. Expenditures allocated to HIV/AIDS prevention and care were measured to determine financing needs as well their disaggregation on prevention and care for children.

IR4.5.2. Together with CIPPEC, four workshops were organised in the provinces of Tucumán and Salta with CSOs, to increase their capacity based on improved knowledge of budget processes. Eighty people attended. A workshop was organised with 200 municipal authorities and technicians to advocate for a more active role by local governments in child and adolescent policies.

Future Workplan:

Communication Component (I.R. 4.1.1, 4.2.1, 4.3.1 and 4.3.2)

- UNICEF's work with the group identified as vulnerable (indigenous children, migrant children, pregnant women and women who are potential victims of violence) will be continued and strengthened to improve their levels of knowledge and promote demand on their part.
- With the adolescent population, the programme will make progress in the development

- of participation platforms and networks to enable them to improve access to their rights.
- Advocacy work with journalists and media will be continued with the purpose of improving coverage and generating spaces for the voices of children and adolescents. Thematic materials will be developed.
 - The knowledge management strategy will be implemented.
 - Forums on equity will be organised.
 - The establishment of 'communities' and participation in social networks will be expanded.

"Monitoring and Evaluation" Component (I.R. 4.4.1, 4.4.2, 4.4.3, 4.5.1, 4.5.2 and 4.5.3)

- Starting in the first quarter of 2011, implementing the MICS in the 24 provinces (including a province with a rural sample), based on a sample of 21,600 households, with dissemination of the results.
- Contributing to measuring the redistributive impact of the investment on children at the national level, to advocate regarding potential inequities in the distribution of the expenditures.
- Together with key partners, strengthening the use –at the national and provincial level—of the systems of indicators focusing on the situation of children and adolescents, supporting activities for more planning.
- Advocating for the establishment of an M&E system for the Universal Child Allowance in the framework of the activities designed for the implementation of the Social Protection Floor.
- Strengthening the work with the municipalities along two central lines: Improving information to refine municipal planning and on various aspects of citizen participation.

Title: *Health and nutrition for women and children*

Purpose

Key Result: By 2014, compared to 1990, maternal mortality rates have declined by three-quarters to 13 per 100,000 live births; under-five mortality has been reduced by two-thirds, to eight deaths per 1,000 live births; neonatal mortality has fallen by 50 per cent; and the risk of HIV infection has been reduced among adolescents.

The following Intermediate Results were established for 2012:

IR 1.1.1. 50% of hospitals have maternity wards and take care of over 1,000 deliveries per year, in the 10 provinces prioritized for this result they have improved and been transformed into safe family-focused medical and maternity centres. The perspective up to 2014 is that said improvements will continue to be extended and reach 70% of this type of maternity hospitals around the country.

IR 1.2.1. Families in the poorest communities, within 15 priority provinces, have established networks of health leaders and promoters, making it possible to foster effective care and prevention practices in health, nutrition and psychosocial wellbeing of mothers, children and adolescents; they thus provide coverage to 30% more over the baseline level.

IR 1.3.1. In the 15 priority provinces the general public and families have a health observatory, a virtual campus and Web platforms, and are beginning to use them to obtain information on the quality of services and safety in environmental issues, roads and patient care. Consequently, these provinces have achieved attitudinal changes, a greater dissemination of the knowledge required to demand appropriate services, and a growing participation both in mobilisation initiatives and planning processes of health activities.

IR 1.4.1. Adolescents and families around the country have a National Plan focusing on adolescent health, which is in the process of being implemented.

IR 1.4.2. Adolescents living in various municipalities, selected from the 15 priority

provinces, are participating in a national forum, have presented their experiences on how they use information and employ their personal skills to protect themselves from HIV infection and other diseases and risky situations.

Resources Used:

Programme/ PBA Reference	Donor Code and Name	PBA Expiry Date	PG Allocation Amount (a)	Obligation Amount (b)	% (b/a)	Expenditure Amount (c)	% (c/a)
YH001 – Health and Nutrition for Women, Children and Adolescents		Total	1,781,599.80	1,752,932.04	98%	1,552,397.82	87%
GC/2009/0042-01	U99999 UNICEF (FOR GR ALLOCATIONS ONLY)	31/12/14	215,426.39	207,117.30	96%	192,478.29	89%
GS/2009/0034-00	U99999 UNICEF (FOR GR ALLOCATIONS ONLY)	23/11/10	35,000.00	33,907.06	97%	33,901.27	97%
SC/2004/0410-01	F02401 UNICEF-Argentina	30/12/10	543,763.89	543,763.86	100%	543,763.45	100%
SC/2009/0813-00	F02401 UNICEF-Argentina	31/12/14	987,409.52	968,143.82	98%	782,254.81	79%

Results Achieved:

IR1.1 The Ministry of Health has identified 100 maternity hospitals where there are over 1,000 deliveries per year (almost 80% of the total 700,000 annual deliveries in the country); 51 of these hospitals have introduced improvements that transformed their facilities into safe and family-focused units. To effect this transformation, five agreements were signed with provincial governments, they were equipped with 60 computers, 10 netbooks and 10 data displays, to facilitate access to training and improve information systems at the institutional level.

