Executive Summary

In a year marked by government transitions, UNICEF Argentina established effective relationships with new authorities at the national and provincial levels. Validation of the new programme 2016-2020 with newly elected government facilitated smooth approval of the Country Programme Document (CPD) by the Executive Board and signature of the Country Programme Action Plan (CPAP). UNICEF focused on advocating for critical issues to be included on the government agenda by generating innovative data on key issues such as multi-dimensional child poverty, obesity, early childhood and digital citizenship, providing evidence for decision-makers and social leaders and influencing the policy-making process. Wide media coverage (345 million exposures, representing a 30 per cent increase over 2015) and social media reach (174 million exposures, a 120 per cent increase) were instrumental to generating dialogue and debate, reinforcing UNICEF’s role as a trustworthy source of information on children and adolescents in a polarized media landscape.

UNICEF’s evidence generation, advocacy, policy dialogue, and technical assistance were key to advancing the agenda on social inclusion and poverty reduction, contributing to the Government’s commitment, plans and resource allocation to: establish a child poverty monitoring system in 2017; expand access to early childhood services in provinces (a government’s top priority); expand child-focused social protection schemes to include the 1.5 million children who are eligible but not covered because of normative or procedural barriers; and implement key surveys in 2017, addressing child labour in rural areas and nutrition, and a new multiple indicator cluster survey, (MICS). Additionally, two new provincial observatories were established to ensure child rights and budgets monitoring in 12 provinces. UNICEF supported the expansion of the ICT-based rural secondary school initiative in remote rural areas (which became a public policy modality in four provinces), and the scaling-up of early child development (ECD) services in secondary schools in Buenos Aires Province, to prevent drop out of adolescents who have become parents. Additionally, through the expansion of auto-evaluation and capacity building programs, UNICEF reached 6,000 professionals and 177,000 children and adolescents in seven provinces.

In line with #EndViolence, UNICEF Argentina generated evidence; promoted awareness-raising campaigns on violence, child sexual abuse and discrimination; joined #NiUnaMenos movement to shed light on violence against girls; promoted innovative community approaches to strengthening parental skills to raise children without violence, with a gender-equity focus; and strengthened child protection systems in four provinces. In order to influence the enabling environment for the development of the pending juvenile justice law, UNICEF supported the Ministry of Justice (MoJ) with broad policy dialogues, capacity development and evidence-generation, becoming a key convening actor in discussions of legal reform and monitoring of detention centres. Specific visits to detention centres and related advocacy resulted in improvements in detention conditions in Santa Fé and Jujuy.

UNICEF initiated a programmatic shift towards adolescent health, promoting an integrated, cross-sectoral approach to services for adolescents in five provinces, including implementation of innovative health advisory services in secondary schools. Evidence and advocacy were used to raise awareness and promote policy dialogue on early pregnancy, sexual abuse and suicide. UNICEF consolidated and expanded the Safe and Family-Centred Maternity (MSCF) initiative to six provinces, reaching 69,000 mothers and new-
borns in 58 maternities. Two new maternal residences were established with private sector support, and exchanges with Paraguay through a triangular cooperation agreement continued in 2016. As part of the GlobalKidsOnline initiative, UNICEF placed children’s digital citizenship on the public agenda, generating information on adolescents’ use of the Internet and social networks, informing discussion and influencing legislation on digital inclusion and literacy policies.

UNICEF Argentina continued to implement a very successful fundraising strategy that resulted in an increase of 56 per cent in annual income in local currency, maintaining US dollar income stable at $27.5 million, despite Argentina’s 60 per cent currency devaluation in late December 2015. Expansion of the pledge donor base to 260,000 individuals, alliances with the private sector and large events such as the telethon “Un Sol para los Chicos” raised resources and contributed to mobilising society for children’s rights; some 6,900,000 people participated in one or more initiatives during the year. The Office organized the first UNICEF gala-dinner with 500 executives, strengthening UNICEF’s convening power with the private sector. To support the country programme with a high-performing resource mobilisation team, and in response to the GSS, the office recruited staff for 16 new positions, representing a 36 per cent workforce increase, organized three comprehensive induction workshops and provided several trainings on media interviews, results-based management (RBM) and English language. The successful visit of the Bureau of the Executive Board was instrumental to illustrating and informing decisions on UNICEF’s work in upper-middle-income-countries (UMICs).

Humanitarian Assistance

From mid-December 2015 to June 2016, the “El Niño” phenomenon hit the provinces of Chaco, Corrientes, Santa Fe and Entre Ríos with heavy rains and floods. More than 72,000 people were affected and 21,000 were evacuated.

UNICEF Argentina closely monitored the situation with provincial authorities to ensure the protection of children’s rights in the recovery phase. The office provided specific support to Entre Ríos and Corrientes to mitigate the impact on children and adolescents by providing educational materials, blankets, mattresses and essential cleaning kits. More than 8,000 children and families received emergency kits that facilitated their return to school and to their homes. Additionally, jointly with the governments of these two provinces, UNICEF provided information to affected populations on how to prevent diseases and offered psychosocial support. The emergency support was instrumental to expanded cooperation in these two provinces.

UNICEF Argentina, in close coordination with PAHO, supported the MoH and provincial governments in the prevention of Dengue, Zika and Chikungunya. With the MoH and PAHO, UNICEF promoted “Mosquito Weeks” as part of a national prevention campaign.

At the provincial level, the main area of support was the development, distribution and promotion of communication materials, including 50,000 books on social participation for the prevention of Dengue, Zika and Chikungunya and 3,000 brochures for Dengue prevention.

UNICEF specifically supported the province of Buenos Aires by raising awareness and providing relevant prevention information to more than 30,000 health promoters, community leaders, teachers and local residents through a new edition of informational material, reaching more than 300,000 families.
Emerging Areas of Importance

UNICEF Argentina’s country programme evolved from a more traditional approach to an innovative programme that addresses new challenges and emerging issues, in accordance with national priorities, the SDGs and the UNDAF, and that includes a transversal focus on the second decade of life.

Several bottlenecks prevent the fulfilment of adolescents’ rights in Argentina, in particular: lack of data and evidence, weak cross-sectoral approaches, limited use of services and pervasive stereotypes and negative images of adolescents.

In this first year of the new CPD, UNICEF focused on closing information gaps on the situation of adolescents, generating evidence in the areas of poverty and social inclusion, protection, health, labour, participation and access to justice.

To map the situation of adolescent health, UNICEF and partners initiated four studies: a baseline study on adolescent health at the national level; a study on policy, funding and legislation; and two research studies on early pregnancy. Similarly, specific studies were developed to build knowledge on discrimination against adolescents, digital participation (UNICEF KidsOnline), secondary education (on-going research into innovative policies in secondary education and a study on ICT) and juvenile justice (a study on alternative measures and a survey to give a voice to children deprived of liberty, with completion planned for 2017).

UNICEF also supported better disaggregation of data in key monitoring systems (12 provincial observatories) and in general studies (such as multidimensional poverty, access to social protection systems and social investment). This will contribute to tracking specific efforts on social policies for the second decade.

UNICEF Argentina’s recent Situation Analysis (SitAn), and further contribution and technical assistance to implement key specific surveys in 2017 (MICS6, Urban and Rural Child Labour Survey, National Health and Nutrition Survey), will provide national and provincial authorities with updated and disaggregated information with a strong focus on adolescents and equity, to better inform public policies.

To improve service provision to and demand for adolescents, UNICEF and provincial ministries of health (MoH) promoted innovative health advisory services in 32 secondary schools in four provinces. In parallel, UNICEF raised awareness on adolescent health issues – particularly unplanned adolescent pregnancies, safe sex practices and reproductive rights – through campaigns, on-line games and guidelines, reaching more than 430,000 people.

In partnership with provincial ministries of education (MoE), UNICEF contributed to increasing access to secondary education for indigenous and non-indigenous adolescents living in remote rural areas, through an innovative ICT-based secondary school model that has already been adopted as an official modality in four provinces. Similarly, UNICEF expanded another initiative aimed at preventing adolescents’ school drop-out in Buenos Aires province, allowing adolescents who became early parents or are responsible for young children, to continue to study while their children or siblings are provided with early education services at the same facility.

UNICEF continued to develop auto-evaluation and capacity-building programmes to improve secondary school management, and supported a “Learning Diaries” programme implemented in Formosa province, aimed at enhancing adolescents’ learning opportunities when transitioning to secondary school. Overall, programmes reached more than 100,000 adolescents in seven provinces.
In child protection UNICEF coordinated with partners to develop innovative initiatives to support the autonomy of 200 adolescents without parental care who live in institutions in seven provinces, potentially benefiting 3,000 more. Sustained advocacy was instrumental to open dialogue on juvenile justice and paving the way for revision of the law in 2017. Specific visits to detention centres and related advocacy resulted in improvements in centre conditions, in particular, in Santa Fé and Jujuy.

UNICEF promoted direct participation by adolescents, including digital participation, through forums, dialogues and innovative communication tools. With two provincial MoEs and MoHs, UNICEF promoted forums led by adolescents to include their views on suicide and pregnancy in the policy decision-making process. UNICEF placed children’s digital citizenship on the public agenda as a key element to promote children’s right to communication and active participation.

UNICEF positioned itself as a reliable reference in this field, generating information for the media and the general public on adolescents’ use of the Internet and social networks, and providing evidence for decision-makers and social leaders to inform public policies.

Finally, UNICEF continued to promote participatory budgeting, involving 30 municipalities and over 34,000 adolescents. As a result of UNICEF’s advocacy, youth participatory budgeting was included as a priority goal in the agenda of the National Secretariat of Municipal Affairs (NSoMA)

