2016 was a complex year for Brazil. The country went through a presidential impeachment process, coupled with a large public health response to the Zika virus outbreak and hosted the world's largest sporting event of the year: the Rio 2016 Olympic and Paralympic Games. During the last year of its country programme, UNICEF’s work in Brazil was affected by these complex country dynamics. Notwithstanding, UNICEF achieved important results for children.

In November 2015, the Ministry of Health (MoH) declared a national public health emergency due to the increasing cases of newborns with microcephaly in the semi-arid region. It was suspected that Zika virus infections in pregnant women were associated with the birth defect. In December the MoH requested UNICEF’s support to connect with most affected municipalities to help deliver messages about preventing new Zika infections. Upon analysis, it was found that there was an 84 per cent overlap between the municipalities most affected and those where UNICEF implements its programmes. The number of households with Aedes aegypti infestation, the Zika-transmitting mosquito, determined ‘the most affected sites’.

UNICEF deployed a rapid-response plan in coordination with WHO/PAHO, the MoH, the affected states’ directorates of health and civil society. Year-long actions focused on: (1) advocacy with local communities to eliminate mosquito breeding grounds, plus personal prevention and care; (2) traditional media and digital media dissemination of prevention messages, enhanced by digital media monitoring to listen to the public’s concerns and respond with time-relevant information (digital monitoring was boosted by UNICEF partnering with Google and Facebook); (3) weekly monitoring of the situation using available data; and (4) working with health authorities and civil society to support families and children born with microcephaly to ensure their rights.

In anticipation of the Olympic and Paralympic games taking place in Brazil for the first time in history, UNICEF Brazil deployed a series of actions. The “Team UNICEF – Get Active for Children” digital platform consisted of inviting Brazilians and people around the world to, literally, move outdoors for children, and in doing so, support UNICEF. The initiative took place between July and September, with over 10 million people reached, 450,000 people engaged, and 33,357 people from 153 countries registered on the platform. The number of participants was three times higher than the target. Upon conclusion, the initiative had highly satisfied participants who rated the experience 9.2 out of 10.

Child protection became part of the Rio 2016 Olympic Truce, as it was approved by the UN General Assembly as an assembly that would respect the rights and safety of refugee athletes and the Olympic values of peace, fair play, tolerance and understanding. The Truce was incorporated in the organizing committee’s education initiative to share Olympic values. UNICEF and partners developed child protection content about major types of violence and reporting channels, including the smartphone app “Protect Brazil” that enables reporting violence against children (VAC). The information reached 8 million students. An updated version of the Protect Brazil app was made available to tens of thousands of volunteers at the Games, who also received training.
UNICEF Brazil collaborated with a multisectoral team to develop the national pact and action plan to reduce homicide rates, announced last year by the Brazilian Government. However, turnover of high-level staff due to the new federal administration constrained the achievement of the outcome, leading the Government to postpone the launch. In response, UNICEF redoubled its efforts at the sub-national level to continue protecting adolescents’ right to life, supporting the exchange of experiences between states and municipalities and helping generate evidence and elaborate local plans and policies.

The concluding year of UNICEF’s Municipal Seal of Approval in the Amazon coincided with the municipal elections, affecting the final phase of mobilization. Some stakeholders that participated actively in the Seal’s intersectoral commissions either prioritized electoral activities or left their posts, as new representatives were appointed, affecting continuity of planned activities. Municipalities were also significantly stained by the Zika public health crisis.

In the semi-arid region, environmental and economic factors affected full participation by municipalities in the Seal. The region is in its fifth year of drought. Reduced municipal income has resulted in increasingly limited financial resources for many municipalities, affecting levels of participation and implementation. The national economic crisis has also resulted in decreased financial allocations and technical support to municipalities.

As head of the Brazilian Mega Events Committee, UNICEF Brazil partnered with the Rio 2016 Organizing Committee, national Government entities and civil society to launch the ‘Agenda for Convergence: Mega sporting events and children’s rights protection in Brazil’. The initiative helped prevent violence against children during all the large-scale events that took place in Brazil over the last three years.

**Humanitarian Assistance**

UNICEF Brazil quickly and persistently responded to the Ministry of Health request for assistance related to the impact of the Zika virus on newborn children. Efforts concentrated geographically in the two most affected states in the semi-arid region: Recife and Pernambuco. There was, and continues to be, close coordination and collaboration with World Health Organization (WHO), Pan American Health Organization (PAHO), civil society, and national and state departments of health to provide increased awareness among the entire population, particularly families of the microcephaly epidemic.

Taking advantage of UNICEF’s presence and outreach efforts in the semi-arid and Amazon regions and major urban centres, implementation included:

- advocacy with local authorities to join the national campaign to combat the Aedes aegypti mosquito
- reinforcing the importance of prevention measures through key message dissemination in the mass media and social media
- monitoring the situation, using data made available weekly from the MoH
- working with local health authorities and civil society to provide support to families with children born with microcephaly.

**Emerging Areas of Importance**

**Urbanization and children**: The Platform of Urban Centres (PCU), UNICEF Brazil's equitable growth strategy for large municipalities, is based on the collection and monitoring of disaggregated data on adolescents' civic participation and social mobilization for the definition of priority of actions. In this framework, 56 territorial forums were organized in all eight municipalities, involving over 8,295 people who contributed to the definition of policies.
and actions to be implemented in the most vulnerable areas of the cities.

Urban centres offer significant potential for child and adolescent development, including greater access to cultural, educational and participation opportunities. UNICEF Brazil, with its convening power, mobilized a variety of partners in order to maximize such opportunities. During the last four years, over 15,000 adolescents and youth actively participated in important decision-making activities in the municipalities. Some results were:

(a) Intra-urban inequalities declined in all eight participating municipalities
(b) Rio de Janeiro reduced neonatal deaths in one of the most vulnerable regions
(c) In São Luís, by 2015 the number of neonatal deaths had dropped in all 10 areas that had the worst rates of neonatal care in 2013.
(d) In Manaus, the deaths young people aged between 10 and 19 years caused by traffic accidents, drownings and suicides fell from 69.63 to 22.49 per 100,000 inhabitants.
(e) In Maceio, the age-grade discrepancy and youth homicides declined.
(f) Awareness-raising activities carried out inside juvenile system facilities triggered improvements in procedures and internal norms of treatment for pregnant women, lactating women and mothers of newborn babies.

**Accelerate integrated early childhood development ECD.** The Brazilian Government has expanded and improved policies to support children up to six years old. Existing health, education and social protection policies, such as a proposal of the Ministry of Social Development, are under revision or expansion. The new protection intervention focuses on child development, and provides home visits to families with children up to three years old, who benefitted from the Government’s cash transfer programme to poor families. The recently introduced ‘Happy Child’ programme will adopt several materials developed by UNICEF and partners, such as care for child development, the ‘strengthen the Brazilian family kit’ and the Brazilian Family Almanac.