In 2009, of the 9,026 children under age one who died in Argentina, two thirds (66%) died in their first month of life and 47% died in the first week. Half the children under age one who die in Argentina were premature, weighing less than 2,500 g at birth; one-third weighed less than 1,500 g. These premature infants generally die during their first week, even in maternity hospitals (99% of deliveries take place in health institutions). Consequently, premature delivery is the first cause of death of the newly born, but society is not aware of this problem (see Innovation).

IR 1.2. In six municipalities in three provinces with high vulnerability indicators, a participatory model was implemented to plan actions; it was developed with various sectors and governments. Seventeen indigenous opinion-makers surveyed the situation of 149 health centres located in indigenous communities of the Pilagá, Qom, Wichí, Tupi Guaraní, Mbya Guaraní, Chorote, Chané, Diaguita Calchaqui and Quilmes ethnic groups, in the Argentine North East (NEA) and Northwest (NOA) provinces; there are enormous challenges to improve the quality of life of inhabitants of these areas.

With RedInfa, a project of the Child Rearing Pastoral, support was given in 2010 to 2,512 families, 3,997 children (27% under one year of age) and 194 pregnant women; 386 volunteer leaders conducted monthly life celebrations in 134 communities where the country's most vulnerable populations are found. In each of them, the children being monitored are weighed and measured; in turn they come accompanied by other children, siblings or relatives.

In 729 municipalities included in the Healthy Municipalities programme of the National Health Ministry, assistance was provided for the design and start-up of a self-evaluation and accreditation tool that makes it possible to increase the impact of social determinants on health.

With the purpose of offering adequate and pertinent material to community leaders, an edition of "For Life," was adapted for domestic issues, including designs and illustrations which respect local cultures, and was approved by both potential users and scientists.

IR 1.3 The Sexual and Reproductive Health Observatory, a joint initiative of UNFPA-PAHO-UNICEF, developed four information sheets designed for decision-makers <http://www.ossyr.org.ar>.

A 'virtual campus' was implemented to improve and increase demand; to that end 14 training courses were conducted, with the participation of 700 professionals and currently, 421 active participants; <http://www.unicefcampusvirtual.org.ar/> ASUMEN, Alianza Argentina para la Salud de la Madre, el Recién Nacido y el Niño (Argentine Alliance for Mother, Newborn and Child Health), a partnership of scientific societies, academia, associations and federations of professionals, continues its advocacy work. <http://www.asumen.org.ar/> .

IR 1.4.1 and 1.4.2 Over 4,000 adolescents from 20 municipalities in seven provinces are actively participating in projects designed to improve their integrated care and promote practices that involve actions in harmony with the environment. This is intended to mitigate and fight against the effects of climate change and youth unemployment; for example, with projects in the areas of organic waste management, youth leadership and environmental health, application of clean technologies for sustainable development and promotion of sexual and reproductive health rights, focusing on preventing transmission of HIV.

Future Workplan:

- Continue with the transformation of the 100 maternity hospitals into safe and family-focused health centres, and actively monitor their quality.
- Set priorities for intervention in areas such as nutrition, growth and development, while linking them with the areas of education and protection.
- Support projects designed for the most deprived communities.
- Improve conditions in the 149 health centres that have been surveyed and provide assistance to the indigenous communities.
- Conduct an adolescent forum where youths present their experiences; develop a national plan for the health of this age group.

Title: *Inclusion and quality education for children and adolescents*

Purpose:

Key Result: Learning achievement and inclusion of children and adolescents in the education system have improved at all levels by 2014.

The following 5 Intermediate Results were planned for 2012:

2.1.1. The reform of Secondary Education is being implemented, in principle, in six priority provinces.

2.1.2. Levels of learning quality and inclusion improve for students in the 24 jurisdictions through implementation of the National Education Law.

2.2.1. Students at primary schools in seven priority provinces, and at secondary schools in two priority provinces and IBE schools, have improved educational outcomes based on the implementation of self-evaluation policies.

2.3.1. Children in early childhood benefit from quality standards for Childhood Development Services and initial education level in seven priority provinces for the purpose of guaranteeing quality in early childhood development services.

2.4.1. The educational community and families have mechanisms available to promote and facilitate respectful relations geared to human rights and effective participation in secondary schools in four priority provinces.

- 2.5.1. Indigenous children and adolescents in rural communities of five priority provinces have available Intercultural Bilingual Education policies applied by the National Ministry of Education, improving access to basic education and primary school graduation rates.
- 2.5.2. The indigenous population in five priority provinces benefits from infrastructure and equipment improvements in 30% of the schools.
- 2.5.3. An IBE teacher-training system has been established and strengthened at the national level.