Summary Notes and Acronyms

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<thead>
<tr>
<th>Acronym</th>
<th>Full Form</th>
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<tbody>
<tr>
<td>CEDAW</td>
<td>Convention to Eliminate All Forms of Discrimination against Women</td>
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<td>CIPPEC</td>
<td>Center for the Implementation of Public Policy for Equity and Growth</td>
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<td>CMT</td>
<td>Country management team</td>
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<td>CPAP</td>
<td>Country programme action plan</td>
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<td>CPD</td>
<td>Country programme document</td>
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<td>CPMP</td>
<td>Country programme management plan</td>
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<td>CRBP</td>
<td>Children’s Rights and Business Principles</td>
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<td>CRC</td>
<td>Convention on the Rights of the Child</td>
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<td>CRPD</td>
<td>Convention on the Rights of Persons with Disabilities</td>
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<td>CSR</td>
<td>Corporate social responsibility</td>
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<td>C4D</td>
<td>Communication for development</td>
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<td>DCT</td>
<td>Direct cash transfer</td>
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<td>ECD</td>
<td>Early childhood development</td>
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<td>ENACOM</td>
<td>National Communications Body (Ente Nacional de Comunicaciones)</td>
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<td>EU</td>
<td>European Union</td>
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<td>GEMA</td>
<td>School Management for Learning Improvement (Gestión Escolar para la Mejora de los Aprendizajes)</td>
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<td>GDP</td>
<td>Gross domestic product</td>
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<td>GS</td>
<td>General services</td>
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<td>GSS</td>
<td>Global staff survey</td>
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<td>GSSC</td>
<td>Global Shared Service Centre</td>
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<td>HACT</td>
<td>Harmonized approach to cash transfers</td>
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<td>HIV / AIDS</td>
<td>Human immunodeficiency virus / acquired immune deficiency syndrome</td>
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<td>HR</td>
<td>Human resources</td>
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<td>Acronym</td>
<td>Description</td>
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<tr>
<td>IB</td>
<td>Institutional budget</td>
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<td>ICT</td>
<td>Information and Communication Technologies</td>
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<td>ICTD</td>
<td>Information and communication technologies for development</td>
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<td>ILO</td>
<td>International Labour Organization</td>
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<td>INADI</td>
<td>National Institute Against Discrimination (Instituto Nacional contra la</td>
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<td></td>
<td>Discriminación, la Xenofobia y el Racismo)</td>
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<td>INDEC</td>
<td>National Institute of Statistics and Census (Instituto Nacional de Estadística y Censos)</td>
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<td>JCC</td>
<td>Joint consultative committee</td>
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<td>LACRO</td>
<td>Latin American and the Caribbean Regional Office</td>
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<td>LTA</td>
<td>Long-term agreements</td>
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<td>MICS</td>
<td>Multiple indicator cluster survey</td>
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<td>M&amp;E</td>
<td>Monitoring &amp; evaluation</td>
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<td>MoE</td>
<td>Ministry of Education and Sports</td>
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<td>MoFA</td>
<td>Ministry of Foreign Affairs</td>
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<td>MoH</td>
<td>Ministry of Health</td>
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<td>MoJ</td>
<td>Ministry of Justice and Human Rights</td>
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<td>MoLSS</td>
<td>Ministry of Labour and Social Security</td>
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<td>MoPF</td>
<td>Ministry of Public Finances</td>
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<td>MoSD</td>
<td>Ministry of Social Development</td>
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<td>MSCF</td>
<td>Safe and Family-Centred Maternity Units (Maternidades Seguras y Centradas en la Familia)</td>
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<td>NSoMA</td>
<td>National Secretariat of Municipal Affairs</td>
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<td>NGO</td>
<td>Non-governmental organisation</td>
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<td>NOA</td>
<td>National officer A</td>
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<td>NYHQ</td>
<td>New York Headquarters (UNICEF)</td>
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<td>OR</td>
<td>Other resources</td>
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<td>PAHO</td>
<td>Pan American Health Organization</td>
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<td>PFP</td>
<td>Private fundraising and partnerships</td>
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<td>PSV</td>
<td>Peer-support volunteer</td>
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<td>QA</td>
<td>Quality assurance</td>
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<td>RBM</td>
<td>Results-based management</td>
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<td>RR</td>
<td>Regular resources</td>
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<td>SCPC</td>
<td>Southern Cone Processing Centre</td>
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<td>SDGs</td>
<td>Sustainable Development Goals</td>
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<tr>
<td>SENAF</td>
<td>Secretary of Childhood, Adolescence and Family (Secretaría de Niñez, Adolescencia y Familia)</td>
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<td>SFCM</td>
<td>Safe and family-centred maternities</td>
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<td>SIEMPRO</td>
<td>National System of Information, Monitoring and Evaluation of Social Programmes</td>
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<td>SMT</td>
<td>Security management team</td>
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<tr>
<td>SIPI</td>
<td>Information System on Early Childhood (Sistema de Información de Primera Infancia)</td>
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<td>SRSG</td>
<td>Special representative of the Secretary General</td>
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<td>SitAn</td>
<td>Situation analysis of children and adolescents</td>
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<tr>
<td>ToR</td>
<td>Terms of reference</td>
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<tr>
<td>UMIC</td>
<td>Upper-middle-income country</td>
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Capacity Development

Capacity building was a key strategy across programmes. In education, UNICEF supported comprehensive capacity-building initiatives to reduce equity gaps and improve quality; a "Self-Assessment Tool for Quality Education" to improve quality through self-evaluation processes; "School Management for Learning Improvement", focused on improving educational management systems through a tailored program for school headmasters; and programmes promoting access to secondary school in remote rural areas and preventing adolescent drop-out. Overall actions reached 6,000 professionals in 680 schools of seven provinces, benefiting 177,000 children and adolescents. Targeted capacity building was provided to strengthen local child protection systems to: develop coordination protocols and intervention models with families, increase registration of children with disabilities to enforce their rights, and improve practices in institutions for children without parental care. These initiatives benefited 2,329 professionals in eight provinces.

Specialized trainings on juvenile justice reached 430 professionals. In the area of social inclusion, UNICEF provided analytical tools to 780 professionals from seven provinces to monitor and allocate child-sensitive budgeting and investment. Additional initiatives contributed to improving capacities of 245 professionals in early childhood policies, 200 in registration systems, and 120 in SDGs monitoring and cash transfer programmes. UNICEF contributed to reducing barriers for adolescents’ use of services by promoting health advisory services in secondary schools and by training 200 professionals and health promoters to operate these services. Training on neo-natal health was provided to 5,750 professionals in Argentina and abroad via the virtual campus.

To improve media coverage of child-related issues, UNICEF promoted targeted capacity-building initiatives for over 300 journalists from six provinces, and strengthened the UNICEF-led knowledge-sharing journalists’ network “Enredados” in 24 provinces. Finally, to promote corporate social responsibility and Children’s Rights and Business Principles (CSR/CRB), UNICEF built capacities of over 500 private sector managers on several relevant issues, including labour, human trafficking, non-violence and nutrition.

Evidence Generation, Policy Dialogue and Advocacy

UNICEF Argentina generated evidence for policy dialogue and development of public policies that contribute to remove bottlenecks in social protection, violence against children, education, child-care policies, juvenile justice, adolescent health, early pregnancy, child obesity and poverty.

UNICEF’s launch of the first multi-dimensional child poverty study had a massive impact on the public agenda, which contributed to building consensus on the importance of having systems in place for regular measurement and monitoring of child poverty at the national and provincial levels.

UNICEF contributed to Government commitment to undertake three main surveys that will fill
important information gaps: MICS, a survey on child labour in rural areas, and a nutrition survey. UNICEF also finalised a sound, human-rights-based SitAn that was shared with relevant partners and that will be launched for advocacy at the beginning of 2017.

UNICEF Argentina’s evidence generation and advocacy contributed to fostering a robust equity perspective and moving the agenda forward on:

1) Early child-care policies (paternity/maternity leave and care service quality)
2) Cash transfer programme to include an additional 1.5 million children in protection schemes (with the World Bank)
3) Monitoring investment for children. with the Ministry of Public Finance (MoPF)
4) Early child education policies (promoting cost-analyses)
5) Secondary education policies (fostering dialogues and promoting key studies)
6) Juvenile justice (contributing to dialogues on legal reform and to the design of mechanisms to monitor the situation of children deprived of liberty)
7) Adolescent pregnancy and suicide (to position on provincial and national agendas)
8) Maternal and infant mortality (establishing normative frameworks on safe and family-centred maternities (SFCM) in six provinces)
9) Digital participation (discussing digital inclusion and literacy policies with government, academia and the private sector through Argentine Kids-Online report)
10) Child rights and media (incorporating adolescent and child rights in the draft “Convergent Communications Law”).

Finally, UNICEF supported 12 provincial observatories to monitor the socio-economic situation of children and social public investment.

**Partnerships**

UNICEF built effective relationships with new national and provincial authorities.

Effective cooperation was established with: Ministry of foreign Affairs (MoFA) which played a key role coordinating ministries for the CPAP and work-plans; Ministry of Social Development (MoSD) and the Secretariat on Childhood, Adolescence and Family (SENAF) on early childhood-care, violence prevention, protection, justice and social-policy monitoring; with the MoE on early and secondary education; the MoH on adolescent health and Zika/Dengue/Chikungunya prevention; Ministry of Labour and Social Security (MoLSS) on child-labour and CSR; the MoJ and Supreme Court on juvenile justice, sexual abuse, violence and gender equality; the MoPF on social investment and the Institute for Statistics and Census (INDEC) on child statistics. Cooperation was also established with the National Institute on Discrimination (INADI) and with the National Communications Body (ENACOM) on children rights in communication.

UNICEF established close cooperation with the governors, ministries, ombudsmen offices of 13 provinces in the north of the country, as well as with the Province of Buenos Aires. UNICEF cooperated with the national child rights network of judges that involves 23 Provincial Supreme Courts, and the National Network of Ombudspersons.

Alliances with 40 NGOs and think-tanks generated evidence and contributed to advocacy on social investment, cash transfer programmes, SDGs, early childhood, education, obesity, children with disabilities, violence prevention, adolescent health, discrimination, children without parental care and juvenile justice.

The successful alliance with Canal 13 was renewed until 2020, guaranteeing continued generation of income and engagement through the telethon “Un sol para los chicos”. Partnerships were strengthened with large media groups (América, Crónica, Turner, Clarín,
Indalo and Telefén), amplifying the reach of UNICEF messages.

Alliances with private companies were expanded (from 15 to 20) generating funding and contributing to expanded maternal residences, prevention of human trafficking and promoting opportunities for vulnerable adolescents. The first UNICEF gala-dinner with 500 executives enhanced UNICEF’s convening power with the private sector.

UNICEF Argentina worked with the UNCT, chairing one results group and cooperating with the Pan-American Health Organization (PAHO) on Zika/Dengue/Chikungunya, with the International Labour Organization on child labour and with the World Bank on poverty reduction.

External Communication and Public Advocacy

The Country Office used communication to support public advocacy and engagement priorities defined within the CPD and the Global Communication and Public Advocacy Strategy.

UNICEF inserted multidimensional child poverty into the public agenda, with a report that reached a wide multi-media reach. It was on the cover page of five national newspapers, on primetime TV shows and generated a trending topic on Twitter. The data was also regularly referred to by decision-makers.

UNICEF brought child obesity to the public debate with a report that reached 275,000 people on social media and generated nearly 2 million exposures. The publication informed legislative debates around a law on obesity.

UNICEF advocated for ECD through regular coverage of ECD issues, a digital activation developed as part of the “Young Lions” initiative, two TV spots with Good Will Ambassadors and celebrities, the screening of “The Beginning of Life”, academic events, and dialogues with parliamentarians. A brief position document was issued to orient integrated ECD policies.

UNICEF promoted awareness raising and C4D initiatives in line with #EndViolence on: child sexual abuse, non-violent parental skills, discrimination and violence against women, using the broad national movement #NiUnaMenos to shed light on issues facing girls. UNICEF also raised awareness on adolescent health, particularly on pregnancy, safe sex practices and reproductive rights, through campaigns, on-line games and guidelines.

UNICEF Argentina had 345,217,330 exposures on radio, TV, print and online media, representing a 30 per cent increase over 2015, with increases of 37 and 57 per cent in radio and TV, respectively. References to UNICEF on front pages more than doubled (from seven to 17). Online presence increased: reach through social media and the website increased by 120 per cent (174,142,766 exposures); interactions increased by 0.77 per cent (to 2,925,169); and the number of social media followers grew by 10 per cent.