Over the next five years, UNICEF’s participation will be even more important for the development of local capacity of managers, professionals and families. UNICEF will develop the activities in prioritized areas, within the context of its Municipal Seal of Approval and large urban centres strategies.

In addition to child survival priorities, the country has initiated a strong movement towards the full development of all children, especially those in situations of greater vulnerability.

**Greater focus on the second decade of life.** UNICEF Brazil’s CP 2012-2016 developed a programmatic component to promote integrated public policies for adolescents. The concept was based on the perspective that the opportunities, skills and knowledge acquired during the second decade are essential conditions for guaranteeing adolescents’ rights to fully experience all these dynamics to better build their own adulthood.

Organized from a human rights perspective, UNICEF Brazil’s adolescent programme advocated for integrated public policies at the federal, state and municipal levels. Its main achievements were:

At the national level:
(a) design of a national guideline on adolescent mental health, built with the meaningful participation of adolescents
(b) systematized input from adolescents related to the national common basis for the upper secondary school curriculum
(c) national guidelines for sexual and reproductive health focuses on preventing unplanned pregnancy
(d) development of a national statute of youth rights.
UNICEF also supported the creation and capacity building of several national adolescents’ networks including for lesbian, gay, bisexual and transgender (LGBT), girls, Afro-descendent, indigenous, and those living with HIV.

At the state level:
Twenty-seven Brazilian states created an integrated plan on adolescents’ health, through adolescent participation, aimed at reducing vulnerabilities and promoting programmes of education, health and social assistance.

At the municipal level:
Some 780 municipalities developed local integrated public policies (education, health and social assistance) to implement the “Adolescent” booklet,” an adolescent-friendly tool for accessing public services.

Throughout the period of CP implementation, UNICEF set an agenda of public policies for the second decade of life as a strategy to be included in the framework for SDG country-level implementation.

### Summary Notes and Acronyms

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<thead>
<tr>
<th>Acronym</th>
<th>Description</th>
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<tr>
<td>AMP</td>
<td>Annual management plan</td>
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<td>C4D</td>
<td>Communication for development</td>
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<td>CEDAW</td>
<td>Convention on the Elimination of All Forms of Discrimination against Women</td>
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<td>CMT</td>
<td>Country management team</td>
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<td>CNJ</td>
<td>National Council of Justice</td>
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<td>CP</td>
<td>Country programme</td>
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<td>CPMP</td>
<td>Country programme management plan</td>
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<td>CRC</td>
<td>Convention on the Rights of the Child</td>
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<td>DCT</td>
<td>Direct cash transfers</td>
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<td>DFAM</td>
<td>Division of Financial &amp; Administrative Management</td>
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<td>ECD</td>
<td>Early childhood development</td>
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<td>FNP</td>
<td>National Mayor’s Association</td>
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<td>GoB</td>
<td>Government of Brazil</td>
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<td>GSSC</td>
<td>Global Shared Services Centre</td>
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<td>HACT</td>
<td>Harmonized approach to cash transfers</td>
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<td>HIV</td>
<td>Human immunodeficiency virus</td>
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<td>HQ</td>
<td>UNICEF Headquarters</td>
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<td>HR</td>
<td>Human resources</td>
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<td>ICT</td>
<td>Information and communication technology</td>
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<td>IEC</td>
<td>Information, education and communication</td>
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<td>IHA</td>
<td>Index of Adolescent Homicide</td>
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<td>IMEP</td>
<td>Integrated monitoring and evaluation plan</td>
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<td>IPEA</td>
<td>National Institute for Applied Economic Research</td>
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<tr>
<td>LAC</td>
<td>Latin America and the Caribbean</td>
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<tr>
<td>LACRO</td>
<td>Latin America and Caribbean Regional Office (UNICEF)</td>
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<tr>
<td>LGBT</td>
<td>Lesbian, gay, bisexual and transgender</td>
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<td>LTA</td>
<td>Long-term agreement</td>
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<tr>
<td>M&amp;E</td>
<td>Monitoring and evaluation</td>
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<tr>
<td>MoRES</td>
<td>Monitoring of results for equity system</td>
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<td>MoH</td>
<td>Ministry of Health</td>
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In 2016, UNICEF Brazil took advantage of its main implementation strategies at both the national and sub-national levels to develop a set of evidence-based programmes in the areas of health, education, protection, participation and response to epidemics. These programmes also entailed the realization of various fit-for-purpose capacity development processes designed to achieve quality, sustainable results for children.

Staff responsible for UNICEF’s core implementation strategies – the Municipal Seal of Approval and the Platform of the Urban Centres – delivered several trainings on results-based management and planning for public policy-makers and officials from over 1,743 municipalities in the Amazon and semi-arid regions and eight large urban centres. The trainings addressed key issues regarding child rights, the main inequalities that prevent children’s full development; social mobilization; water, sanitation and hygiene (WASH); and ways to develop inter-sectoral policies and programmes using disaggregated data.

As a result, 323 out of 1,134 municipalities in the semi-arid region enrolled in the Seal programme and completed their early childhood municipal plan. More than 1,400 municipalities organized public fora on strategies to improve social indicators, with participation by adolescents, and over 800 child protection professionals and 80 volunteers from different sectors and countries received specialized training and developed multi-sectoral workflows.
Some 18,547 adolescents engaged in communication activities to produce and disseminate messages about the rights of children and adolescents. There was a focused effort on the fight against the Zika virus epidemic. For instance, in the Amazon and semi-arid regions, 653 municipalities participated in capacity-building training and adolescents led awareness-raising activities in their communities and schools that reached more than 80,000 people.

On the national level, 3,000 civil society organizations participated in training sessions on comprehensive education as a strategy to reduce inequalities and guarantee the right to quality education for the most excluded children and adolescents.

**Evidence Generation, Policy Dialogue and Advocacy**

Throughout the year, UNICEF Brazil and its partners made strategic use of monitoring and evaluation and policy dialogue processes to influence policymaking on issues such as the fight against Zika, the staggering increase in adolescent homicides and the cause of children with disabilities. UNICEF Brazil played a key role in informing policymaking processes in the poorest regions of the country.

In relation to child survival and development, UNICEF gathered with the Government, other UN agencies, NGOs and universities to help families with children with congenital Zika Syndrome and other deficiencies, by establishing the ‘Networks of Inclusion’ project. After implementation of the pilot phase, the project will be disseminated throughout the country.

To address adolescent homicide, UNICEF partnered with Rio de Janeiro state’s security secretariat to draw up multi-sectoral public policies focused on promoting the rights of children and adolescents to life and to security. As a result, the “Safe Platform” programme was launched as a space for policy dialogue space and to discuss proposals to the National Youth Programme to combat homicides of black adolescents.