Resources Used:

Programme/ PBA Reference	Donor Code and Name	PBA Expiry Date	PG Allocation Amount (a)	Obligation Amount (b)	% (b/a)	Expenditure Amount (c)	% (c/a)
YE002 - Inclusión y Educación		Total	2,762,769.15	2,523,377.92	91%	2,427,514.69	88%
GC/2009/0042-01	U99999 UNICEF (FOR GR ALLOCATIONS ONLY)	31/12/14	96,573.61	71,796.44	74%	64,642.31	67%
SC/2004/0410-01	F02401 UNICEF- Argentina	30/12/10	785,173.21	785,174.36	100%	785,030.42	100%
SC/2006/9905-00	T49911 POLICY ADVOCACY AND PARTNERSHIP	31/12/12	72,492.79	71,903.71	99%	71,903.71	99%
SC/2009/0813-00	F02401 UNICEF- Argentina	31/12/14	1,766,010.94	1,553,169.59	88%	1,464,604.43	83%
SI/2009/0068-00	G39901 Spain	03/06/12	42,518.60	41,333.82	97%	41,333.82	97%

Results Achieved:

IR 2.1.1. At the national and provincial level, cooperation was provided to improve quality and inclusion in secondary education. In four provinces, 10,425 students are covered by the 'assisted transition programme' and 1,300 teachers were trained; these innovations improved the learning outcomes and reduced repetition and drop out. In addition, the students acquired participatory practices. In partnership with the Government and the OEI, 'Development of Capacities' modules were prepared and implemented in 5,000 schools around the country. A debate was developed with 500 teachers and students in four provinces, with the objective of monitoring the National Programme 'Improvement Plans'. A total of 18,000 teachers were trained in the 'Comprehensive Sexual Health' and 'Prevention of Addictions' programmes, jointly with the National Ministry and the University of Buenos Aires. UNICEF participates in the National Ministry's Consultative Council on education and prevention of addictions. In Buenos Aires, with the aim of including vulnerable adolescents, new institutional formats are being supported, and 30 maternal centres in suburban secondary schools have been equipped to ensure the education of adolescent mothers and fathers.

IR 2.1.2. In partnership with the national Government, training in literacy issues for 3,000 teachers from 200 institutes continued, with the aim of improving the quality of education and reducing repetition. 400 teachers were trained in three provinces in the 'Protocols on Ill treatment of Children and Adolescents' and commissions were established to protect their rights at 120 schools. The teachers of 150 schools were trained in 'Education in Confined Environments'. In four priority provinces, 40,000 students are covered by the 'Programme of Quality Improvement and Inclusion' and 3,500 teachers were trained. Inclusive schools are being promoted in four provinces to include children and adolescents with disabilities.

IR 2.2.1. With the purpose of improving the quality of education and the level of inclusion, a self-assessment of education was implemented in 300 rural and 700 urban primary schools, in partnership with five provinces and NGOs. The implementation of self-evaluations was started in 60 secondary schools of Tucumán, Jujuy and Buenos Aires. The self-evaluation improved institutional and class-room planning, optimised the

monitoring of at-risk students, reduced failure, and strengthened social support networks.

IR 2.3.1. Together with academia, UNICEF developed a report on the “Status of Services for Children aged 0 to 3”, which highlights the delays in terms of ECD services and policies. Jointly with the OEI, in 100 schools in four provinces, ECD was improved by training the teachers in game playing and literacy. In collaboration with the National Ministry, training on early childhood is being offered at teacher training institutes.

IR 2.4.1. In partnership with the National Ministry of Education, provincial ministries and OEI, UNICEF supported the ‘Mercosur Education Parliament’ events; 118,000 students from 1,800 schools in 19 provinces participated; they debated and developed proposals on the changes needed in secondary schools. In partnership with the ministries of Buenos Aires and Tucumán, the ‘Meeting of Adolescents for an Improved Secondary School’ was held with participation by 600 students and 350 teachers. These meetings discussed subjects such as ICTs, coexistence, education and work, health and adolescence, gender, human rights and educational inclusion, and generated plans for improvement. Support was provided to 2,000 secondary schools in the province of Buenos Aires by conducting training work to enable them to set up ‘coexistence centres’.

IR 2.5.1, 2, 3. In partnership with the National Ministry of Education, the respective provincial ministries, NGOs and indigenous leaders, the conditions in 300 residential schools in five provinces were analysed to improve their infrastructure and furnishings. Bilingual education materials were developed for primary schools; these will be distributed in 1,500 IBE schools. The PACES initiative was promoted, with participation by 50 indigenous leaders and 30 adolescents who set the cooperation priorities and strengthened the country’s indigenous networks. Indigenous socio-educational information systems have been consolidated at the national level, especially in four provinces. Cooperation was provided to the Indigenous Consultative Council of the National Ministry of Education to move forward on the IBE targets. Publications on indigenous education were developed as a key advocacy tool. Further, to promote health and education, support was provided to centres dedicated to strengthening indigenous children and women in three communities.

Future Workplan

- Partnerships with national and provincial governments will continue to be pursued, as will the strategies implemented in 2010. Adjustments will be introduced in planning, as a function of the equity matrix and the outcomes of the Cooperation programme for 2012. Finally, it should be noted that as a function of the agreements reached by the country and the region in connection with the 2021 targets, the results will also be redefined. These adjustments imply extending the incidence and the impact of UNICEF cooperation at the early childhood development level, in the education of excluded adolescents, in intercultural education policies and in inclusive education targeting children and adolescents with disabilities and migrants.

- The educational situation in over 500 rural and residential indigenous schools will be improved. Inclusive education will be promoted in 300 schools. Support will be provided for the development of new secondary school formats for vulnerable adolescents. Self-evaluations of educational quality will be extended to a larger number of priority provinces. Secondary education improvements will be implemented in 5,000 schools. Unprecedented studies will be promoted to provide new alternative responses to pending challenges.