South-South Cooperation and Triangular Cooperation

South-South cooperation is a key strategy of the new CPD and UNDAF.

UNICEF Argentina and UNICEF Brazil supported both the MoFA to promote a seminar on South-South and triangular cooperation around children issues. The seminar brought together technical staff from several ministries of both countries to share experience and knowledge and identify potential areas for collaboration (in adolescent health and education).
UNICEF Argentina continued to support expansion of the MSCF initiative to Paraguay, as part of the triangular cooperation agreement signed in 2015. As foreseen in a joint work plan developed by both MoHs, two technical missions were held, training activities were promoted for 200 health professionals and 20 staff exchanges were facilitated between Paraguay and a maternity unit in Salta. Other countries expressed interest in joining the initiative in the future.

UNICEF Argentina participated in a regional study to measure investment in early childhood carried out by the Latin American and Caribbean Regional Office (LACRO), the UN Social and Cultural Organisation (UNESCO) and the Information System on Early Childhood (SIPI). This study proposes a standard methodology and provides measurements for nine countries. A second phase of the study will measure the costs of implementing comprehensive early childhood policies in Argentina, Colombia and Peru.

UNICEF Argentina and UNICEF Chile facilitated knowledge exchange between both countries on early childhood education and social investment.

UNICEF Argentina organized and participated in several international seminars on juvenile justice, in coordination with the Special Representative of the Secretary General on Violence Against Children (SRSG on VAC), to exchange knowledge and learning on monitoring standards in detention centres and alternative measures to detention.

Finally, UNICEF Argentina participated in the international initiative ‘Global Kids Online’, led by the Innocenti Office of Research, the London School of Economics, and EU Kids Online, with the aim of building evidence on opportunities, risks and protective factors related to children’s Internet use.

Identification Promotion of Innovation

To promote access to secondary education, UNICEF supported the expansion of the ICT-based rural secondary school initiative in remote areas (which became a public policy modality in four provinces), and the scaling-up of ECD services in secondary schools in Buenos Aires Province, enabling early-parent adolescents to continue studying while their children are being taken care of.

In light of high domestic violence rates, UNICEF and partners carried out sexual abuse prevention campaigns and promoted a family-based innovative programme to strengthen parental skills for raising children without using violence, with a gender perspective. It was implemented in Salta and Buenos Aires provinces, reaching 572 families. In Salta it was complemented with community mobilization to raise awareness on violence against children. The model will be evaluated for potential scaling up.

To prevent adolescent pregnancy, UNICEF and partners developed innovative strategies and online games on safe-sex practices and reproductive rights, generating more than 430,000 contacts. In parallel, health advisory services were developed in 32 secondary schools and specific protocols were introduced to address adolescent pregnancy among girls under the age of 15.

Over 34,000 children and adolescents participated in youth participatory budgeting processes in 30 municipalities. As a result, youth participatory budgeting was included as a priority goal on the agenda of the NSoMA.

UNICEF continued to mobilize the private sector to support programmatic results, in particular for the expansion of residences for mothers of premature babies’, preventing
human trafficking through newly involved transport companies, and through awareness-raising of ICT companies on the importance of technologies for expanding ICT-based secondary education in rural areas.

UNICEF Argentina held its first Gala Dinner, which successfully gathered 500 private company executives with celebrities and media actors, raising funds and positioning UNICEF in CSR/CRB, while paving the way for more initiatives in 2017.

**Support to Integration and Cross-Sectoral Linkages**

UNICEF promoted dialogue among relevant education and social policy actors to address early education and child-care policies, a top Government priority. UNICEF advocated for an inter-sectoral approach and strong focus on equity and quality in ECD policies, a position that was summarized in a brief document launched in December 2016.

UNICEF’s advocacy, policy dialogue and technical assistance reinforced the National Plan on Early Childhood, incorporating quality dimensions and evidence generation, and positioning paternity-maternity leave draft projects for legislation as a key priority in child-care policies.

UNICEF successfully brought adolescent pregnancy to the policy agenda with an integrated approach by convening cross-cutting discussions at national level, and promoting inter-sectoral policies, services and initiatives in selected provinces (inter-sectoral committees, health advisory services in secondary schools and specific protocols to address adolescent pregnancies).

Prevention of violence and sexual abuse from a cross-sectoral perspective was also promoted through massive awareness campaigns, data analysis and innovative community and public private partnership approaches. On grooming, UNICEF developed a ‘Digital Coexistence Programme’ with the MoE, MoSD and MoJ of Buenos Aires province.

UNICEF supported better coordination between the executive and judiciary branches in five provinces, to improve children’s access to protection and justice, and contributed to creating an enabling environment to discuss juvenile justice from an inter-sectoral perspective. In cooperation with SENAF, UNICEF promoted the implementation of Specialised Centres for Admission of children in conflict with the law. UNICEF’s strong policy dialogue and cross-sectoral support resulted in improvements in detention conditions in Santa Fé and Jujuy.

UNICEF continued providing support to the Ombudsperson’s Office for Children of Santa Fe, the most advanced child-specialized provincial office in the country, and promoting the National Network of Ombudspersons. The Santa Fe office produced an innovative cross-sectoral report highlighting children’s perspectives on their own well-being, based on records and data collected in schools, with UNICEF’s support.

**Human Rights-Based Approach to Cooperation**

Reports and observations from the Convention on the Rights of the Child (CRC), Convention on the Elimination of Discrimination against Women (CEDAW) and the Convention on the Rights of Persons with Disabilities (CRPD) guided the design of the new CPD. The inter-agency gender group, co-chaired by UNICEF, issued a strong CEDAW report that was very well received by the CEDAW committee. The report also informed the recently issued equity-focused SitAn on Children and Adolescents, ensuring the mainstreaming of human rights and gender.
UNICEF and partners promoted children’s participation and empowerment. Some 34,000 adolescents were involved in participatory budgetary processes, while 600 participated in forums in Salta, Jujuy and Chaco to influence policies on suicide and pregnancy. Communication campaigns on the prevention of discrimination and cyberbullying, adolescent pregnancy and safe sex promoted the participation, engagement and mobilization of more than 259,750 children and adolescents.

UNICEF and partners promoted initiatives to encourage indigenous participation. In Salta and Chaco, the ‘Safe and Family-Centred Maternity’ initiative included an intercultural focus with active participation by indigenous communities. In Northern provinces, access to secondary school increased for indigenous adolescents as a result of the ICT-based education modality, reaching 850 adolescents, while an innovative bilingual intercultural proposal is being developed to reach 3,000 children in rural preschools.

A programme for organizations, local protection services and foster care homes strengthened knowledge on the rights of children with disabilities, reaching 3,980 people in five provinces. Capacity building at the National Institute of Statistics and at MoE and MoH offices responsible for statistics facilitated the use of evidence to include the rights of children with a disability in public policy.

Finally, UNICEF promoted activities to create protective environments in detention centres for adolescents in two provinces (reaching 97 adolescents and professionals) to improve knowledge of adolescent rights, promote their citizenship and develop social skills through sports. In coordination with the SRSG on VAC, UNICEF is running a national survey on the voice of children deprived of liberty.

Gender Equality

As part of efforts to promote gender equality, UNICEF Argentina contributed to creating an enabling environment for universalization of child-care services and improving legislation on paternity and maternity leave. On the latter, strategies included developing comparative analyses of legislation, advocating with parliamentarians and trade unions, elaborating key statements, generating evidence on good practices and providing technical assistance to the MoLSS to foster changes to legislation that has not been modified for over 25 years.

Violence prevention, specifically violence against women, gained momentum with the approval of a National Plan to eradicate violence against women, and with the social movement #NiUnaMenos that UNICEF joined to shed light on violence against girls. The UN interagency group on gender, co-chaired by UNICEF, is committed to contributing to the plan’s implementation, while supporting the Domestic Violence Office and the Women’s Office of the Supreme Court of Justice.

UNICEF contributed to the prevention of sexual abuse by developing an awareness-raising campaign with the MoJ and the Presidency, and by generating data analyses (showing that 52.5 per cent of victims of reported sexual abuse cases in Buenos Aires are children and nine out of 10 are female). In two provinces, UNICEF Argentina developed an innovative programme to strengthen parenting skills for raising children without using violence, with a gender-equity focus.

The UNICEF Country Office promoted gender-responsive adolescent health, through evidence generation, policy dialogue and service improvement. Four studies are being developed to build a comprehensive map of the situation of adolescent health, with an equity and gender focus. UNICEF positioned adolescent pregnancy on the policy agenda at the provincial and national levels, developed innovative prevention campaigns and boosted specific protocols to address pregnancy among adolescents under age 15. Adolescents
gained improved access to health services in four provinces though the development of health advisory services at 32 secondary schools.

**Environmental Sustainability**

As part of CSR/CRB initiatives, UNICEF jointly with the World Business Council for Sustainable Development (WBCSD), promoted research on business mitigation and adaptation to climate change. The aim was to get to know companies' plans and their perceptions regarding climate change and its impact on children.

Forty-five of the most advanced companies working on these issues answered the survey. One of the main conclusions was that businesses recognize that children are specifically affected by climate change, but almost none considered children as a particular group in their impact evaluations or action plans.

Findings of this survey resulted in a revision of the WBCSD impact assessment tool on climate change to include a children’s rights perspective. The new version was distributed to the 90 companies that form part of the WBCSD and has already been implemented by two companies.

**Effective Leadership**

The country management team (CMT) met nine times to address important management priorities. In particular, it focused on ensuring endorsement by the newly elected Government of the new CPD, facilitating a smooth approval by the Executive Board, as well as on signing the CPMP and biannual action plans with the Government and promoting CPD priorities in provinces. The CMT also carefully prepared for the visit of the Bureau of the Executive Board, to illustrate the role of UNICEF in an UMIC, informing the decision that was taken by the Board on MICs/UMICs.

The CMT closely monitored the last pending recommendation from the 2014 internal audit as well as the 12 recommendations from the 2015 United Nations Board of Auditors audit, and ensured adequate closure of all of them by the end of the year.

To further improve internal processes and risk mitigation, UNICEF Argentina strengthened operations in line with audit recommendations and in accordance with the approved CPMP. The Country Office centralised all procurement under Operations, to ensure uniform processes and generate economies of scale. Likewise, Operations monitored and consolidated all office budgets, ensuring uniform monitoring and timely action. By strengthening human resources, Operations provides support for recruitment, induction and other HR-related issues. Operations also provided specific support to PFP by reviewing all agreements and providing support to income and budget calculations.

To strengthen planning and coordination between programme, communications and PFP, the office promoted a planning workshop that resulted in common office objectives and a common advocacy and communication calendar, resulting in more effective advocacy. The newly established advocacy committee facilitated coordination and agreement around advocacy priorities.

The main risk continues to be the uncertain and turbulent financial and economic situation, with high inflation rates that affect programme implementation, fundraising capacities and staff retention.