UNICEF, together with various partners, produced research to enhance knowledge and give visibility to gender-specific issues faced by girls and to inform policy development, including:

a) systemization of good practices on girl’s empowerment, consisting of a brief history of each practice, main characteristics, monitoring methodology and results;

b) monitoring results for equity system (MoREs) analysis of adolescent pregnancy, identifying barriers and bottlenecks to adolescent pregnancy prevention;

c) qualitative analysis of the contemporary realities of Brazilian girls; and

d) study on the inequalities facing Brazilian girls, as part of the portrait of inequalities project, an evidence-based initiative of Brazil’s National Institute for Applied Economic Research (IPEA).

**Partnerships**

2016 was a prolific year for UNICEF Brazil and its partners in the country, particularly for sound, results-driven partnerships for children’s rights.

As a way of highlighting the importance of child protection related to major sporting events, UNICEF, as head of the Mega Events Committee, partnered with the Local Organizing Committee of the Rio 2016 Olympic and Paralympic Games, the Government of Brazil (GoB) and private organizations to launch the ‘Agenda for Convergence: Mega sporting events and children’s rights protection and adolescents in Brazil’.

Such important initiatives helped to encourage the prevention of violence towards young people during mega events. The partnership with Rio 2016 also served to promote the use of the app ‘Protect Brazil’ during the Games, which encouraged people to report violations
against children’s rights all over the country. Protect Brazil is coupled with the Dial 100 hotline initiative – a human rights reporting tool maintained by the Brazilian federal government and Team UNICEF – Get Active for Children – a UNICEF worldwide engagement campaign that combined sports, technology and children’s rights.

Google joined forces with UNICEF and the MoH to fight the Zika virus epidemic through the creation of a system that combined several types of data to help predict the path of greatest activity of the Aedes aegypti mosquito, helping in eradication efforts.

Unilever’s Global Partnerships Team supported a UNICEF project to improve sanitation in the Brazilian semi-arid region. Some 545 municipalities mapped the situation on quality water, bathrooms and kitchens in schools, involving 5,615 municipal schools. Through this initiative, school infrastructure was rehabilitated in 304 municipalities.

UNICEF Brazil worked with Citibank to recruit pledge donations by activating and reactivating credit cards. The bank handled and paid for the operations, which is an innovative way of doing individual fundraising.

**External Communication and Public Advocacy**

UNICEF Brazil’s communication and public advocacy strategy 2015-16 amply surpassed its goals, with 233 million people reached (versus a goal of 90 million) and 6.9 million engaged (goal of 4.5 million), as of 1 November.

These results were achieved by producing inspiring content and leveraging key opportunities such as the Rio 2016 Olympics/Paralympic games, which were the culmination of a three-year strategic approach to the global sports events hosted by Brazil. The activation began with the Olympic Torch relay: UNICEF nominated the six adolescent boys and girls from vulnerable areas and backgrounds who took part in the relay. In doing so, UNICEF provided visibility for children whose journey was covered by influential media, such as BBC World, and reached over 541,000 people on social media.

This Olympic year’s highlight was “Team UNICEF Get Active for Children”. Launched in July, the initiative invited people to, literally, move for children, and once completing the first 5 km challenge, to do even more. In 53 days of the campaign, Team UNICEF reached over 10 million people, engaged 450,000 people, and mobilized over 33,000 people from 153 countries who registered on its digital platform.

Olympics-related activities also included child protection. UNICEF and its partners made available a new version of the Protect Brazil smartphone app, which enabled 460 reports of violence against children. UNICEF also disseminated a video on social media reaching 631,000 people and engaging 31,000 athletes in the Olympic Village.

In response to the Zika virus outbreak, UNICEF conducted formative research, social media listening and established innovative partnerships with Facebook and Google that informed the development of 97 content pieces on vector control and prevention that reached 19 million people and engaged 679,000 people on social media. Analyses indicate that Facebook users exposed to UNICEF content increased their understanding of Zika virus prevention.

**South-South Cooperation and Triangular Cooperation**

UNICEF Brazil supported South-South cooperation (SSC) with eight countries, including topics such as: identification of practices and partners; brokering government-to-government dialogue; technical support through planning, implementation and follow-up of missions; and
advocacy efforts. Examples of progress results were:

a) A multisectoral and ministerial trilateral initiative started in Argentina in the areas of health, education, justice, social protection, child labour and implementation models of child-rights-focused trilateral South-South cooperation.

b) Increased capacities on WASH in four regions of Ethiopia, and construction of a pilot condominium sewage system with expected direct impact on 859 Ethiopian families and potential for national scale-up.

c) Brazil officially joined the Sanitation and Water for All (SWA) movement, committing to national improvement efforts and to share good WASH practices internationally.

d) UNICEF’s position as a partner of choice for the new Guatemalan Government on social development and protection was reaffirmed with a proposed equity-oriented inter-sectoral social protection model for Guatemala.

e) The Algerian Government was made aware of the importance of child-sensitive and inclusive social protection reform, crucial to avoid the negative effects of Algeria’s financial crisis on its children and adolescents.

f) Policy and operational recommendations from Brazil helped guide the expansion of the Paraguayan social protection system. Inputs from Brazil facilitated a governmental reflection process in Angola around models for the decentralization of the social action.

g) Political and financial commitments by Nepal to expand the child grant nationally, with a proposed twinning agreement between the Arapiraca municipality (Brazil) and the Sunol municipality (Nepal) focused on child-friendly cities.

h) Government officials in São Tome and Principe working in management and finance were trained to manage and implement social protection programmes.

Identification and Promotion of Innovation

On the occasion of the Rio 2016 Olympic and Paralympic Games, UNICEF launched a digital interface “Team UNICEF – Get Active for Children” (teamunicef.org). The web platform encouraged people to complete a 5 km challenge using a physical activity app to automatically unlock a corporate donation to UNICEF Brazil. Upon conclusion, the initiative had highly satisfied participants who rated the experience 9.2 out of 10. The overwhelmingly positive public response shows that there is fertile ground for UNICEF to engage with the public during mega-sports events and beyond.

The ‘active school search’ technology used in UNICEF Brazil’s Out-of-School Children (OOSC) initiative started with implementation in São Bernardo do Campo, São Paulo, which carried out a pilot operation in one neighbourhood. In one month, they identified 19 cases of school dropout and re-enrolled four children. The pilot was expanded to seven additional municipalities, which are now using the tool. The software, developed by UNICEF and the TIM Institute, helps municipalities to identify, map and solve cases of school exclusion, and offers public managers an innovative approach to actively search for out-of-school-children through the use of information and communication technology.

UNICEF dynamically adapted its Zika response strategy in Brazil, informed by constant changes in the epidemiological scenario and the lessons learned from the ongoing programmatic response. Moreover, UNICEF’s strategic partnerships with Facebook and Google provided critical insights that were incorporated in the response. Aggregated
information gleaned from online data sources provided timely and relevant information to complement and inform messaging, enabling UNICEF to better target its outreach and engage constituents more quickly and effectively.