Title: *Cross Sectoral Costs*

Purpose:

Key Result: To allow smooth and effective support to programme implementation as well as the mobilization of financial resources

The following IRs were established for 2012:

Sub-component: Intersectoral Programme Costs

I.R. 5.1: To provide adequate support, with the coverage of costs for staff, travel and a share of the administrative costs, to intersectoral programmatic activities

Resources Used:

Programme/ PBA Reference	Donor Code and Name	PBA Expiry Date	PG Allocation Amount (a)	Obligation Amount (b)	% (b/a)	Expenditure Amount (c)	% (c/a)
SP005 – Cross Sectoral Costs (Intersectoral Programme Costs)		Total	591,075.37	583,006.61	98.63	567,259.24	95.97
GC/2009/0042-01	U99999 UNICEF (FOR GR ALLOCATIONS ONLY)	31/12/14	188,000.00	179,646.71	96%	169,151.38	90%
SC/2004/0410-01	F02401 UNICEF-Argentina	30/12/10	272,059.27	272,515.79	100%	272,515.79	100%
SC/2009/0813-00	F02401 UNICEF-Argentina	31/12/14	131,016.10	130,844.11	100%	125,592.07	96%

Sub-component: Private Sector Fund-Raising

I.R. 5.2: To mobilize, within the country, financial resources to be applied in the UNICEF Argentina's Country Programme as well as in support of global results planned by UNICEF, especially in emergencies.

Resources Used:

Programme/ PBA Reference	Donor Code and Name	PBA Expiry Date	PG Allocation Amount (a)	Obligation Amount (b)	% (b/a)	Expenditure Amount (c)	% (c/a)
SP005 – Cross Sectoral Costs (Private Sector Fund-Raising)		Total	1,974,292.94	1,614,861.34	82%	1,501,784.91	76%
SC/2004/0410-01	F02401 UNICEF-Argentina	30/12/10	713,423.31	712,755.71	100%	712,755.29	100%
SC/2009/0813-00	F02401 UNICEF-Argentina	31/12/14	1,260,869.63	902,105.63	72%	789,029.62	63%

Both results were fully achieved. Private Sector Fund-Raising results in terms of amounts raised are detailed in Section 4.2.1 of this Report. The overall amount raised in 2010 has contributed on the one side: (a) to complete the amounts needed for utilization in Argentina under the established programme ceiling (see figures under PBAs SC/2004/0410-01 and SC/2009/ 0813-00 in the previous sections of this Report) and, on the other side (b): to the relief of the Haiti, Chile and Pakistan Emergencies and the Iberoamerican fund established for Education Goals in 2010 as well as to the Programmatic Activities in Argentina planned for 2011. It is noticed that in the Annual Report circulated this year in Spanish in Argentina, basically directed to national donors, the figures reported for programme implementation differ in part from those in the

present report. This is because funds used in the Communication programmatic sub-component were computed there altogether with those applied for fund-raising under the common title of "Communication and Social Mobilization", while in that report also supplementary funds from international donors, representing a small part of the funding in the case of Argentina, were not included.

4 OPERATIONS & MANAGEMENT

4.1 Governance & Systems

4.1.1 Governance Structure:

The Representative continued to heed the advice of the CMT for strategic and risk management issues. The CMT had regular monthly meetings with well-prepared agendas circulated to all staff. The CMT met eleven times, and the CO held 35 coordination meetings with open participation by all staff (records of the meetings kept and distributed to all staff). The Programme Cooperation Agreement Review Committee met 21 times in 2010 and approved 73 agreements totalling US\$4,363,595. CMTs, coordination meetings and PCARCs were extremely useful for risk assessment and management and allowed all staff to understand operation and programmatic priorities. The CO organised a mid-year review and an annual review in June and December, respectively, which were rated by all staff as extremely useful for their work.

In addition, the Southern Cone Processing Centre was evaluated by KPMG in July 2010, with two main objectives: 1) to provide an external opinion of the efficiency and effectiveness of the its operations, and 2) to propose a Processing Centre model that could be established in other sub-regions in TACRO or elsewhere. The final report was presented in TACRO on September 14th. While KPMG concluded that the centre was functioning well, is achieving its original objective of reducing costs and is significantly more efficient than the 'traditional' model, the report included recommendations for optimization and improvement of the SCPC, as well as the results of a client survey on centre performance in terms of response time; streamlined and standardized processes; enhanced control and transparency; and cost savings and economies of scale. Some KPMG recommendations, addressing general areas such as structure, skills and staffing, systems, business processes and funding can be launched immediately (quick wins-3 to 6 months); others will take 12-24 months for implementation. Terry Brown, former UNICEF Comptroller, was engaged by TACRO to review the recommendations and develop an implementation plan. He will submit a report to the Regional Office by 31 January 2011.

4.1.2 Strategic Risk Management:

The office, which had not demonstrated a risk management culture in the past, had an interesting experience with the ERM exercise, supported by the Regional Chief of Operations, through which staff could highlight specific high-risk areas. The office is now implementing the plan of action, which will be closely monitored by management. In terms of emergency, highlighted last year as an area to be reinforced, there was also an improvement through the designation of the Health Specialist as the new Emergency focal point, and attended an Emergency Simulation Exercise in Brindisi, Italy on June 18 to 24. This initiative followed the Representative's decision to strengthen office preparation to prevent and respond to emergencies in the Southern Cone, an effort triggered in part by Chile's earthquake. The Regional Advisor on Emergencies is scheduled to visit during the first trimester of 2011 to work with the office on its emergency preparedness.