**Financial Resources Management**

To ensure adequate financial resource management, the office utilized the introduction of Scorecards and Office Dashboard enhancements to select a set of most critical indicators.
Regular monitoring enabled the CMT to take prompt action and maintain indicators within acceptable levels.

The Office closely monitored outstanding DCT and ensured prompt action with partners to ensure timely liquidation of outstanding amounts. As a result, at end-year closure DCT over nine months was 0 per cent and DCT between six and nine months was 1.6 per cent. Implementation levels were also closely monitored, ensuring a 98 per cent implementation rate for regular resources, 91 per cent for OR and 99 per cent for the institutional budget; all grants were fully spent before expiry. Bank reconciliation was closely monitored and transitioned to GSSC, ensuring low levels of outstanding items. Furthermore, during the transition period open items were successfully cleared.

The Office used the income allocation chart tool, designed in 2012 and improved in 2015, to closely monitor expected income and expenditures. Regular monitoring and review of the chart by the CMT enabled timely calculation of the PFP-generated surplus and its transfer to UNICEF Headquarters.

In 2016 UNICEF Argentina focused on implementing the 12 recommendations that resulted from the external audit undertaken by the United Nations Boards of Auditors at the end of 2015. By December 2016 all recommendation had been addressed and closed.

To strengthen financial management and take full advantage of GSSC implementation, the office conducted an Internal Control workshop (post-GSSC) to review the roles remaining at UNICEF Argentina. The finance assistant functions were also revised to include innovative tasks such as budget management centralisation, KPI oversight and quality assurance for harmonized approach to cash transfers (HAJT).

Fundraising and Donor Relations

Despite Argentina’s complex economic situation and estimated 1.5 per cent drop in GDP, the office increased the gross income in local currency by 56 per cent, offsetting the 40 per cent inflation. Efforts resulted in a stable income of US$27.5 million, despite a drastic devaluation of over 60 per cent (reference: 17th December 2015).

UNICEF continued to implement a successful fundraising strategy focused on unrestricted and diversified financial resources to fully fund OR requirements of the country programme and increasingly generate funds for RR, regional thematic funds and global emergencies.

UNICEF Argentina expanded the number of regular pledge donors from 220,000 to 260,000, representing an increase of 18 per cent. Strategies focused on intensifying prospection of new donors and enhancing donor retention and upgrade. More than 30 per cent of new pledge donors came through alliances with private corporations.

UNICEF also renewed important agreements with 15 large companies and successfully negotiated five new alliances with: Banco Industrial, Sancor Salud, Fundación BAF, Colonia Express and Marangoni Sport Clubs.

As part of diversification efforts, the office initiated a new legacy programme, with promising results. Efforts also focused on strengthening relationships with foundations (in particular Leo Messi) and major donors.

Large-scale special events played a key role, in particular the telethon “Un Sol para los Chicos” that was broadcast nationally and street running races in Buenos Aires and Rosario. The Office also launched its first UNICEF Gala Dinner to raise resources and position UNICEF in the private sector.
The fundraising operation maintained high quality standards: the largest donation represented only 2 per cent of the total income, guaranteeing low dependence; 99 per cent of the funds were not earmarked; and 85 per cent of the income came from sustainable sources.

**Evaluation and Research**

UNICEF Argentina continued to prioritize monitoring and evaluation (M&E) across programmes, in line with the integrated monitoring and evaluation plan, and strengthened capacities with the establishment and recruitment of a new M&E officer position.

UNICEF Argentina finalized three in-depth external evaluations related to education and health programmes that were assessed globally as satisfactory (ICT-based secondary education and GEMA) and highly satisfactory (MSCF). Recommendations are being used to scale-up the ICT initiative, improve efficiency of the GEMA programme and strengthen commitment and ownership of provinces with MSCF. These efforts are expected to be fully addressed during 2017.

It also finalized a comprehensive SitAn that follows the latest global guidelines, with a mainstreamed rights approach and an equity and gender focus. This report will play a key role in advocacy and policy dialogues at the national and provincial levels.

UNICEF Argentina designed terms of reference (ToR) for an impact evaluation to be undertaken in 2017 on a pilot initiative that involves 64 child-care centres that reach 9,600 children living in vulnerable areas of the City of Buenos Aires. The main goal is to generate robust results capable of informing the potential scaling-up of the programme to the national level and establishing a monitoring system focused on ECD.

UNICEF actively supported the elaboration of the UNDAF M&E plan.

**Efficiency Gains and Cost Savings**

In 2016 UNICEF Argentina completed the phasing out of the Southern Cone Processing Centre (SCPC) and successfully joined the GSSC with its own Operations structure. The transition was smooth, resulting in efficiency gains compared to the SCPC.

To respond to the increasing need for office space to accommodate a growing team, management approached the UN Information Centre (UNIC), which occupies the upper space of the same building, to explore possibilities to obtain additional space. Both organizations agreed to utilise part of UNIC’s space to establish new meeting rooms, pending final approval by the government of the city of Buenos Aires. In parallel, the office undertook internal reshuffling of space, enabling eight new workstations to be established.

As part of the efforts to constantly reduce ancillary service costs, UNICEF Argentina: reduced the number of outsourced receptionists from two to one, representing a saving of US$21,000; optimized cleaning services, generating savings of US$5,800; and replaced a costly outsourced messenger service with an individual part-time contract, achieving savings of US$6,800.

To reduce HACT implementation costs and ensure good quality standards, the Office diversified third-party service providers to conduct micro-assessments, using KPMG for large and/or complex implementation partners and individual consultants for medium and small partners. Audits are performed by Deloitte under the Global LTA and spot checks are conducted by a consultant and staff members who are currently being trained.
The new Operations team is focused on providing strategic guidance and transactional support to simplify and reduce processing time or reprocessing. Therefore, traditional Operations functions are being reviewed to match a post-GSSC stage with the ultimate goal of streamlining programme implementation (HACT, budgeting, procurement, HR management, use of technology) and PFP activities (income allocations, LTA opportunities, local tax schemes and multilateral agreements).

**Supply Management**

As expected in a UMIC, the supply component is marginal, representing only 5 per cent (US$849,292) of the 2016 total implementation. Almost all supplies (95 per cent) are performed locally and 68 per cent are related to printing and promotional materials to support advocacy, technical assistance, capacity building and resource mobilisation. Around US$215,000 were utilized to respond to seasonal emergencies, such as floods, and the proliferation of Chikungunya, Dengue and Zika.

To enhance productivity and the best use of technology, the office invested around US$57,000 to purchase equipment for UNICEF’s own use (computers, cell phone and other items).

**Security for Staff and Premises**

Argentina’s security level is low (Level 2) throughout the country. The main risks are related to common crime, such as street robberies, kidnapping, electronic fraud, house break-ins, office burglaries and petty theft. In this context, UNICEF Argentina pays regular attention to UNDSS flash reports to enhance staff safety and security.

The Office continued to work with USS Guardia Privada, a private company that provided satisfactory security services to the UNCT, as part of UN Argentina Common Services. In coordination with UNDSS, the office continued to implement a regular rotation of security guards.

New identification credentials with personal data and photo were issued to all staff providing additional security.

UNICEF Argentina regularly participates in meetings of the Security Management Team organised by UNDSS and chaired by the Resident Coordinator. The SMT is the forum where the UNCT discusses and decides on relevant actions concerning the overall security situation in the country and its potential impact on the operations of agencies, funds and programmes.

A new contract was established with a local company to provide emergency medical services (ambulance and paramedic service) to all staff and non-staff who work in UNICEF building. Moreover, the office acquired external defibrillation equipment for extreme life-saving situations and a stretcher for moving individuals who require medical care.

**Human Resources**

To respond to the new CPD, the Office prioritized the recruitment of 16 new positions, representing an increase of 36 per cent of the workforce, and successfully completed 23 recruitment processes for new and vacant positions. The new system (TMS) was successfully adopted, facilitating data processing. The office promoted four comprehensive induction events to facilitate smooth settling of new staff into their role, a workshop on RBM and two trainings on media interviews (for 11 staff). Sixteen staff participated in global or regional workshops, and key PFP staff were invited to train the team on specific topics.
UNICEF Argentina also promoted two workshops on HIV/AIDS and training, co-chaired with the local staff association, on: ACHIEVE, MyCase, Agora and key directives on harassment and abuse of power. As a follow-up to the GSS, the office initiated a specific training for newly established national officers and general staff members. The Office offered after-hours English classes to all interested staff. The initiative was very well received enabling 31 staff to improve language skills and resulting in positive teambuilding. UNICEF Argentina supported three stretch assignments (in Ecuador, Panama and Guyana) and received one staff from Copenhagen. One staff provided global PFP support through short assignments in NYHQ and Panama. The joint consultation committee met twice to discuss and take action on important topics, such as the impact of inflation on salaries, the difficulty of accessing emergency health care with CIGNA and staff welfare. As a result, for example, the office contracted a health insurance to provide emergency health care to all staff. The office nominated two new peer support volunteers and enrolled them in the basic training held in Panama. The office continued to strengthen a performance culture, streamlining the implementation of ACHIEVE and promoting ongoing feedback from supervisors and supervisees.

**Effective Use of Information and Communication Technology**

Digital and social media are part of the key strategies used by UNICEF Argentina to support public advocacy priorities. The office developed specific social media initiatives to support ECD ("Baby Plus"), prevention against discrimination ("Do Not Share") and prevention of adolescent pregnancy ("Play with Condom"). Social media was also broadly used to support special fundraising events, such as the races for education and the telethon "Un Sol para los Chicos", as well as the launch of key advocacy reports on poverty and obesity. UNICEF Argentina was selected as a pilot country for the Digital Transformation Project that will be fully implemented in 2017. Throughout the year the website recorded over 595,646 visits.

UNICEF Argentina’s social media presence continued to grow, with 227,000 followers on Twitter, 451,565 on Facebook and outreach consisting of 174,219,266 exposures. The use of more than 187 influencers and YouTubers contributed to expanding the reach of campaigns and reaching specific groups.

Following UNICEF information and communication technologies for development (ICTD) standards, strategy and guidelines, the ICT team provided advice and technical support to ensure the best use of technology to gain effectiveness and efficiency. During 2016, the office liaised with the local cell phone provider and local ISP to find an indoor solution to improve quality, service conditions and phone devices. Also, satellite communication was fully renewed and migrated to a new service provider, IEC Telecom. Besides on-going ICT equipment maintenance and configuration, during the office reshuffle (more than 30 workstations were relocated), the ICTD team played a key role advising on planning and implementation stages by working closely with users and service providers to avoid interruptions of regular work. The regional ICTD network meeting was key for acquiring and sharing knowledge for the design and local roll-out plan for newly available technologies, such as cloud-based tools.