**Support to Integration and cross-sectoral linkages**

In 2016 UNICEF worked in key cross-sector areas that strengthened efforts of both national and sub-national government agencies to keep children healthy, protected and learning.

In education, UNICEF and partners conducted participatory field research to identify main bottlenecks to realizing the right to education among indigenous and Afro-descendant children and adolescents from the state of Maranhão, one of the country’s poorest states. The results served as the basis for discussion of specific educational methods for young children from ethnic minorities and/or those with a disadvantaged background. The effort involved 75 participants from those communities, the state education department and civil society organizations.

As UNICEF Brazil worked in partnership with the ministries of health, social protection and education, as well as sub-national governments, public policymakers from 1,743 municipalities in the Amazon, the semi-arid regions and eight large urban centres attended trainings and developed initiatives in their respective municipalities to implement multisectoral public policies. The main result achieved was the distribution of the ‘Adolescent’s Health Booklet’ in 876 municipalities of Amazonia and the semi-arid region. The booklet summarizes information on adolescent pregnancy prevention and issues related to sexually transmitted infections, nutrition, among other themes related to gender responsive adolescent health.

On health, the ‘Network of Inclusion’ project – a joint initiative of UNICEF Brazil and the federal government, other UN agencies, NGOs, universities and civil society to tackle the Zika virus epidemic – is regarded as a model of integration and cross-sectoral intervention inside and outside UNICEF. Since its inception, mothers and caregivers of children with congenital Zika virus syndrome and local partners participated actively in the project design.

**Human Rights-Based Approach to Cooperation**

The human rights-based approach is the backbone of the current UNICEF Brazil country programme, which was prepared taking into consideration the concluding observations and recommendations of the Committee on the Rights of the Child. Programmatic alignments included:

a) Inclusion of children, care for and support of pregnant women and families with children born with microcephaly, especially those living in the most affected states in the semi-arid region

b) inclusion of children into the school system through a better stakeholder coordination (education, social development, health), as well as the inclusion of children through sport activities

c) child protection, prevention of sexual abuse and trafficking of children living near the border area between Brazil, Colombia and Peru

d) increased capacity of rights-holders and duty-bearers by providing municipalities participating in the Municipal Seal methodology and urban centres with disaggregated data on various sources of inequalities to assist in problem diagnosis and strategic planning.
Brazil will present the Universal Periodic Review, and UNICEF-provided inputs for inclusion in the confidential report prepared by the office of the resident coordinator, regarding the fulfilment of children's rights in the country.

**Gender Equality**

Girls still suffer more sexual violence than boys; whereas boys from poor neighbourhoods and minority groups, are at higher risk of dropping out school, failing to progress and complete a cycle of education as well as a higher risk of being killed at a young age. To tackle this issue, UNICEF Brazil, in partnership with TIM Telecom Company, developed a strategy to boost active searches for out-of-school children and adolescents, which encouraged hundreds of municipalities, in the largest cities, to work through an inter-sectoral means of addressing school exclusion.

To reduce the gender-based violence faced by girls and woman when they are in conflict with the law (in socio-educational units or in correctional facilities), UNICEF, as part of the Platform for Urban Centre’s consultation processes, provided recommendations to the judiciary system regarding health care for pregnant women and lactating mothers. Those recommendations changed the procedures for incarceration and reduced the duration of trials, enabling mothers to maintain their bonds with their newborn infants.

UNICEF and partners firmly addressed the issue of homicide of poor black young people. For instance, in the city of Rio de Janeiro, UNICEF supported the government’s security secretariat to develop, in eight major cities, the ‘Safe Platform’, aimed at safeguarding the lives and security of children and adolescents. The Safe Platform programme contributed to the revamping of the National Youth Programme to prevent violence against black adolescents, particularly boys, who are the most affected by homicides in Brazil.

UNICEF Brazil supported the creation, consolidation and capacity building of adolescent LGBT networks and young people living with HIV, who needed special attention due to particular gender-related vulnerabilities, such as violence and discrimination. For instance, UNICEF Brazil supported the empowerment of girls within the context of the National Network of HIV+ Youth, including their participation in strategic meetings as well as during the 2016 elections for state representatives.

**Environmental Sustainability**

In 2016 UNICEF Brazil focused its activities regarding environmental sustainability on WASH, water-borne and vector-diseases, in Brazil and other countries, through South-South cooperation. Through its implementation strategies, UNICEF was able to carry out action nation-wide to address environmental risks through community-based and participatory processes involving children and adolescents.

In the Amazon region, the proliferation of the Aedes aegypti mosquito (the carrier of the Zika, chikungunya and dengue viruses) was the greatest concern pointed out by municipalities through monitoring and evaluation. Some 294 municipalities, covering 486 participants from nine states, completed the online UNICEF course and developed municipal action plans regarding vector control and social mobilization. In the semi-arid region, 353 municipalities met the criteria established by UNICEF for a good action to combat the Aedes aegypti, such as creation of a municipal committee, actions in schools, community efforts involving adolescents and awareness-raising campaigns for an environment free of mosquito-spread diseases.

Unilever provided funds for UNICEF’s support of 545 municipalities to map the quality of water, bathrooms and kitchens in 5,615 municipal schools, which covered 1,118,896
students. Through this initiative, 313 municipalities developed plans of action to address their environmental issues and 304 municipal schools benefitted from improvements to their infrastructure.

In relation to South-South cooperation, UNICEF Brazil advocated for the GoB to become an official partner of the Sanitation and Water for All (SWA) movement, a global multi-sectoral and multi-stakeholder effort that seeks to support implementation of the SDGs, especially those related to water, sanitation and hygiene. Following an intense period of advocacy by UNICEF Brazil and the SWA secretariat, Brazil signed joined the movement in May 2016. In addition to implementing the SDGs nationally, UNICEF Brazil agreed to share with other countries its best new WASH practices, particularly in UNICEF programme areas.

Effective Leadership

During the last year of the current CP (2012-2016), the country management team (CMT) was extremely active, with 12 face-to-face meetings and many others via mail poll and Skype, to discuss and reach decisions on implementation strategies for management mechanisms, funding and staff arrangements to support the new CP, as well as to monitor the management indicators defined in the annual management plan.

The country management team provided continuous oversight to ensure full implementation of the 2015 internal audit recommendations and its sustainability. The few open recommendations were all closed in the third quarter of 2016. Standard operating procedures (SOPs) were issued to improve and create efficiencies in some work processes in both operations and programme management.

As part of preparations for the 2017-2021 country programme management plan (CPMP), through the risk-control self-assessment exercise, UNICEF identified 16 key risks, of which seven are medium level. The CMT will report on and monitor implementation of the planned actions to mitigate these risks and apply best practices in support of decision-making, planning and programme implementation.