4.1.3 Evaluation

In the framework of implementation of the first year of the Country Programme, relevant studies, information systems and evaluations were developed as defined in the 2010/2014 IMEP. No evaluations were completed during 2010. However, five descriptive case studies were conducted, yielding some lessons and recommendations based on a

retrospective analysis of the performance of some programmes and services – in particular those related to primary health care and early child development, managing violence in schools, the operation of the network of companies against child labour and the actions by the courts in the case of child and adolescent victims and witnesses of violence.

In addition, the first version of the terms of reference for the evaluation of the Protection Programme component was developed. It is planned for May/August 2011 and will serve as an input for the 2012 Mid-Term Review. It will provide recommendations to adjust the strategies, intensify the work with other sectors (health, education, communication and monitoring and evaluation) and increase the impact on Argentine public policies and quality of services. Evaluations were also agreed for major projects of other programme components, including 'Cities for Education' and 'Education Evaluation'. The draft terms of reference will be available no later than the first quarter of 2011.

Challenges related to work with government agencies persist, mainly in connection with the implementation of public policy monitoring and evaluation systems, as well as in the use of the evaluations for advocacy and generation of evidence-based public policies. In the framework of the first 2010-2014 UNDAF, one of the advances was the joint development of a UN System position paper in favour of the adoption of the Social Protection Floor as a State policy, incorporating policy monitoring and evaluation components for access to basic goods and services and cash transfers, in particular, the Universal Child Allowance.

On the other hand, UNICEF programming continues to prioritise the promotion of 'self-evaluation' practices to improve outcome indicators and the quality of services for children and adolescents (e.g. school self-evaluation in five Provinces and of 'Safe and Family-Focused Maternity Hospitals').

4.1.4 Information Technology and Communication

As part of the ICT work-plan, which was fully implemented, new equipment was bought including six laptops, three desktops and a color multifunctional photocopier. Multimedia equipment was purchased and installed to replace obsolete equipment that had been used for long time. Inside the server room the core switch was replaced with a Cisco 1Gbps switch, 2 HP KVM switches were installed, the Lotus Notes server was replaced with a HP G6 server and rack cabling arrangements were performed.

Citrix server was fully implemented at the beginning of the year, providing a reliable option to Southern Cone users so they access ProMS as well as Lotus Notes for Argentina's users.

Other projects underway include Blackberry Server implementation for the Southern Cone offices and the Service Level Agreement implementation

During the first quarter of the year the office experienced problems with the SITA connection and users suffered several service cuts. Due to these problems, we decided to change the Southern Cone's network topology, which was performed to allow Chile's office and Uruguay's office to route traffic directly through New York, avoiding the routing through Argentina's office as designed previously. The ICT section in Argentina worked closely with NY during this year serving them as a Close Pilot office for new systems or versions like ProMS 9, Automatic Patch downloader, Service Manager 9.2, and e-SAF v2, Telephone Directory database. Also the ICT Officer was deployed to Haiti for three weeks to support the emergency.

The main objective in the section for 2010 was to prepare the infrastructure for the coming changes in the organisation, such as Vision, Exchange, Windows 7 and Windows 2008 Server. During this year the office moved forward by purchasing new computers. We do not expect to have any major infrastructure or budgetary problems to support the new systems.

4.2 Fin Res & Stewardship

4.2.1 Fund-raising & Donor Relations:

•47% gross income growth – from AR\$ 25,500,000 in 2009 to AR\$ 37,000,000 (LE)– in 2010. Income has been steadily growing in recent years based on a three-pronged strategy:

(i) A House List that added 20,000 new individual monthly pledge donors, breaking the 100,000 barrier,

(ii) A telethon 'Un Sol para los Chicos' (Sunshine for Children) with gross income growing 315% over the last 6 years (from AR\$ 2.6 million in 2003 to AR\$ 8.2 million in 2010).

(iii) An expanding list of corporate partners that has substantially grown in number and profitability, i.e., 589% income growth over the last 5 years.

•80% of income sources were sustainable.

•99% of gross income was not earmarked.

•CO was able to donate AR\$ 4.000.000 for different emergencies (Haiti, Chile and Pakistan) plus AR\$200.000 for RR global.

The PSFR area also led and participated in common initiatives with the Programme and Communications areas, where specific fundraising objectives and Office ´ overall goals were taken into consideration:

Corporate Engagement: 'Empresas por la Infancia' ('Companies for Children'), a joint initiative with Save the Children and local corporate foundations, produced a CSR guide focused on Children's Rights and a monthly email that reached more than 700 companies countrywide.

Fundraising beyond cash:

• 'Carrera por la Educacion' (Race for Education): a sports event (street race) was launched during back-to-school season in March as an original way to raise funds and support communications and programming for better education.

• 'Espacio por la Paz' (A Place for Peace): an initiative that was jointly developed with the Protection Area and Boca Juniors football club, consisting of a programme for adolescents through which 200 children per month learn about their rights and, as a stimulus, were invited to the Boca Juniors stadium to share and express their opinions and see a football match.

• 'Grandes Historias de Chicos' (Big Stories from Small Children): a fundraising and communications project in conjunction with Telenoche, the most viewed and renowned TV news, that broadcasts at prime time six positive stories by children from different regions of the country.

