

On the other hand, these communities and their boys and girls have an enormous potential that, once coordinated with the efforts of the whole city, can change the reality to ensure the same rights for each child and each adolescent no matter where they live.

What are Comunidades Populares?

They are also known as favelas, the outskirts, the periphery, slums, irregular settlements, shanty towns and housing agglomerations. They are home to highly concentrated population, poor infrastructure, insufficient or poor quality public services, poor social indicators, and an image that is associated to stigma and violence. However, they also nurture their own culture, energy, vitality, and solidarity networks which once properly stimulated can lead to changes.

Where are the Platforms implemented?

The first stage of implementation has taken place since 2008 in three municipalities: Rio de Janeiro, São Paulo, and Itaquaquecetuba. 126 communities have spontaneously adhered to the initiative. This experience will lay the basis for the expansion of the Platform to other Brazilian cities over the next few years.



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Initiative:



Partners:

The Platform for Urban Centers is carried out in partnership with:

Governmental partners:



Allied:



Partners:



Supporters:



Technical Partners:



To learn more about the Platform for Urban Centers

Consult www.unicef.org.br

In São Paulo contact Cieds at (11) 3105.2229 or plataforma.sp@cieds.org.br

In Rio de Janeiro contact Cedaps at (21) 3852.0080 or plataforma@cedaps.org.br



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Unite
to ensure
the rights of
children and
adolescents
living in cities



What is the Platform for Urban Centers?

The Platform for Urban Centers is a national initiative coordinated by UNICEF aimed at articulating the several sectors of society to ensure the rights of each child and each adolescent, especially those living in comunidades populares of the large Brazilian cities. The goal is to reduce the social disparities that characterize the urban settings and affect the life of the population, chiefly its boys and girls.

This initiative sees the communities as part of the solution. Jointly with governments, NGOs, the private sector, and opinion leaders it works to make sure that children, adolescents and their families have access to programmes, projects, and services in the area of education, health, information, job skills training, sports, leisure, culture, participation, and protection.



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Why the Urban Centers?

At present, more than 80% of the Brazilian population live in urban areas. The large cities present deep inequities. Whereas portions of the population have access to good structure and quality services, others are suffering from the lack of sanitation, street pavement, public lighting, recreation areas, and urban cleaning, and from the poor quality of essential services such as public security, education, and health.

This reality produces a tough impact on the children and adolescents who live in comunidades populares as they are daily contact with situations where their fundamental rights are overlooked.

How is the Platform implemented?

The Platform takes place in four-year cycles, and has four dimensions:

- **Community level** - community organizations are invited to create Local Networks to participate in a series of activities over three years. They assess the reality, define priorities, plan and implement coordinated actions, and mobilize the local populations and other sectors of the city to improve the life conditions of their children and adolescents. To do this, they receive permanent technical assistance, orientation, and support to dialogue with the public power, potential partners, and other communities participating in the Platform.
- **Municipal level** - the mayors commit themselves to fulfilling the municipal goals related to improving the lives of children and adolescents. Municipal governments, social organizations, the private sector, the media, and the population as a whole are encouraged to work together to reduce disparities and ensure the achievement of the goals. An intersectoral Municipal Committee monitors the city goals, defines solutions jointly with the Mayor's Office, and supports the Local Networks to fulfill community goals.
- **State level** - state governments commit themselves to helping achieve the Platform goals under their responsibility, focusing on children and adolescents from comunidades populares as they define policies and programmes. State government representatives also participate in the Municipal Committee.



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- **National level** - governments, civil society, and the private sector are stimulated to formulate policies and programmes that can lead to changes and improvements in the quality of actions carried out to ensure the rights of children and adolescents living in urban centers all over the country.

What are the main strategies of the Platform?

The Platform is implemented through the development of complementary strategies:

- **Social mobilization** of governments, national and international organizations, private sector, universities, the media, families, and society at large (including the children and adolescents themselves) to help ensure the rights of children and adolescents in their cities;
- **Political coordination** of the several participants to work together in the promotion of policies, programmes, and investments to reduce inequalities and enhance the access of children and adolescents to services and opportunities that protect, respect, and ensure their rights;
- **Participation of children and adolescents** through their direct involvement in the implementation of social mobilization actions and in the formulation and control of policies, programmes, and investments addressing their own rights;



- **Capacity development** of workers in the area of children and adolescents with the purpose of improving programmes and services and responding to the challenges and needs of children and adolescents;
- **Permanent monitoring and evaluation** of the situation of boys and girls, especially those living in comunidades populares, based on indicators of impact, management, and social participation;
- **Recognition** of those municipal governments which achieve the municipal goals, and of the comunidades populares which carry out the activities planned to reach the local goals under their responsibility.

Participate!

Everybody can support the Platform for Urban Centers.

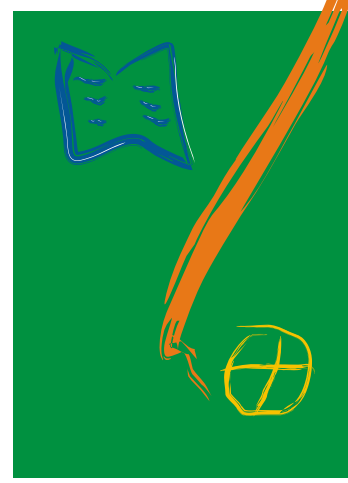
If you work in the public sphere, for example, you can help by giving priority to children and adolescents from comunidades populares in the definition of the city's policies, programmes, and budget.

Communicators have an opportunity to help by giving visibility to the initiatives carried out to ensure the rights of boys and girls from comunidades populares and cities, drawing attention to the specific problems of these age groups, opening up space for the dissemination of campaigns, and giving voice to children and adolescents.

Private investors can become partners in this initiative by contributing technical, financial, and political resources or by making available other types of support and opportunities directly benefiting the communities covered by the Platform. Programmes and projects being executed in other areas can also be geared towards these places.

Universities and non-governmental organizations can organize training courses for personnel and organizations responsible for ensuring the rights of children and adolescents in the communities.

Each citizen is also responsible for looking after children and adolescents. This is why everyone is invited to participate either by working as a volunteer in community initiatives and organizations or by making donations, participating in public events that draw attention to the rights of children and adolescents, joining campaigns, denouncing violation of rights, helping disseminate the Platform for Urban Centers, among other ways.



Goals

During this first cycle, the Platform monitors the evolution of 20 municipal and 30 community goals in the areas of education, health, social assistance, protection, participation, culture, recreation, sports, valorization of diversity, and urban infrastructure. These goals, set up in agreement with the different urban social sectors, can generate policies, programmes, and actions to help reduce disparities in the urban centers.

To learn more about the goals, consult www.unicef.org.br



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