The country management team closely monitors the country’s political and economic situation to gauge its impact on UNICEF’s ability to raise unrestricted and flexible funds that will allow the full implementation of the newly developed country programme, as well as to contribute to global and regional regular resources.

Financial Resources Management

Private-sector fundraising generated a large proportion of UNICEF Brazil’s income; as of 31 Oct 2016, the office collected a net amount of approximately US$7,717,000. Management of contributions continued to improve as negotiations with donors occurred in a way that protects UNICEF’s best interest, and with close follow-up on grant expiration, resulting in timely use of all contributions.

Monthly follow-up of donor reports and unallocated funds, provided in weekly management reports, has ensured the timely implementation of follow-up actions and corrections. The Office maintained a high implementation rate throughout the year. The total was US$16,981,703, divided as follows: BMA (institutional funding): US$605,684; regular resources: US$1,048,149; ORR (other resources-regular): US$15,327,870.

UNICEF Brazil executes its financial operations through the Global Shared Services Centre in Budapest. More than 90 percent of payments are now electronically processed, since implementation of electronic payments. The target for electronic payroll processing is the first semester of 2017.
In relation to harmonized approach to cash transfer (HACT) assurance activities, as of 20 November 2016, the Brazil Country Office had conducted one special audit, six micro-assessments, 11 spot-checks and 61 programmatic visits.

Direct cash transfers (DCTs) were closely monitored and well managed; the Office has no DCTs outstanding for more than nine months or between six and nine months (as of 20 Nov 2015).

Fundraising and Donor Relations

The year under review was challenging for private sector fundraising in Brazil. Total corporate income was approximately US$3.6 million. For corporate fundraising, UNICEF was affected by the country’s political and economic situation, and experienced difficulties both in finalizing new partnerships and renewing existing ones. The Office experienced delays in receiving income from existing corporate partners. As a result, less income than expected was generated in 2016.

Nevertheless, UNICEF was able to create important new partnerships, which will help funding of our new programme cycle 2017-2021.

In individual fundraising, UNICEF also faced several challenges. First, there was an important delay in the availability of investment funds to acquire new pledge donors. As a result, the Office recruited fewer new donors in 2016, which reduced income. UNICEF also experienced a slightly higher attrition rate among pledge donors, due to the economic situation. Measures to reduce the attrition were taken by working together with both the private fundraising and partnerships (PFP) regional support centre and PFP in Geneva.

In total, income reached US$8.8 million, representing substantial growth compared to 2015.

In 2016 UNICEF diversified its acquisition channels and increased the overall return on investment of its operations. Digital fundraising outcomes improved by working closely with the communications team.

UNICEF Brazil received approval for a new team structure at the Programme and Budget Review (PBR). The new structure adds a middle-management level to the individual fundraising team and a specific prospection team, apart from key account management on the corporate team. These changes will enable the Office to provide future income growth from fundraising.

Evaluation and Research

UNICEF Brazil continued to support national and international capacity development in equity-focused monitoring and evaluation (M&E). The Office worked with the Brazilian M&E Network to promote and disseminate the updated the United Nations Evaluation Group ‘Norms and Standards for Evaluation in the UN’, as a framework to inspire sound evaluation design, planning and implementation. Internationally, UNICEF Brazil worked with different partners, including academics, and was regarded as a source of knowledge and experience, with concrete and innovative examples of application of equity-focused M&E frameworks and tools. The Office was cited by major international experts, including a world-leading evaluation researcher and panel leader at the 2016 Global Conference of the American Evaluation Association.

UNICEF Brazil conducted one programme evaluation this year, for the Youth Aware Programme (see publications section), in line with our ‘one programme evaluation per year’
target. Conceptual contributions in the field of M&E were also explored, through a year-long innovative monitoring process of the Platform for the Urban Centres, including questions, analyses and methodologies of an evaluative nature and field visits to all participating cities.

This work generated a wealth of qualitative knowledge on the processes and results of the PCU, including good practices for reducing inequality in the capital cities that participate in the platform. The evaluative monitoring project, carried out by an independent national evaluation company, is an important contribution to the platform. In the short term, it was used to improve final processes at the end of the current cycle (hence its monitoring character); and it is providing evidence-based lessons and recommendations to improve and enhance the equity focus of the third cycle methodology, to start next year.

Activities included in the 2016 integrated monitoring, evaluation and research plan (IMEP) reached closure, with 100 percent completed or on track.

**Efficiency Gains and Cost Savings**

To reduce staff time on internal processes, the Office streamlined its processes and developed tools to support efficient work within the eight opportunities for UNICEF Country Offices to streamline practices put forward by UNICEF’s Field Results Group and management.

Gains, though not yet measured in terms of money, included the facts that (1) The Office no longer prints travel authorizations; instead using electronic signature on certain documents and allowing electronic filing for supporting documents for payments and commitments in UNICEF’s operating system (VISION). (2) The Office reduced the number of contract review committee and project review committee face-to-face meetings, as maximum thresholds are applied and, whenever possible, cases are submitted via mail poll. (3) The Office is observing the minimum required micro-assessments undertaken as thresholds. (4) The reduction of payments via the Global Shared Services Centre of low-value expenses, through use of the corporate credit card.

**Supply Management**

As of 15 November 2016, the total value of procurement was US$5,806,548. Of this total, 93 per cent represents services, with 67 per cent related to private sector fundraising (PSFR) activities in the country.

<table>
<thead>
<tr>
<th>Procurement value by sector in US$</th>
<th>Supplies</th>
<th>Services</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Communication &amp; partnerships</td>
<td>US$7,913.71</td>
<td>US$262,566.80</td>
<td>US$270,480.50</td>
</tr>
<tr>
<td>Child survival</td>
<td>-</td>
<td>-</td>
<td>US$0.00</td>
</tr>
<tr>
<td>HIV/Aids</td>
<td>-</td>
<td>-</td>
<td>US$0.00</td>
</tr>
<tr>
<td>Horizontal/South-South cooperation</td>
<td>US$9,761.08</td>
<td>-</td>
<td>US$9,761.08</td>
</tr>
<tr>
<td>Learn</td>
<td>US$3,269.41</td>
<td>-</td>
<td>US$3,269.41</td>
</tr>
<tr>
<td>Monitoring &amp; evaluation</td>
<td>-</td>
<td>US$219,134.08</td>
<td>US$219,134.08</td>
</tr>
<tr>
<td>Operations</td>
<td>US$233,520.01</td>
<td>US$484,343.89</td>
<td>US$717,863.90</td>
</tr>
<tr>
<td>Resource mobilization &amp; partnerships</td>
<td>US$84,406.16</td>
<td>US$3,654,887.56</td>
<td>US$3,739,293.72</td>
</tr>
<tr>
<td>Sports for Development</td>
<td>US$3,949.39</td>
<td>US$168,054.07</td>
<td>US$172,003.46</td>
</tr>
<tr>
<td>Youth &amp; Adolescents</td>
<td>-</td>
<td>US$39,736.05</td>
<td>US$39,736.05</td>
</tr>
<tr>
<td>Other offices</td>
<td>US$25,027.25</td>
<td>US$93,736.29</td>
<td>US$118,763.53</td>
</tr>
<tr>
<td>Protection</td>
<td>US$38,945.30</td>
<td>US$42,469.36</td>
<td>US$81,414.66</td>
</tr>
<tr>
<td>Total</td>
<td>US$397,031.22</td>
<td>US$5,409,517.19</td>
<td>US$5,806,548.41</td>
</tr>
</tbody>
</table>

UNICEF Brazil does not have any construction project in progress with implementing partners.