4.2.2 Management of Financial and Other Assets

Within the framework of strategic financial and administrative management, the Operations section is making efforts to accompany, support and provide orientation in global initiatives such as business process simplification, IPSAS adoption, Vision, etc. As these initiatives represent major changes in organisational management practices, all relevant information is distributed widely and a greater staff focus on strategic issues has been encouraged.

Although some staff members are public accountants, the office is promoting a learning culture, and encouraging all key staff members to go through IPSAS training and to read related material to be prepared for more specific accounting functions.

Financial implementation is closely monitored vis-à-vis expected thresholds for bank balances.

The office continued performing micro-assessments to evaluate counterparts' financial controls and systems. Problems encountered in some cases included lack of transparency and administrative disorder. To reduce the impact of this lack of capacity, training for all counterparts will be organised and provided by programme assistants.

An attempt was made to enhance the number and quality of office indicators, especially for SCPC performance measure, but heavy workload and the fact that most of the specific indicators had to be prepared manually impeded regular development.

Nevertheless the office monitors regularly the Office Management Report to follow up and correct indicators that are below expected performance.

The Office tried to reduce the number of transactions, but the large amount of local travel resulted in many small transactions.

The Office has been benefited from a new agreement with the Buenos Aires City Government granting utilization of the office for a new period of five years free of charge.

4.2.3 Supply: The Supply unit, despite the fact that this year had less movement in terms of total amount (USD 571,624 in 2010 and USD 1,181,564.65 in 2009) and in number of purchase orders (118 in 2010 against 142 in 2009) is expected to receive growing demands in 2011. The unit dedicated much time at the end of the year to enhancing its processes, in order to provide services in an effective manner and reduce time taken in responding to supply requests. In addition, following a special request by the Representative, the section is currently publishing an invitation for suppliers to present expressions of interest, to increase the number and quality of providers.

Supply inputs were obtained mostly locally, with a good average in terms of timing.

4.3 Human Resource Capacity

The office will be initiating, during 2011 and within the framework of year 2012 MTR, a review of office staffing structure and a change in consultant services utilisation, as well as increasing engagement with Centres of Excellence. All these changes will imply a renovation of the premises in early 2011.

Considerable effort has gone into staff performance and development. Recently, two mid-level managers went through the first phase of LDI exercise and the staff attended 34 specific technical trainings and meetings beneficial to both the organisation and individual growth. The Deputy Representative attended the MADC in New Jersey in July. Two activities, one outdoor training with participation by the whole office and the other oriented to leadership and teamwork, for officers, are planned for mid-December and early February, respectively to address issues raised by the Global Staff Survey in relation to staff well-being and work climate.

Operations staff are participating more actively in Programme activities than before, including travel to provinces. Also the increasing communication between Ops, Programme and PFP assistants is improving the speed of administrative processes.

The goal of creating a more strategic profile in Human Resources Management has not been reached. The office expects the sector to achieve better planning and identification of priority tasks next year and to be able to provide more coaching and advisory services. At mid-year the office underwent an HR audit with the objective of analysing efficiency in recruitment processes. Results and recommendations have not yet been received.

4.4 Other Issues

4.4.1 Management Areas Requiring Improvement

In 2010, UNICEF signed a five-year agreement with the City of Buenos Aires which grants free use of its current premises.

4.4.2 Changes in AMP:

Changes in AMP (2011/2012) will look into further opportunities for cost savings. No other major changes are foreseen at 2010 end.

5 STUDIES, SURVEYS, EVALUATIONS & PUBLICATIONS

5.1 List of Studies, Surveys & Evaluations:

1. *Status of Services Caring for Children aged 45 days to 36 months*
2. *Education Gaps in Argentina's Secondary Level: A Case Study*
3. *Contributions Towards the Analysis and Reduction of Under 5 Deaths in Argentina*
4. *Child Rights and Social Investment*
5. *Children & Youth in the Argentine Press, 2010*
6. *Institutional Diagnosis by the Argentine Business Network Against Child Labor*
7. *Study on the Rights of Migrant Children 5 Years after the New Migration Law 25,871*
8. *Argentine Indigenous Adolescents and Children: A Socio-Educational Diagnosis based on the Complementary Survey of Indigenous Peoples (ECPI)*
9. *Educational Diagnosis of Secondary Students*
10. *Child and Adolescent Social Public Expenditure: A Budget Analysis for the Province of Salta*
11. *Child and Adolescent Social Public Expenditure: A Budget Analysis for the Province of Tucumán*
12. *School Environment, Conflicts and Violence. A Study of Public and Private Secondary Schools in the Buenos Aires Metropolitan Area*
13. *Indigenous Peoples in Argentina and the Right to Education. Socio-Educational Condition of Children and Adolescents in the Mapuche and Kolla Communities*
14. *Basic Education Improvement Processes in Latin American Countries*
15. *Child and Adolescent Public Policies and Social Investment in the Province of Mendoza*
16. *Recent Trends in the Initial Level. A Statistical Analysis of the Argentine Situation*
17. *Juvenile Criminal Procedure at the Provincial Level. Progress in Adjusting to the Convention on the Rights of the Child in Legislative Reform and Provincial Jurisprudence*
18. *Monitoring Report of the Local Management Boards of Plan Ahí*
19. *Good Practices Guidelines for Child and Adolescent Victims or Witnesses of Violence, Sexual Abuse and Other Crimes. Case Studies*
20. *The New Child and Adolescent Protection Regulations in the Province of Buenos Aires. An Analysis of their Enforcement and Impact*
21. *Evaluation and Systematization of the REDINFA Experience*