**Programme Components from RAM**

**ANALYSIS BY OUTCOME AND OUTPUT RESULTS**

**OUTCOME 1** By 2020, children and adolescents, especially the most disadvantaged, benefit from a social protection framework, and monitoring and evaluation systems to improve public policies and social investment and reduce inequity gaps.
Analytical Statement of Progress:
After several years of having scarce information regarding poverty in Argentina, UNICEF, together with the National University of Salta, published a study on multi-dimensional child poverty, which had a significant impact on the political and media agenda. Fifteen provinces, including provincial statistics departments and INDEC, participated of a technical workshop that was key to generating knowledge and public awareness on this topic. These advocacy efforts will continue during 2017, with the aim of moving the country forward towards routine measurement of multidimensional child poverty.

UNICEF advocated with several partners to promote the expansion of the child-focused cash transfer programme (Universal Child Allowance - AUH). This contributed to the development of a plan, to be implemented by national authorities, to expand the programme and reach 1.5 million children who are eligible, but are not covered because of normative or procedural barriers, difficulties in meeting the conditionalities or misinformation. The financial effort necessary for this active search of uncovered children will receive funding from the World Bank. UNICEF agreed with the MoSD and the MoLSS to undertake actions to identify these children through local operations and generate quantitative and quality evidence to orient implementation of the policy. The agreement was signed by the ministries, and recommendations are expected to be ready in early 2017, including on how to meet the cost of transforming the AUH into a policy capable of taking children out of poverty.

The Government defined early childhood as a priority and launched a national initiative to expand the supply of child-care services for children aged 0-to-3. Given that this is one of the gaps identified by the SitAn, UNICEF is supporting different initiatives to promote national and provincial processes to expand coverage without neglecting quality standards. UNICEF is implementing different strategies related to technical assistance, legislative advocacy and knowledge generation (i.e. baseline, evaluation of a pilot experience of Buenos Aires City and its potential for escalating, promotion of new gender-based family leave legislation) to support this policy and promote its universalization. Several determinants are being taken into account: the need to increase social investment in early childhood, and to generate coordination mechanisms and promote an integral approach as well as aspects related to supply and demand.

UNICEF carried out advocacy efforts, in line with the latest recommendations of the CRC that resulted in the monitoring of investments directed to children at the national level by the MFP, after four years of interruption in the elaboration of this information. A task force under the direction of the Ministry was created to move forward with this measurement, aimed at providing relevant inputs for the analysis of public policies and studying the impacts of specific policies on vulnerable populations. At the provincial level, several jurisdictions are improving these measurements and linking this information with child-specific policies, although a better use of this information is still required. The selection of Argentina to host the 2017 International Seminar on Social Investment for children, with participation of relevant national and international stakeholders, will serve to achieve this result.

Adolescent participation in the budgetary process, mainly at the local level, remains a challenge across the country. UNICEF, jointly with the Local Affairs Secretary, trained technical teams of 30 municipalities where more than 34,000 children participate in these programs. The national expansion of this initiative is the main goal for contributing to the planned result. Finally, several costing tools are being developed to support the implementation of policies directed to disadvantaged population groups within the areas of health, education and child protection.

Monitoring and evaluation of social policies is still a challenge in the country, mainly due to institutional constraints, but a new enabling environment is evolving. In this regard, INDEC participated in the LAC group of child statistics, as well as in the global conference for the
measurement of childhood disabilities.

In this context, UNICEF applied several strategies to improve evidence generation, such as: technical assistance to the MoSD through the National System of Information, Monitoring and Evaluation of Social Programmes (SIEMPRO) programme, to strengthen its capacity to monitor social programmes, strengthening of 10 provincial observatories to monitor the situation of the child rights and creation of two new observatories. However, information gaps still undermine the normal process of compiling national and subnational information. These bottlenecks are being tackled by a joint effort by UNICEF, the Government and universities to implement some key surveys in 2017 (MICS6, Urban and Rural Child Labour Survey, National Health and Nutrition Survey); implementation of nominal systems in child protection in three provinces and the development of studies and evaluations planned in PRIME.

The availability of a new SitAn, to be presented jointly with the National Council for Coordination of Social Policies, will allow national and provincial authorities to have updated information regarding the main deprivations and causal factors affecting child rights, determinants and specific recommendations. UNICEF continues supporting the child-specific Ombudsperson of the Province of Santa Fe and the network of Ombudspersons across the country through a policy dialogue strategy. Finally, jointly with several NGOs and think tanks, UNICEF continuously promotes advocacy actions to support the designation of the National Child Ombudsperson, a crucial position created by the 26.061 Protection Law that was never filled.

OUTPUT 1 1.1. National and provincial government authorities have information, tools, studies and policy proposals to strengthen the comprehensiveness, institutionalization and universalization of the social protection system.

Analytical Statement of Progress:
UNICEF Argentina’s work on multidimensional child poverty (including the publication of a national report with key national authorities) contributed to placing this subject at the centre of the national government policy agenda. The impact of this initiative was outstanding: the report was on cover of the six most important national newspapers, a trending topic on Twitter; had 36 million mentions in graphic and digital media, radio and TV; 31 Facebook and Twitter postings that reached 545,000 accounts, with 12 thousand interactions; and was a subject of the main political TV programmes).

Moreover, INDEC recently published new official data on poverty (32 per cent general, and 47 per cent for children) and has officially committed to develop multidimensional measurements as a next step. Because of this initiative there is a general consensus among main stakeholders of the importance of measuring other determinants of poverty besides income. A capacity-building workshop with the participation of national and provincial Institutes of Statistics and Census was organized by UNICEF, aimed at developing the necessary technical capacities to conduct their own analyses of multidimensional child poverty and to reinforce national capacities to start the official multi-dimensional child measurement in 2017. UNICEF continues this work through technical assistance, advocacy and policy dialogues, and is currently working on multi-dimensional child poverty analysis at the regional level (to be published in 2017).

National authorities made public commitments to expand the main conditional cash transfer programme in Argentina, with financial support from the World Bank as of 2017. This programme faces a central challenge to reach 1.5 million eligible children who should be covered but are not, and there is not enough evidence to analyse the reasons for this. Through a series of policy dialogues, UNICEF reached an agreement with the MoSD, the MoLSS, a prestigious Argentinian university (University of Buenos Aires) and one of the
main think-tanks in the country (CEDLAS) to conduct a study that combines quantitative and qualitative techniques, in order to understand the barriers and bottlenecks affecting the programme’s universal coverage, including relevant recommendations for redesigning the programme.

OUTPUT 2 1.2. National and provincial government authorities have information, instruments and studies to develop and implement early childhood care policies.

Analytical Statement of Progress:
Early childhood is a leading Government priority. New Argentine authorities launched the National Plan of Early Childhood, which focuses on expanding coverage. UNICEF advocacy and policy dialogue were key in committing authorities to incorporate quality dimensions, through the development of a baseline. In alliance with SENA, SIEMPRO and the Latin American University of Social Science (FLACSO). UNICEF is conducting a baseline study of 389 child-care centres located in 10 provinces of the two regions with the higher levels of vulnerability: North-East and North-West. It assesses structural and procedural dimensions of quality, including focus groups with families to understand their level of satisfaction with services. Once finalised, in 2017, the baseline will be a key tool for establishing a monitoring and evaluation system for the National Plan, and will inform the policy-making process for improving this initiative.

In alliance with SENA, UNICEF is providing capacity-building technical assistance in the same 10 provinces to speed up implementation of the plan. In Salta, specific technical assistance is being provided to the Ministry of Early Childhood on this matter. To strengthen and implement a quality early childhood framework developed by the Ministry, including a capacity-building training that is currently reaching 422 care-givers. Also in Salta, UNICEF is working with the Ministry of Indigenous Affairs to implement training workshops on food and nutrition education that contribute to better nutrition in rural indigenous communities, including children. Jointly with CIPPEC, (the Center for the Implementation of Public Policy for Equity and Growth) UNICEF technical assistance is being provided to the Provinces of Chaco and Tucuman to implement an integrated child-care policy, including cross-cutting links with health and educational services, maternity and paternity leave systems, etc.

Finally, as requested by the Government of the Buenos Aires City, UNICEF defined the ToR for an independent evaluation, to be conducted in 2017, of a pilot child-care programme directed to 9,800 children living in vulnerable areas. The evaluation will assess the impact of the programme on the development of children and the family environment, and the possibilities of scaling-up nationally. It will also develop a pilot monitoring system to be expanded to all the centres in 2018.

Gender Result: UNICEF contributed to generating an enabling regulatory, political and institutional environment to promote the universalization of integrated child-care policies through advocacy to change social norms and generate new paternity/maternity leave legislation, which has not been modified in the latest 25 years.

In alliance with two centres of excellence (ELA and CIPPEC) UNICEF published a key statement document and a comparative analysis of current legislative projects, which were presented to a task force of parliamentarians. These efforts will be complemented with evidence on provincial and private sector good practices on paternity-maternity leave, to better influence the national discussion.

Finally, UNICEF provided technical assistance to the Ministry of Labour, to develop a draft bill on maternity/paternity leave, which will be the executive branch proposal presented in Congress in 2017.
OUTPUT 3 1.3. National and provincial government authorities and civil society have monitoring, analysis and planning tools to improve child-sensitive budgeting.

Analytical Statement of Progress:
Monitoring of social expenditure on children and adolescents was strengthened at the national and provincial levels. A new agreement was reached with the MFP to re-establish the national measurement and monitoring of social investments directed to children and advance towards child-sensitive budgeting as of early 2017. The agreement includes providing technical assistance and keeping information on national child-focused expenditures up to date (a document with updated information for the 2010-2014 period carried-out by UNICEF and ASAP, a centre of excellence, was published).

Considering its vast experience in this field, Argentina was selected to host the 2017 International Seminar on Social Investment directed to Children in Latin America and The Caribbean, a key opportunity to share advances and promote South-South cooperation.

Technical assistance was delivered by UNICEF to seven provinces (Buenos Aires, Chaco, Jujuy, Salta, San Juan, Santa Fe and Tucuman) to strengthen their competencies and provide the necessary analytical tools to monitor and improve child-sensitive budgeting and expenditures. Also, La Rioja has made public its child-sensitive investment information, due to advocacy and technical assistance by UNICEF under the past CPD, and two new agreements are in process with Entre Rios and Formosa provinces.

UNICEF is supporting the National Council of Social Policy Coordination, mandated to monitor the Argentina’s progress in the fulfilment of the SDGs, by providing technical assistance to develop a base-line on the financial cost involved in SDG implementation. A specific methodology was defined with UNICEF’s support and will be implemented in 2017.

UNICEF Argentina participated in a regional study to measure investments in early childhood for advocacy purposes, carried out with LACRO, UNESCO and SIPI. The study proposes a standard methodology and provides measurements for nine countries (Argentina, Colombia, Costa Rica, El Salvador, Guatemala, Honduras, México, Paraguay, and Peru). A second phase was designed with LACRO and UNESCO’s International Institute for Educational Planning (IIPE), to measure the costs of implementing comprehensive early childhood policies in selected countries (Argentina, Colombia and Peru).