The business operations strategy developed a delivery platform for common operations, integrating operational support to programme delivery in the areas of procurement, travel, information, communication and technology (ICT) and human resources. A joint operations facility became functional in the first quarter of 2016.

### Security for Staff and Premises

Management participated in the bimonthly security management team meetings held by the UNCT and shared all relevant information with staff members, including security precautions prior to the public manifestations, which occurred throughout the year.

The United Nations Department of Safety & Security (UNDSS) in Brazil conducted facility safety and security surveys of all offices and training sessions with UNICEF personnel, including specific security risk assessments for staff members with missions to high-risk areas, such as popular communities in the big urban centres and isolated indigenous areas.

UNICEF Brazil's human resources unit tracked all staff and individual contractors' security training and certifications. The travel assistant only issues travel authorizations to staff who have the security training certification, nor to individual contractors.

The Office has a security warden system and an evacuation plan in place, which are stated in the standard operations plan and security plan. In 2016 the Office conducted calling-tree and fire-drill exercises, in coordination with UNDSS, and the administration of the building.

The UNICEF Regional Office allocated US$30,000 to UNICEF Brazil in 2016 for the installation of security cameras and a video surveillance system and a biometry control access system in all our zone offices. Staff members and individual contractors were instructed to report incidents to the security focal point in the zone office or to the UNICEF security focal point. Reports were registered using the significant incident report form template shared by the Operations Centre (OPSCEN). After submission, copies were shared with OPSCEN and UNDSS.

### Human Resources

The staff focused on acquiring the best candidates based on the required experience, technical skills and competencies for each position (taking into consideration gender and geographical diversity) within the established key performance indicators. In 2016 only four temporary positions needed to be filled using these principles. The time and efficiency of the consultants’ and individual contractors’ selection process was improved with an updated SOP that streamlined and simplified the process.
Management of staff performance involved a shift in culture to ongoing performance, which was stressed during staff presentations as well as throughout the year when advising on performance management and in communications with all staff. In order for each staff member to devote enough time to this process, a ‘performance evaluation report day’ resulted in 99 percent completion by the deadline. All staff were encouraged to take the performance planning training on Agora, to better understand the new dynamic performance management culture that values dialogue.

The staff well-being committee set up a plan incorporating the results of the last global staff survey. The committee reviewed it several times during the year in an effort to ensure implementation of the activities and, ultimately, improvement in staff well-being and motivation. A series of activities focused on office efficiency and effectiveness, work/life balance and improving the staff association.

Regarding UN Cares, the Office held two sessions to inform staff about HIV, as well as sensitize them against discrimination and stigmatization, with interventions by two HIV-positive persons. All new and existing staff completed the mandatory online course. Information on post-exposure prophylaxis kits and webinars to promote the kits to custodians. The Office also provided male condoms at all offices.

**Effective Use of Information and Communication Technology**

The acquisition of new equipment and software improved users’ efficiency by reducing the downtime for maintenance and troubleshooting and also released ICT staff time to work on other office priorities. The ‘Light Office’ modality for zone offices was fully operational. All personnel used cloud-based office automation tools (Office 365, Outlook, Skype for Business, OneDrive and SharePoint).

The active school search technology used in UNICEF’s Out-of-School Children initiative began implementation in São Bernardo do Campo, São Paulo, which carried out a pilot operation in one of its neighbourhoods. In one month, 19 cases of school dropout were identified and four children were re-enrolled. The pilot was expanded to seven additional municipalities, which are now using the tool. The software developed by the two organizations to help municipalities to identify, map and solve cases of school exclusion offers public managers an innovative approach to actively search for these children through the use of ICT.

On social media channels, UNICEF Brazil secured almost 1 million followers on Facebook, Twitter, Instagram, LinkedIn and YouTube. This was possible thanks to key digital strategies deployed during the Olympic Games in Rio de Janeiro. First, UNICEF enabled six Brazilian adolescents to carry the Olympic Flame representing every child and adolescent in the world, which turned into more than a month of social media content in real time. The second moment was the launch of the digital interface “Team UNICEF – Get Active for Children” (teamunicef.org). The web platform offered people to complete a 5km challenge using a physical activity app to automatically unlock a corporate donation to UNICEF Brazil. The campaign was a great success, mobilizing more than 33,000 people from 153 countries during 53 days.

**Programme Components from RAM**

**ANALYSIS BY OUTCOME AND OUTPUT RESULTS**

**OUTCOME 1** By 2016 infant mortality, maternal mortality, chronic malnutrition and early pregnancy are reduced in Brazil, especially in the Amazon and Semiarid regions and among
indigenous and afro-Brazilians; and a comprehensive National Policy for Early Childhood created and implemented with good practices and lessons learned systematized and disseminated in Brazil and in other countries.

**Analytical Statement of Progress:**
Beginning in October 2015, a sharp increase in the number of microcephaly cases related to the Zika virus among newborns occurred, mainly in Northeast Brazil. On November 2015, the Federal Government declared a state of “Emergency in Public Health of National Importance”. As a result, a national action plan was launched to combat the Aedes aegypti mosquito, along with protocols for emergency response and guidelines for early stimulation.

In January 2016 UNICEF joined Government efforts to reduce mosquito breeding sites. Throughout the year, UNICEF’s main key action in Brazil was vector control, by joining forces to eliminate breeding sites of the Aedes aegypti, in close collaboration with federal, state and municipal governments to reach affected communities with knowledge on how to reduce mosquito density.

UNICEF is present in 84 per cent of the municipalities classified as at high-risk of mosquito infection. UNICEF mobilized and built capacity in 1,134 municipalities located in the semi-arid region (the most affected area) in order to reduce breeding sites. Over 377 municipalities participating in UNICEF Brazil’s Municipal Seal of Approval initiative were evaluated, and accomplished all goals recommended by UNICEF, such as: the creation of municipal committees, engagement of schools, communities and adolescents and mass communication actions.

More than 19 million people were reached by messages on Zika virus prevention through mass media, social and digital media communication campaigns. Over 679,000 users engaged and over 1 million engagement actions were carried out.