5.2 List of Other Publications

1. *The Rights of Indigenous Peoples Explained for All*
2. *Education Quality Self Evaluation Instrument for Rural Schools*
3. *Education Quality Self Evaluation Instrument for Inter-Cultural Bilingual Schools*
4. *People trafficking with a focus on Women and Children. A Modern Form of Slavery*
5. *Secondary Education: Rights, Inclusion and Development*
6. *Series of Indigenous Materials: Child Rights are Adult Duties (Brochure, Booklet and Posters).*
7. *Influenza Card: Myths and Truths. Frequently Asked Questions*
8. *Red Card for Child Labor*
9. *Poster and Sticker Mercosur Campaign Against Trafficking in Persons*
10. *Playing at the Initial Level*
11. *Calendar Safe and Family-Focused Maternity Hospitals*
12. *Fundasamin Magazine*
13. *Monitored Pregnancies for Healthy Mothers and Children /Living free from Violence: A Child and Woman Right*
14. *The Right to an Identity*
15. *National Code of Conduct for the Protection of Child and Adolescent Rights in Trips and Tourism*
16. *Supplement: Un Sol para los Chicos*
17. *Conceptual Guideline on Ill treatment of Children and Adolescents*
18. *Child Rights Poster "Wichí Marathon" (2 motifs)*
19. *Maitena Booklet: Women Rights in Health-Care Services*

20. *Poster: Handwashing*
21. *The Development of Capacities in Secondary School (7 modules)*
22. *People trafficking with a focus on Women and Children. A Modern Form of Slavery*
23. *Brochure Pregnant Women and H1N1 Influenza*
24. *Juvenile Mercosur Parliament 2010. Teacher Booklet*
25. *Mercosur Parliament 2010. Student Booklets*
26. *VIII Latin American Congress of Intercultural Bilingual Education*
27. *Children and Adolescents as Holders of Rights. Provincial Law No. 13,298 for the Comprehensive Promotion and Protection of the Rights of the Child*
28. *Booklet of Recommendations for the Prevention of Intra-Hospital Infections*
29. *Access to Justice of Child Victims. Protection of the Rights of Child and Adolescent Victims or Witnesses of Violence or Crime*
30. *Building Territories without Child Labor*
31. *Secondary School Compulsive for All (5 modules)*
32. *The CRC and International Treaties*
33. *CEAPI Indigenous Council Booklet*
34. *Brochure on Breastfeeding 2010*
35. *Posters for the Week of the Premature Baby (2 motifs)*
36. *Universal Child Allowance. Cycle of Conferences*
37. *Booklet Decalogue: The Rights of Premature Babies and their Families*
38. *Premature Child Schooling and Learning: Challenges for the Children, Challenges for our Schools*
39. *Instrument of Education Quality Self-Evaluation for Secondary Schools*
40. *Key Topics in the Protection and Promotion of the Rights of Children and Adolescents in the Province of Buenos Aires*
41. *The Commitment of UNICEF with Mother and Child Health in the Influenza Pandemic*
42. *Progress and Challenges of a Juvenile System under Construction*
43. *Publication Dengue Manual*

6. INNOVATION & LESSONS LEARNED:

Title: *Social Mobilisation through Social Media to Raise Awareness on the Rights of Premature Infanyd*

Contact Person: Maria Jose Ravalli, Communication Specialist, mjravalli@unicef.org ; Zulma Ortiz, Health Specialist, zortiz@unicef.org

Abstract:

UNICEF Argentina created the 'Week of Prematures' to generate awareness on neonatal mortality. To this end, the office promoted social mobilisation at the local level, in maternity hospitals; mass media coverage; and participation through social networks. The use of social networks offered valuable lessons regarding their effectiveness to improve awareness and information for families, health teams and the media.

Social networks offered an ideal platform to better connect with individuals who already shared a common interest, but were scattered. At a low cost, it was possible to create and empower a community of 15,000 people interested in this issue. This is an important experience because it generates evidence on how UNICEF can better engage its audiences and hold a dialogue with them using social networks, taking into account that 30% of Argentines have a Facebook account and there are 500 million users worldwide.

Innovation or Lessons Learned

The innovation consisted in the use of social networks in a participatory, synchronised, two-way communication. UNICEF in many cases uses social networks as a way of pushing out information (one-way) rather than listening/responding/exchanging (two-way). This experience is an example of the use of social media to expand the scope of local mobilisation.

Traditionally UNICEF conducts social mobilisation actions at the local level; the innovative aspect of this experience is that thanks to the social networks it was possible to: a) increase the possibilities of interaction across health teams in different parts of the country, provide visibility, and share their daily work; and b) promote the establishment of a community of practice among health teams working with premature infants, families of premature infants, mothers and fathers whose children were hospitalised and teachers and students who suffered from complications related to prematurity. The penetration of the social networks facilitated peer cooperation among people from all over the country.

Potential Application

This experience has great potential for replication both in other thematic areas and other regions. On the basis of pertinent messages, a robust participation proposal and the comparative advantage of online participation over other alternatives, it was possible to mobilise thousands of people.