UNICEF has improved inter-sectoral initiatives to incorporate cost analysis in child protection and education topics. During 2016 progress included: technical assistance to estimate the financial efforts needed to implement the draft law on “Creation of an integral plan to support young people in the transition between the protection system and autonomous living”; and a study to estimate the investment needed to implement alternative pedagogical models in early childhood education, to expand coverage. Both research pieces are key inputs for UNICEF policy dialogue strategies.

UNICEF also continued to promote participatory budgeting. Following UNICEF’s advocacy, youth participatory budgeting was included as a priority goal on the agenda of the Municipal Affairs Secretariat of the national Government. With the support of UNICEF, a programme to promote the implementation of youth participatory budgeting is being carried-out. This included organization of a workshop to exchange experience on this topic, with the participation of 30 local governments that are already implementing youth participatory budgets or are interested in starting that process.
OUTPUT 4  1.4. National and provincial government authorities and civil society have information and instruments to develop and implement child rights monitoring and evaluation systems.

Analytical Statement of Progress:
UNICEF Argentina developed advocacy and policy dialogue strategies with national authorities to begin preparations and implementation of three surveys designed to fill key information gaps in the country: (1) agreements with the national Government to be part of the new round of MICS6, including the participation of key stakeholders in the preparation workshops during early 2017; (2) financial and technical assistance to the MoLSS and INDEC to implement the national child labour survey (with a special focus on rural areas); (3) jointly with UNICEF’s Health programme, financial and technical assistance to the national MoH to implement a national nutrition survey (the latter two surveys were last updated in 2004).

In partnership with national and provincial authorities, information systems to monitor the situation of child rights are being reinforced. These systems, mainly developed at provincial level, are aimed at improving access to information, transparency, accountability and evidence-based public policy planning. Observatories were strengthened through technical assistance to begin including adolescents health and child protection indicators in the provinces of Córdoba, Chaco, Jujuy, Salta, San Juan, Santa Fe, Misiones and Tucumán. New Observatories will be established in the provinces of Formosa and Entre Ríos.

It is worth highlighting that Santa Fe produced an innovative report about children’s perceptions about their own well-being based on information and data collected in schools, with UNICEF’s support. The next step will be to provide technical assistance to identify key indicators from the report to follow up and record changes over time for selected topics. UNICEF has continued to provide support to the Ombudsperson’s Office for Children of Santa Fe, which is the most advanced child-specialised provincial ombudsman in the country. In 2016, this included support to the National Network of Ombudsperson’s Offices through policy dialogue and capacity building workshops in Córdoba, Corrientes, Tucumán and Rio Negro.

This strategy, supported by UNICEF and led by the Ombudsperson’s Office of Santa Fe, also promoted the establishment of similar child-specific offices at the national level and in other provinces, making inclusion of the childhood agenda a priority across the country.

The provinces of La Pampa, Santa Fe, San Juan and Córdoba are developing nominal registration systems for child protection issues, using lessons learned from the experience of Buenos Aires (REUNA system, supported by UNICEF).

An initiative to improve birth registration of new-borns is being carried out by the MoH, with UNICEF support of. This activity directly affects access to the universal child allowance, and has a special focus on provinces with lower coverage levels (in the north of the country).

UNICEF also developed the SitAn for Argentina in 2016, with a formal launch planned for end-year. The SitAn includes disaggregated information and an analysis of barriers and bottlenecks that obstruct child-specific policy formulation as well as child rights fulfilment from an equity-based approach.

OUTCOME 2  By 2020, children and adolescents, especially the most disadvantaged, benefit from a violence-free environment, a child protection system that guarantees a quality and appropriate response, and a juvenile justice system in compliance with international standards.
Analytical Statement of Progress:
In 2016 UNICEF Argentina progressed towards achievement of outcome on child protection and justice for children. Four outputs are in progress, and agreements were established with national and provincial authorities and civil society organizations to advance the child protection agenda. Within these alliances, UNICEF made important contributions in the areas of violence prevention, access to protection systems, promotion of autonomy for adolescents living in residential centres and juvenile justice.

UNICEF contributed to an improved enabling environment to prevent violence against children and sexual abuse through large-scale awareness campaigns and data analyses. In two provinces UNICEF developed an innovative programme to strengthen parental skills for raising children without using violence, with a gender-equity focus, reaching 572 families. The initiative will be evaluated for future expansion.

To improve children’s access to protection systems UNICEF, in cooperation with SENAF, promoted an assessment of the current child helpline, “Line 102”, and provided technical assistance to standardise existing lines and establish similar helplines with the same standards in nine provinces that lack this kind of service.

Improvement of local protection systems is in progress in several provinces, with UNICEF support, for professionalisation of human resources, development of protocols for better coordination between executive and judicial branches and development of new models for interventions with families.

UNICEF Argentina supported innovative initiatives that have been key to promoting the autonomy of adolescents living in residential centres to ensure their social and labour insertion. In relation to young children living in institutions, UNICEF is advocating for better care practices in accordance with alternative care guidelines and standards.

UNICEF also advocated at different levels in favour of creating an enabling environment to discuss juvenile justice issues. Important commitments were reached with SENAF and the national MoJ to open a public dialogue on the need for legal reform and minimum contents of a national juvenile justice law, as well as for national mechanisms to monitor the conditions of children deprived of liberty.

A UNICEF-led initiative “National network of judges committed to the protection of children’s rights”, was consolidated and became a relevant critical mass for advocacy efforts. The network also organized an ‘International Seminar on Monitoring Systems for Conditions of Detention’, which resulted in commitment by authorities to create a national mechanism to monitor and supervise these centres, with UNICEF technical assistance.

UNICEF advocated at the national and provincial levels to move ahead in juvenile justice systems, including establishing formal agreements with new jurisdictions and counterparts, such as supreme courts of justice in five provinces.

Working with the supreme courts of justice of Corrientes, Jujuy, Misiones, Salta and Tucumán, UNICEF promoted better cooperation between the judicial and executive branches through capacity building and technical assistance. UNICEF’s strong policy dialogue contributed to eliminating the practice of detaining children in police stations in the Province of Jujuy, representing a step forward in the process of developing specialized systems for children.

In cooperation with SENAF, UNICEF promoted the implementation of ‘Specialised Centres for Admission’ of children in conflict with the law. These centres represent the first contact between juvenile offenders and the judicial system. The centres will have a registration
system that will generate protected data on this topic, since national information systems are weak.

Finally, UNICEF also contributed to evidence-generation through two studies to be finalised in 2017: a national study on alternative measures aimed at identifying and scaling-up good practices, and a national survey to give a voice to children deprived of liberty, to better understand their living conditions, aspirations, legal situations and access to rights.

OUTPUT 1 3.4. Children in conflict with the law have access to a specialized juvenile justice systems aligned with international standards.

Analytical Statement of Progress:
The UNICEF-led initiative ‘Network of judges committed to the protection of children’s rights’, was consolidated, becoming a relevant critical mass for the support of advocacy efforts. UNICEF provided the space for more than 30 judges, prosecutors and defenders from all provinces to share information and discuss good practices. They did so using a private web page and attending a meeting on alternative measures, both hosted by UNICEF.

UNICEF and the SRSG on VAC organized an International Seminar on ‘Monitoring Systems for Detention Conditions’ that was attended by 300 participants, including experts and authorities. During the event, national authorities committed to the creation of a national mechanism to monitor and supervise the detention centres, for which UNICEF will provide technical support.

A dialogue on juvenile justice was organized by UNICEF and SENAF in the Federal Council on Child and Adolescents, where key topics on specialised justice systems were discussed. These meetings helped to position UNICEF as a key player and to create an enabling environment where diverse positions on juvenile justice issues can be openly and constructively debated – including the drafting of a new law and the development of monitoring systems.

UNICEF began two innovative studies: one on alternative measures aimed to identify and scale-up good practices, and a national survey to give a voice to children deprived of liberty, to better understand their living conditions, aspirations, legal situations and access to rights. Both will be finalised in 2017.

Together with SENAF, UNICEF Argentina provided technical assistance to provincial authorities to open or improve Specialised Centres for Admission of children in conflict with the law. These centres are the first contact between juvenile offenders and the judicial system. The centres will have a registration system to generate protected data on this topic, since national information system are weak.

One of these UNICEF-supported centres was inaugurated in Jujuy. Existence of this service, and UNICEF’s strong position, backed by international experience, contributed to discouraging the practice of detaining children in police stations in the province - a major step forward toward developing specialised systems.

UNICEF developed new formal agreements with the Supreme Courts of Justice of Corrientes, Jujuy, Misiones, Salta and Tucumán, seeking to improve cooperation between the judicial and executive branches.

Trainings were held for 430 high-level professionals in these provinces, on international standards related to juvenile justice, alternative measures and specialised systems. Protocols for better articulation between protection and justice systems were prepared with UNICEF support, and one was approved and launched by the Governor in Jujuy.
In alliance with the Sports for Peace Foundation (Deportistas por la Paz), UNICEF led several activities to create protective environments in detention centres for adolescents in Salta and Tucuman. Training was provided to 97 adolescents and professionals, to improve knowledge of adolescent’s rights, promote their citizenship and develop capacities through sports (handling emotions, interpersonal communication and non-violent conflict resolution), while promoting better institutional environments.

OUTCOME 3 By 2020, children and adolescents, especially the most disadvantaged, benefit from health services that respond to their needs and promote healthy lifestyles.

Analytical Statement of Progress:
UNICEF Argentina is becoming a key player in adolescent health public policy, through evidence generation (with a strong equity focus) and policy dialogue. With the aim of generating evidence, four studies were initiated with academic institutions and the MoH to build a comprehensive map of the situation of adolescent health in Argentina. Regarding prevention of non-communicable diseases (NCD) in childhood and adolescence, one study shed light on obesity and poverty and had a significant public impact. The study, with a strong equity focus, revealed that the likelihood of poor children being overweight is 31 per cent higher than for non-poor children. In addition, after 12 years, due to UNICEF advocacy, the National Health and Nutrition Survey will include an obesity-measuring module and samples from the country’s remote rural and indigenous adolescents’ population.

UNICEF successfully brought sensitive topics, such as adolescent pregnancy and suicide, to the policy agenda at both provincial and national levels. Specific agreements were signed with provincial ministries of health in Buenos Aires, Chaco, Misiones, Jujuy, Salta, and Corrientes to address these topics. The priorities defined are: formulation of adolescent health policies with a rights-based approach, strengthening inter-sectoral public services targeting adolescents and promotion of adolescent participation in the design, implementation and monitoring of health policies through deliberation spaces, such as forums held in Jujuy and Salta. Although still at an initial stage, it is expected that UNICEF will contribute, in the medium term, to turn this interest into the development of a comprehensive policy to prevent and reduce adolescent pregnancy and suicide at the national level and provincial levels.