A total of 991 (76 per cent) municipalities in the UNICEF prioritized regions (semi-arid, Amazon and eight large urban centers) reported having implemented communication strategies for individual and community empowerment on vector control and prevention of Zika virus infection.

To support families with children with congenital Zika syndrome and other deficiencies, UNICEF created the project ‘Networks for Inclusion’, which offers a good example of integration and cross-sectoral intervention inside and outside UNICEF. Currently, the project has 10 partner institutions at the federal, state and municipal levels, including the health, education and protection sectors, NGOs, universities, civil society organizations and mothers and care providers of children with congenital Zika virus syndrome. Partners were incorporated to implement actions in key municipalities: Recife and Campina Grande, in Pernambuco State, both located in the Northeast, the most affected area in Brazil. The project aims to create and validate a comprehensive methodology to strengthen families’ and caregivers’ competences; to support health, protection and education policies; and to create a strong integrated network involving families, communities and the Government. This intervention will be evaluated, documented and disseminated throughout the country.

According to a local partner from Recife, “the Networks are considered a landmark, by promoting an inter-sectoral approach to support vulnerable families, not only those affected by the Zika virus epidemic”.

**OUTPUT 1** By 2016, Semi-arid and Amazon municipalities enrolled in the UNICEF Seal and large urban centers enrolled in the Urban Center Platform have access to gender sensitive international standard tools or methodologies, culturally adapted to improve vulnerable
families' competencies breastfeeding, complementary and healthy food, normal delivery benefits and emergency preparedness to care for children 0 to 6 years.

**Analytical Statement of Progress:**
The Strengthened Brazilian Families (FBF) Kit was developed by UNICEF and 28 partners, and is composed of five booklets offering information on child care. It was designed to build capacity among health professionals and caregivers to work with families. The content covers all kind of care related to pregnant women, children up to six years old and nursing mothers, from a human rights perspective.

Three capital cities and all Amazon Region states were provided with 287 trainers FBF kit trainers. Half (304) of cities participating in the UNICEF Municipal Seal of Approval provided training for health professionals, social workers and early childhood education teachers, to support vulnerable families, benefiting more than 337,000 children under four years of age.

In Ceará state, an online course was developed in partnership with the government and the non-governmental institution IPREDE (Early Childhood Institute), to promote training to strengthen knowledge among families with six and younger, based on UNICEF material. One hundred nurses and 500 community health workers completed the course.

UNICEF articulated the use of the FBF Kit and the Brazilian Family Almanac as a tool for the Criança Feliz (Happy Child), a federal programme that seeks to promote holistic development among young children. The Criança Feliz will work with more than 700,000 children under six from vulnerable families who benefitted from the Bolsa Família (cash transfer programme to poor families). This new programme also adopted the Care for Child Development Package (CCD), a landmark and holistic ECD intervention, as the main methodology to work with families.

**OUTPUT 2** By 2016, Federal, State and Municipal government and social actors of 50 per cent of the municipalities of the States in the Semi-arid and Amazon Regions, and large urban centres enrolled in the Urban Centre Platform, are using methodologies and tools to promote early childhood policies and are implementing an Integrated Policy for ECD prioritising actions aimed at accelerating the reduction of maternal and neonatal mortality and early pregnancy.

**Analytical Statement of Progress:**
In 2015 UNICEF Brazil detected an increase in cases of babies with microcephaly, immediately related to ZIKA virus, transmitted by the Aedes aegypti mosquito. In response in January 2016, UNICEF joined the Brazilian Government efforts to reduce mosquito breeding.

In the context of the Zika epidemic UNICEF Brazil carried out 31 events on capacity-building for 3,011 representatives of 991 municipalities in all states of the semi-arid and Amazon regions. The events were organized under UNICEF’s Municipal Seal of Approval initiative, and represented a unique opportunity to reinforce vector control messages at the local level.

In the municipality of Fortaleza, Ceará state, UNICEF supported the Treatment and Early Stimulation Center, a non-governmental institution, in the development of an innovative early intervention focused on families with a baby with Zika virus congenital syndrome, with an ongoing longitudinal study of 22 families with interventions and a similar number with standard support. The results will be decisive for selecting a model for other Brazilian states and other countries.

UNICEF worked closely with eight urban centres/capitals, through the Urban Centre Platform (PCU), during the response to the Zika virus outbreak. UNICEF participated in "situation
rooms” in all PCU capitals, where information on the epidemic was released and analyzed. UNICEF organized workshops and awareness-raising activities in the municipalities.

In Belém, Pará state, UNICEF organized a workshop for adolescents who became multipliers in eight schools, reaching over 800 adolescents. In Manaus, Amazonas State, they trained over 200 adolescents on mosquito control. In the capitals of Maceió (Alagoas), Rio de Janeiro (Rio de Janeiro), São Luís (Maranhão) and São Paulo (São Paulo), UNICEF distributed questionnaires assessing the most common strategies for preventing against Zika virus to participants in community fora.

During 2016 Baby Week was celebrated in six capital cities participating in the PCU. In the second semester of 2016, Baby Week was held in Rio de Janeiro, in six socio-educational units (for young people deprived of liberty), with a focus on increasing the awareness of boys and girls of their responsibilities and importance as adolescent parents.

A total of 476 (78 per cent) municipalities participating in UNICEF Municipal Seal of Approval in the Amazon Region carried out Baby Weeks. Of these, just over half institutionalized Baby Week through municipal laws.

In the semi-arid region, 467 of the 1,134 (41 per cent) municipalities participating in the Seal programme reported the completion of their Baby Weeks according to UNICEF standards. In addition, 72 per cent of participating municipalities reported having finalized their early childhood municipal plans, approved by the Municipal Child Rights Council and 57 per cent by municipal law.

With UNICEF support, four states in the Amazon Region finalized their Early Childhood State Plans, benefitting more than 1.5 million children. Regarding early pregnancy, 341 (30.1 per cent) municipalities from the Brazilian semi-arid region carried out activities on sexual and reproductive rights at schools, and 282 (24.9 per cent) worked with the adolescent health booklet content.

**OUTPUT 3** By 2016, the National Indigenous Policy is strengthened, with specific tools and gender sensitive methodologies to work with indigenous ECD.

**Analytical Statement of Progress:**

In partnership with the Federal and state government of Bahia, UNICEF adapted the national methodology ‘Feeding and Breastfeeding Brazil’ to the indigenous reality. All indigenous state health teams were trained in the new methodology and a pilot project was tested in six villages, involving 92 women, 75 children and 38 health professionals. The methodology created by UNICEF will be adopted by the National Indigenous Health Department and used in other villages with the highest prevalence of under-nutrition among children under five.

In collaboration with federal and state partners from Mato Grosso do Sul, UNICEF worked with indigenous midwives who provide care to 808 pregnant women from 471 villages, located in 36 municipalities in order to reduce maternal and neonatal mortality. In Pará State, located in the north of Brazil, UNICEF worked with indigenous women’s organizations to elaborate an inter-sectoral plan focused on reducing under-nutrition and child mortality. ‘Change of knowledge’ methodologies were applied, with the participation of federal and local managers responsible for 308 villages located in 23 municipalities.