Social networks offered an ideal platform to promote social mobilisation, which is a core component in UNICEF's programming. At a very low cost and with high penetration, this experience demonstrated that it is possible to set up an online community by engaging various stakeholders in the public sector, in the society and at the community level. It was effective regarding awareness raising on neonatal mortality and it has huge potential for other issues that require bringing together various stakeholders, such as education quality, reduction of domestic violence, etc.

Issue/Background

Just over 9,000 infants under one year old died in 2009; 66% during the first month and 47% in their first week. Almost all of the deliveries took place in health centres, so many deaths occurred at maternity hospitals. Prematurity is partly preventable; it is not recognised by society as a problem and there is little awareness of the changes in health care services needed to avoid these deaths. Health teams, as well as the patients, their families and society are required to push for change. The initiative aimed to reach all these stakeholders effectively with a single message through social networks.

Strategy and Implementation

A social mobilisation campaign was carried out to put the issue of prematurity on Argentina's public agenda; it included the use of social networks to achieve a diversified and spontaneous scaling-up. The plan included centralised activities conducted by UNICEF, such as: production of printed materials, production of 11 spots, kits for maternity hospitals, mass dissemination through the media, creation of a group of independent spokespersons, appointment of Carlos Tevez as spokesman (father of a premature girl) and the organisation of training videoconferences. Together with the Ministry of Health, scientific societies and parents association, we published a Decalogue of the Rights of the Premature, which constitutes the first agreed standard of care.

At the same time, decentralised activities were conducted by health centres and partners, including training workshops, dissemination activities and celebrations.

All these actions came together on social networking sites (Facebook, Sónico, Flickr, YouTube). A networking community was created between the health teams, families and society in general. Every day, between two and four inputs (posts, videos, news items, printed materials) were published, with an invitation to share experiences and photos connected with the campaign.

Progress and Results

The campaign involved the participation of 72 maternity hospitals from 45 cities in 17 provinces that organised local activities. The initiative generated awareness among health workers: 78% recognized strengths and weaknesses in their neonatal care

practices. The use of social networks granted visibility to local activities, such as 'prematures parties', celebrating 5,000 babies and thousands of health professionals, with outreach that extended well beyond local communities.

The users acquired information, participated actively, exchanged opinions and became mobilised. During the campaign period the number of Facebook users grew by 48%, to a total of 13,976. Over 300 comments and 1,500 positive assessments on the information published were received. The 10 audiovisuals, which reinforced the messages of the Decalogue, generated over 9,600 reproductions, nearly 800 comments and assessments and numerous republications.

The users played the role of cyber-activists and shared information with their own communities through their walls, profile photos and messages. In total 1,010 user photos were received reflecting different links with the issue

The campaign received extensive press coverage in all TV newscasts and general interest programmes, newspapers, women's and Sunday magazines, radios and news agencies. This news was republished on networking sites and commented upon by users.

Next Steps

UNICEF conducted a rapid evaluation of the initiative, including a survey of the professionals who participated and an analysis of the impact in the social networks. This will be followed by an in-depth quantitative evaluation, regarding the scope of the experience in health-care services, education services and the media. Also, a qualitative evaluation with in-depth interviews and analysis of the messages in the networks will be performed. Feedback will be provided to the participating teams.

We will move forward with the preparation of the 2011 Week of Prematures.

7 SOUTH-SOUTH COOPERATION

UNICEF expanded the scope and reach of the Educational Goals (EGs) 2021 (Metas Educativas 2021) endorsed by the Iberoamerican Heads of State and Government in Mar del Plata, Argentina in December 2010. This was accomplished in two ways: one, persuading the government of Argentina to include a paragraph asking UNCTs in the region to incorporate the EGs in all UNDAFs and PCs, and two, by contributing regionally to leverage its own resources for a fund created to mobilise Euro \$4 billion in support of the EGs. This will have major implications for the education agenda in Latin America and the exchange among governments, NGOs, and UNICEF COs.

In migration, UNICEF promoted a cooperation framework for the governments of Bolivia and Argentina to protect Bolivian migrant children from trafficking and exploitation, and to promote their rights in Argentina. A study of indigenous migration, supported by TACRO and FLACSO, was presented in La Paz during 'Migrant Week' and a project was started to assist Bolivian Consulates in Argentina to install a recording system on the situation of Bolivian children in Argentina, including advocacy strategies and the promotion of their rights. These steps were complemented by two more areas of work. With the National Secretary of Human Rights as a partner, UNICEF contributed to the request for a consultative opinion, made to the Interamerican Commission of Human Rights, on the protection of the rights of migrant children in the Interamerican system. Additionally, at the XXXIX MERCOSUR Summit, Heads of States recommended the dissemination of a UNICEF-supported communication campaign against child trafficking in three languages (http://www.unicef.org/argentina/spanish/media_333.htm).

Finally, in child budgeting, the Ministries of Finance of Ecuador and Argentina, supported by UNICEF in both countries, began cooperation in late 2010 to improve measurement methods of social investment directed to children. A joint workshop was held in Quito with participation of officials of the Argentine government and approximately 200

Ecuadorian officials from the planning and budgeting areas. A framework of horizontal cooperation was laid out for 2011 related to evaluation and budgeting for children.