In terms of services, and with the support of UNICEF, five provinces (Salta, Chaco, Jujuy, Corrientes and Misiones) started to implement a model on integrated health services with an inter-sectoral approach aimed at improving adolescents’ access to health services (including promotion of autonomy, confidentiality, rights guarantees and a basic set of provisions for adolescents). The proposal includes actor mapping, definition of specific adolescent health indicators, setting up specific inter-sectoral committees and the development of health advisory services in selected secondary schools. The model also includes specific protocols for pregnant adolescents, especially those under 15 years of age, and a specific protocol for suicide attempts. Under the framework of the Secretary-General's Global Strategy for Women's and Children's Health, the programme continued to advocate for the expansion of equitable and effective models to reduce infant and maternal mortality from a rights-based approach.

UNICEF’s SFCM Initiative was redesigned, following the recommendations of an external evaluation, to comprise a cultural transformation of perinatal services, aimed at a continuous improvement of quality and the humanization of care. A “basic package” of the model was redrafted, including the development of a training proposal and a knowledge-sharing strategy among provinces. Implementation of this new phase begun in six provinces, where it is expected to benefit almost 169,000 mothers and new-borns at 58 maternity wards. Provincial normative frameworks, regulatory norms and decrees have been established, with UNICEF support, which will be key in sustaining the initiative as public policy. Building on
previous success, public-private partnerships were reinforced, with two maternal residences added to the 20 existing ones, and one under construction. This will benefit almost 6,600 new-borns every year. The successful experience of SFCM in Argentina is at the core of the triangular cooperation initiative with Paraguay signed in June 2015. The initiative is being expanded to Paraguay through capacity building and technical assistance activities.

Finally, in the first year of the outbreak of Zika virus transmission, a programme of technical cooperation was developed through meetings with the MoH Directorate of Epidemiology focused on Zika prevention. UNICEF also supported different communications and training initiatives to prevent Dengue and Zika, through schools and social organisations. Together with the National Registry of Congenital Abnormalities, training activities for health professionals were implemented to improve early detection and care of new-borns with congenital abnormalities related to Zika. Campaigns were undertaken to prevent unwanted pregnancies.

OUTPUT 1 4.1. Adolescents, especially the most disadvantaged, are engaged in integrated, multisectoral and gender-based initiatives of health services that promote their participation

Analytical Statement of Progress:
UNICEF Argentina is becoming a key player in adolescent health, through evidence generation, promotion of policy-dialogue and technical assistance. Along with other UN agencies, UNICEF participated in the regional dialogue to develop a common agenda in Southern Cone countries, with emphasis on adolescent pregnancy.

UNICEF contributes to better informed adolescent health policies through evidence generation. Four studies were initiated with academic institutions and the MoH: a base-line study at national level, a study on policy funding and legislation, and two research projects on early pregnancy (adolescents below 15).

In partnership with key allies, UNICEF has been successful in bringing sensitive topics, such as adolescent pregnancy and suicide, to the provincial and national policy agendas. UNICEF organized with CIPPEC and SENA, a seminar on adolescent pregnancy, where 24 provinces discussed how to better prevent and address the topic. It also gave technical support at a meeting of the National Network of Ombudsperson’s Offices about adolescent pregnancy. UNICEF developed with FEIM, a specialised CSO, an innovative campaign to prevent unplanned adolescent pregnancy that reached more than 430,000 contacts.

Cooperation agreements signed at the national and provincial levels included adolescent health policies as a priority. These policies are expected to improve adolescents’ access to health services from an innovative and inter-sectoral approach that recognises them as right-holders. The agreements also include specific protocols to address adolescent pregnancy and suicide attempts.

One of the key initiatives promoted by UNICEF, in coordination with the national MoH, was the development of health advisory services at 32 secondary schools. Four provinces (Salta, Chaco, Jujuy, and Corrientes) have started implementing this model of action, with technical support from UNICEF, to resolve adolescent health problems and speed up their access to health systems. At the same time UNICEF cooperated with the national MoH to assess 17 advisory services in three of these provinces (Salta, Jujuy and Chaco) in order to improve implementation. Twenty-five new services were selected for implementation in 2017.

UNICEF contributed to capacity-building initiatives, organizing a National Workshop on Advisory Services and a specific training on the same topic, in alliance with FLACSO, targeting a total of 200 professionals and health promoters. Overall actions in advisory
services will benefit 9,800 adolescents.

To promote direct participation, forums led by adolescent were organized by UNICEF with local MoEs and MoHs in Jujuy and Chaco. The aim was to collect adolescents’ points of view about suicide and pregnancy in order to bring their opinions to decision-makers. More than 200 adolescents participated in each forum.

Finally, UNICEF continued supporting an innovative community-based initiative to address adolescent pregnancy, sexual abuse and suicide in Calchaqui Valley. Key actors are involved, positioning these topics at the core of the policy agenda. A local adapted protocol to address sexual abuse was developed and validated with the active participation of 200 adolescents. The initiative will reach 16,000 adolescents, mostly from indigenous communities.

OUTPUT 2 4.2. Decision makers have access to knowledge, analysis and monitoring tools to develop evidence-based policies for NCD prevention in children and adolescents.

Analytical Statement of Progress:
UNICEF is moving forward to become a relevant player in the definition of public policies on prevention of noncommunicable diseases (NCD) among children and adolescents. A study on obesity and poverty, commissioned by UNICEF and developed by FIC, a specialized partner, was finalized and disseminated in March 2016. The study, with a strong equity focus, revealed that the likelihood for poor children to be overweight is 31 per cent higher than for non-poor children. The presentation of the study had broad public impact and contributed to bringing the topic to the agenda at technical levels.

UNICEF advocacy and policy dialogue with the national MoH contributed to the Government’s decision to begin preparations and implementation of the National Health and Nutrition Survey, a key study not held since 2004 that will cover important information gaps in the country. UNICEF is contributing through technical assistance in the planning phase, bringing a strong equity focus. For example, UNICEF successfully advocated to include in the application of the survey adolescents and rural populations, and a sample of remote rural and indigenous population, in order to have better levels of data disaggregation. It is expected that the technical proposal will incorporate an obesity-measuring module, which will be a key input to developing evidence-based policies for NCD prevention in children and adolescents.

MoHs at the national and provincial levels have expressed interest in working with UNICEF to develop public policies to prevent obesity and overweight (through evidence generation, advocacy, capacity building and communication for development strategies, with an inter-sectoral approach). Next steps will include the incorporation of key players such as MoEs and the private sector into the debate.

OUTPUT 3 4.3 Government authorities have quality standards, tools and evidence to support the expansion of equitable policies and programmes to reduce infant and maternal mortality and promote early childhood development.

Analytical Statement of Progress:
After five years of implementing Safe and Family Centred Maternities in 102 maternity wards in 10 provinces, UNICEF commissioned an external evaluation whose main findings were: the high relevance, efficiency and effectiveness of the initiative, and the excellent approach in bringing a human rights approach to this public policy. The SFCM initiative was redesigned, incorporating the recommendations of the evaluation. A “basic package” of the model was redrafted, including the development of a training proposal and a knowledge-sharing strategy among provinces.
Implementation of this new phase began in Salta, Jujuy, Chaco, Buenos Aires, Misiones and Corrientes, where it is expected to benefit 169,000 mothers and new-borns in 58 maternity wards. In Salta and Chaco an intercultural focus is being strengthened, including the active participation of indigenous communities. In Buenos Aires, a home care model to monitor premature babies is being developed in two municipalities, which will benefit some 20,000 new-borns under 2,500 gr. A strong equity and human rights-approach was reinforced through training activities, reaching 150 professionals.

UNICEF contributed to the establishment of provincial normative frameworks, through advocacy, policy dialogue and technical assistance. Six provinces (Buenos Aires, Salta, Jujuy, Chaco, Corrientes and Misiones) developed regulatory norms to implement SFCM. Misiones signed a specific decree supporting the SFCM initiative, while Jujuy adhered to national Law 25.929 on Respected Childbirth. These normative frameworks will contribute to the expansion and sustainability of the initiative as public policy.

As an innovation, UNICEF supported an on-line-monitoring dashboard to strengthen SFCM as public policy in Buenos Aires, including maternities from the social security sector. In addition, in line with the evaluation’s recommendation to develop a knowledge-sharing strategy among provinces, Cordoba and Buenos Aires transferred their knowledge to five provinces on how to incorporate SFCM as public policy. Also, Buenos Aires organized in-service training for professionals from Jujuy and Misiones.

In this second phase, public-private partnership was reinforced. During 2016 two maternal residences (in Buenos Aires and Santa Fe), were added to the 20 existing ones and one more residence is under construction. This will benefit almost 6,600 new-borns every year at these health institutions. An internal assessment conducted in 2016 highlighted that all 22 residences are effectively responding to existing demand.

SFCM is being expanded to Paraguay in the framework of a triangular cooperation agreement signed in 2015. A joint work plan was developed, including knowledge transfer and in-service training. During 2016, two technical missions were held and training activities continued to be open for more than 200 health professionals from Paraguay through a virtual campus and in-site workshops. Twenty professionals from Paraguay participated in service rotations in the most advanced maternity hospitals in Salta.

Finally, it is worth mention that after six years of UNICEF leadership, the MoH took on the “Premature Baby Week Campaign” as a public communication policy to raise awareness on prematurity and neonatal mortality. While sustainability is ensured, during 2016 UNICEF provided capacity building to 750 professionals via an online course. Throughout the year the virtual campus enrolled more than 5,000 professionals in topics related to neonatology.

OUTCOME 4 By 2020, a mobilized society drives public action that accelerates the realization of the rights of children and adolescents, especially for those most disadvantaged.

Analytical Statement of Progress:
UNICEF implemented evidence-based advocacy strategies to generate debates on critical topics related to children’s rights and obstacles to their realisation. Through the release of studies on poverty, obesity and early childhood, with a strong press and social media strategy, the organization sparked conversations about how these problems affect children and put the issues on the public agenda. UNICEF became a trustworthy source of information on children and adolescents in a politicized and polarized media landscape, and provided evidence for decision-makers and social leaders, impacting the policy-making process.
UNICEF Argentina strengthened its relationship with journalists and media outlets, assuring spaces for children’s voices and issues to be heard. It promoted capacity-building initiatives targeted at journalists; specifically, more than 300 reporters in six provinces (Buenos Aires, Salta, Formosa, Chaco, Corrientes, San Juan, Catamarca and Santa Fe) were trained and the UNICEF-led knowledge-sharing journalists’ network, Enredados, was strengthened in 24 provinces. In addition, alliances were formed or maintained with some of the most important media groups in the country. There is a strong need to continue advocating with the media.

UNICEF promoted awareness-raising and C4D initiatives on violence prevention, aligned with the #EndViolence campaign, specifically on: child sexual abuse, parental skills to raise children without using violence, discrimination and violence against women (#NiUnaMenos). It also sensitised adolescents about health issues, particularly unplanned adolescent pregnancies, safe sex practices and reproductive rights, through campaigns, on-line games and guidelines.

UNICEF implemented innovative strategies to inform and educate children and the general population on issues that affect them, with the aim of generating changes in behaviour to protect children’s wellbeing. To prevent the transmission of diseases like Dengue and Zika, informational materials on the transmission of mosquito-borne diseases were locally distributed, particularly in flooded areas more likely to face epidemic outbreaks. To promote safe sex practices and prevent adolescent pregnancies, online initiatives were implemented with the aim of engaging adolescents. With these initiatives, children and civil society were empowered to defend their right to health and generate changes in behaviour.

UNICEF placed children’s digital citizenship on the public agenda as a fundamental aspect of promoting children’s right to communication and their active participation in society, as well as a valuable channel for achieving a mobilised society committed to children’s rights. UNICEF Argentina positioned itself as a reference in the field, generating information for the media and the general public on adolescents’ use of the internet and social networks and evidence for decision-makers and social leaders to address the issue.

UNICEF continued to implement a very successful fundraising strategy that generated an income of AR$ 405,000,000 in local currency (US$26,108,818) representing an increase of 56 per cent over 2015. In US dollars, income remained stable despite a major devaluation (over 60 per cent) in late December of 2015, totalling US$27,500,000.

This increase was mainly achieved by expanding the number of pledge donors by 18 per cent; strengthening and developing new alliances with private sector partners; successfully promoting large events such as the telethon “Un Sol para los Chicos” and running races; and by exploring new fundraising channels, in particular with major donors and legacies.

UNICEF used its resource mobilisation channels to raise awareness and engage donors, private companies, foundations and opinion leaders on children’s rights, in particular through regular communication with pledge donors, UNICEF Argentina’s donor’s magazine, corporate fundraising initiatives and special events reaching over 6,900,000 people who were involved in one or more initiatives during the year. UNICEF continued to strengthen alliances with private sector actors to support programmes in health, education, child protection and social inclusion. It also promoted the first Gala Dinner with private sector executives to further position UNICEF on CSR and CRB, opening the ground for more initiatives in 2017

**OUTPUT 1** 5.1. The general public has access to information, initiatives, and platforms to increase public awareness and engagement on child rights.
Analytical Statement of Progress:
UNICEF Argentina raised awareness on child sexual abuse and how to prevent it through a joint public campaign implemented with the Presidency and the Justice and Human Rights Ministry, which included TV and radio spots, a website and social media messages. The initiative made the issue visible and reinforced the helpline system. The toll-free telephone number received 125 calls during the first week.
At the provincial level, UNICEF carried out a programme to strengthen parents’ skills for raising children without using violence. Workshops were implemented in Salta and Buenos Aires reaching 572 families. In Salta, the programme was complemented with a C4D strategy to prevent violence against children. The campaign was displayed in 45 per cent of the available outdoor advertising spaces in Salta city, and the spots were aired 200 times in a month on TV and radio, reaching 262,400 people.

UNICEF raised awareness among adolescents about safe sex practices and reproductive rights, through innovative strategies. UNICEF launched an online game, Con Condon to promote the use of condoms, along with Fundación Huésped. Together with the National Youth Sub-secretariat, seven guidelines were elaborated for facilitators of the “Let’s talk about everything” programme on sexual harassment, bullying, drug abuse and reproductive rights.

As part of the week to prevent unplanned adolescent pregnancies, UNICEF promoted a campaign with FEIM to debunk myths related to pregnancy, providing information through local social mobilization activities, wide media coverage and a series of videos using humour, which gained over 430,000 views.
UNICEF and the Province of Buenos Aires sensitied more than 30,000 health promoters, community leaders, teachers and local residents and more than 300,000 families on prevention of Dengue, Zika and Chikungunya through a new edition of informational material. With the national MoH, UNICEF promoted the ‘weeks of the mosquito’, a national awareness campaign.

UNICEF contributed to amplifying and improving the coverage of children’s issues in the media through different strategies. The UNICEF-led journalists’ network, Enredados, was introduced in five new provinces, reaching 60 members; more than 3,000 reporters in six provinces were trained, in addition to over 100 government spokespeople from Santa Fe and Formosa.

Additionally, seven guides (on sexual abuse, violence, adolescent health, gender, suicide, data privacy and the use of statistics) were developed in collaboration with four journalistic organizations, to provide tools for proper reporting on these complex issues. In partnership with the Office of the Audience’s Ombudsman, UNICEF elaborated two guidelines on how to produce child-sensitive TV news coverage, and with the Audiovisual and Information Observatory, 10 videos were created compiling media coverage.

UNICEF Argentina strengthened its alliances with some of the largest media groups in Argentina – Grupo América, Grupo Crónica, Turner, Grupo Clarín, Indalo, and Telefé – to amplify the reach of its messages. Three special TV productions were carried out in alliance with three of the main newscasts, to inform about different child-related issues. For example, UNICEF worked with Telefé Noticias, to produce a four-episode report on the situation of refugee children in Lebanon.

OUTPUT 2 5.2. Adolescents, especially the most disadvantaged, have access to evidence-based, integrated, innovative initiatives to promote their participation and engagement
Analytical Statement of Progress:
UNICEF Argentina installed children’s digital citizenship on the public agenda through evidence generation, advocacy, awareness-raising, specific programmes, articulation with public & private sector and network participation.

UNICEF generated evidence though the elaboration of Argentine Kids Online, a quantitative and qualitative research study that was part of the international initiative Global Kids Online (GKO), led by the Innocenti Office of Research, London School of Economics (LSE), and EU Kids Online. The report and the presentation generated over 5,000 downloads in the first weeks from the general public. The report got extensive media exposure: it was featured in nearly 100 pieces in major national media outlets. In social media, the discussion and the #FamiliasConectadas (a series of seven videos) reached over 9 million exposures.

The dialogues organized with government, academia and private sector representatives on Digital Citizenship contributed to enhancing discussions on digital inclusion and literacy policies, using the report as evidence.

UNICEF actively contributed to ongoing debates on Argentina’s “Convergent Communications Law,” that will change existing legislation in relation to telecommunications, cable television and audio-visual services in general. UNICEF provided input from the perspective of adolescents and children’s rights. As a result of these meetings, the commission issued a document with 17 items that will be included in the bill, and specifically stated that children’s rights should be preserved in convergent communications, in accordance with the CRC. It also included the promotion of a digital and media literacy policy, strongly recommended by UNICEF.

UNICEF Argentina was invited to participate in ENACOM’s Advisory Committee on Audiovisual Communications and Infancy in an advisory capacity. UNICEF and UNESCO also supported an initiative from the Audience Ombudsman’s Office to promote the inclusion of digital and media literacy policy.

In addition, UNICEF participated in more than seven national, regional and global forums, including: Digitally Connected Network; Digital LatAm Hub; Global Kids Online; Internet Global Forum; Internet Day; Data fest; and Digital Champion to promote vulnerable children digital inclusion and citizenship.

Over 1,200 children and adolescents, as well as government officials, educators and journalists were sensitized on the responsible use of information technologies, through the Digital Coexistence Programme implemented with the Buenos Aires Province government. Working together with the education, social development and justice ministries, a guideline for parents to talk about digital habits with their children, and another for children to learn how to prevent online harassment were published.

On awareness-raising, UNICEF Argentina joined the global campaign #ReplyForAll, to engage adolescents in digital coexistence. The messages reached almost 2,300,000 exposures. Recognized musicians contributed to disseminating the message at the local music awards ceremony. The importance of not sharing discriminatory contents online was transmitted to adolescents through a social media campaign implemented with the national anti-discrimination watchdog, generating widespread engagement with messages against cyberbullying. In one day, the campaign reached over 29 million accounts, people changed their profile pictures and talked about what they think should not be shared online.
5.3. Continuous growth of donations from individuals, major donors, corporations and foundations.

**Analytical Statement of Progress:**
UNICEF Argentina continued to implement a successful fundraising strategy that focuses on unrestricted and diversified financial resources to fully fund OR requirements of the country programme and increasingly generate funds for RR, regional thematic funds and global emergencies.

The number of pledge donors rose from 220,000 in 2015 to 260,000 in 2016, representing an increase of 18 per cent, as a result of intensifying prospecting for new donors and enhancing donor retention and upgrade. More than 30 per cent of new pledge donors came from alliances with private corporations.

UNICEF also renewed important agreements with 15 large companies and successfully negotiated five new alliances (with Banco Industrial, Sancor Salud, Fundación BAF, Colonia Express, and Marangoni Sport Clubs).

As part of efforts to continuously expand and diversify fundraising strategies, UNICEF Argentina launched a new legacy programme, with some initially promising results. Efforts also focused on strengthening relationships with foundations, in particular the Leo Messi Foundation, and with major donors.

Large-scale special events continued to play a key role in fundraising and awareness around children’s rights, in particular the telethon “Un Sol para los Chicos” that was broadcast nationally from Buenos Aires, Corrientes, San Juan and Salta, and street races organised in Buenos Aires and Rosario. The office also launched its first UNICEF Gala Dinner, which contributed to raising resources and positioning UNICEF in the private sector.

Finally, the fundraising operation maintained high income quality standards: the largest donation represented only 2 per cent of total income, guaranteeing very low dependence on a single donor; 99 per cent of the funds were not earmarked; and 85 per cent of the income came from sustainable sources such as pledge donors and long-term private sector alliances.

5.4. Individual donors, corporations, foundations and private sector opinion leaders are aware and engaged to support the realization of the child rights.

**Analytical Statement of Progress:**
UNICEF Argentina used resource mobilization activities to communicate and raise awareness on children’s rights in particular through:

- The house list of over 260,000 pledge donors who receive regular information from UNICEF “UNI”, UNICEF donor’s magazine that reaches 200,000 families three times a year;
- Corporate fundraising initiatives that reached 6,400,000 people who contributed to UNICEF by rounding up their bills or with small donations;
- Special events such as the Telethon “Un Sol para los Chicos”, which reached more than 3,000,000 TV watchers and 35,000 people who participated in related music and dance events; the Buenos Aires and Rosario races for education that involved 15,000 people; and the first UNICEF Gala Dinner that gathered 500 private companies’ executives with celebrities and journalists.
- UNICEF also promoted several activities on CSR/CRB for around 500 managers involved in CSR, corporate affairs, human resources and external relations. Main events included six roundtables with different companies and CSR actors; four
events targeted to specific companies (Digital Citizenship meeting, BA Solidario Congress, IARSE Congress, CEER meeting); and seven workshops on different CRB-related topics (labor inclusion and adolescent autonomy, human trafficking, non-violence, nurturing and nutrition and healthy life).

- Additionally, by closely involving PFP and Programme teams, UNICEF Argentina promoted CSR/CRB and public-private alliances initiatives such as:
  - Establishment of maternity residences and promotion of ECD and stimulation spaces (with Farmacity and Mimo);
  - Awareness-raising on human trafficking, reaching 1,500,000 passengers (Río Uruguay and Colonia Express);
  - Awareness-raising of ICT companies about the importance of technologies for the expansion of ICT-based secondary education in rural areas;
  - “Enterprises for Children” initiative, through which UNICEF implemented six roundtables with corporations on different CRBP topics (maternity and paternity leave, environment impact on children and the overall role of the private sector in CRBP).
  - UNICEF Argentina also collaborated with LACRO on the development of a regional investigation about product labelling and a study on private sector reporting and children rights.

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Lessons learned

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Programme documents

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