**OUTCOME 2** By 2016, each and every child aged 4 to 17 exercising their constitutional right to basic education; municipalities and state public schools network achieved or surpassed quality official index (IDEB 2015) goals; teachers and municipal education and school managers have their capacities developed for quality education; basic education drop out and retention rates of most disadvantaged boys and girls decrease in the Amazon, Semi-arid
and in the 174 municipalities with more than 150 thousand inhabitants, especially among indigenous, quilombola, riparian, afro-Brazilians children and adolescents, those with disabilities, and also the most vulnerable to emergencies and disaster risks.

**Analytical Statement of Progress:**

In education, inclusion continued to be the main focus on the work developed under the ‘Learn’ component, including children and adolescents not in school and those at risk of dropping out, by addressing bottlenecks and barriers identified by studies developed during implementation of the current country programme (2012-2016).

To better achieve results and enhance mobilization, UNICEF engaged with civil society organizations, foundations, the private sector and municipal, state and federal governments. Partners from other areas were also involved, as school exclusion is an inter-sectoral challenge. Stakeholders were mobilized around the issue of OOSC, who still number more than 3 million children and adolescents (aged 4 to 17).

UNICEF’s Municipal Seal of Approval initiative provided municipal authorities with a baseline of key education system indicators at the municipal level (dropout rate, age-grade distortion, inclusive education for children with disabilities and quality education). Based on the data, municipal authorities designed and implemented a plan to improve those indicators. Almost 1,000 municipalities in the Amazon and Semi-arid region developed specific activities at the municipal level to improve the education system in their own municipalities.

UNICEF supported the dissemination of materials and meetings with municipal and state authorities, as well as promoting youth participation in the development of public policies. Under this initiative, 572 municipalities in the semi-arid region mobilized adolescents and schools to implement active search activities to identify out-of-school children and adolescents aged four to 17. Some 362 municipalities in the Amazon region worked to improve the education sector at the municipal level.

The main activities promoted by UNICEF were active searches for OOSC involving social workers and protection teams, in-service training for teachers on inclusion of children with disabilities and respect to cultural diversity (Indigenous and afro-descendants).

In the semi-arid region, 545 municipalities mapped the situation for water, bathroom and kitchen quality in schools, involving 5,615 municipal schools and over 1 million students, with support from a UNICEF through a strategic partnership with Unilever. Moreover, 313 municipalities developed action plans to address the issue, and in 304 municipalities schools the infrastructure was renovated.

UNICEF and partners established a political and technical board in Belém, Pará, to discuss the educational needs of children with disabilities. The board acts as an interlocutor between the different services, in order to facilitate comprehensive and coordinated attention to this group of children and adolescents. Almost 3,500 children and adolescents were identified as being out-of-school, and local authorities took special measures to ensure their full inclusion into the public educational system.

‘The Priority Agenda for Early Childhood: quality and equity on public policies for the municipal elections’ was an event carried out by UNICEF and partners during which mayoral candidates were invited to make a public commitment to seven strategic actions in the areas of education, social assistance and health. The idea was to raise awareness and engage candidates all over the country to prioritize early childhood in government plans. Almost 300 candidates signed the agenda during the election period. The event was also aligned with the ‘Municipal Agenda for Childhood: Challenges and Proposals’ developed by UNICEF Brazil. The partnership between UNICEF, Roberto Marinho Foundation and Globo
Network (the largest media group in Brazil), continued in order to implement the Globo Educação (Globo Education) initiative. Approximately 60 journalists were trained in advocacy tools to promote the right to education for children and adolescents, and three national campaigns on children’s right to a quality education were launched, contributing to raised awareness in Brazilian society.

**OUTPUT 1** By December 2016, 80 per cent of municipalities from Semi-Arid, Amazon and of those with more than 150 thousand inhabitants strengthened capacity has increased to identify and locate girls and boys aged 4 to 17 who are out of school or in risk of dropping out, and to implement equity focused programmes to ensure the universalization of the right to quality education.

**Analytical Statement of Progress:**
UNICEF and partners led the agenda on children’s and adolescents right to education, especially those out of school or in risk of drop out, through the dissemination of specific and disaggregated data, bottleneck analysis and by stimulating the importance of active search activities through an inter-sectoral approach. These were the main priorities with the strong participation of all programme areas. UNICEF Brazil gave special attention to gender and diversity approaches throughout the programme activities.

The OOSC initiative continued to be a key communication component of the Learn programme during 2016, and UNICEF and partners developed a strategy for active searches for OOSC and adolescents, inspiring municipalities to work in an inter-sectoral manner to address school exclusion. The initiative was tested in eight municipalities from different regions and will be available to all municipalities in 2017.

‘The Priority Agenda for Early Childhood: quality and equity on public policies for the municipal elections’ was an event carried out by UNICEF and partners during which mayoral candidates were invited to make a public commitment to seven strategic actions in the areas of education, social assistance and health. The idea was to raise awareness and engage candidates all over the country to prioritize early childhood in government plans. Almost 300 candidates signed the agenda during the election period. One of the main issues that arose was the guarantee of school inclusion and quality for early childhood education.

Some 378 teachers from public schools were trained on inclusive physical education (e-course) in 16 major Brazilian cities. The teachers replicated the course among their peers in education networks, reaching 43,528 people, including 32,352 children and adolescents. This project was inspired and developed in the context of the holding of mega sports events in the country (2014 FIFA World Cup and 2016 Olympic and Paralympic Games) during the XXVI national seminar of the National Union of Municipal Councils of Education in September, 2016. Council members publicly committed to working toward including children with Zika virus syndrome and/or other disabilities in municipal education systems and advocating for the inclusion of such groups as a priority in federal programmes.

In the semi-arid region, 816 participating municipalities of the UNICEF Seal undertook capacity development activities (4th training cycle), with UNICEF support, to analyse the situation of girls and boys out of school and/or at risk of drop-out, and to develop action plans to address this issue. In the Amazon region, 73 per cent (215) of the municipalities developed municipal education plans and 65 per cent (191) of the municipalities developed active searches for OOSC. Among PCU cities, 65 adolescents from three municipalities (Maceió, Manaus and Rio de Janeiro) were trained on peer-to-peer interviewing methodology, applying it to 536 adolescents, gaining their perspectives on education and school. This material was used as a reference for national and local advocacy on the right to education.
By December 2016, 90 per cent of municipalities from Semi-arid, Amazon and those with more than 150 thousand inhabitants strengthened capacities to guarantee Quality Basic Education to all children and adolescents, particularly the most marginalized, reducing inequalities, decreasing drop out and retention rates and increasing enrollment and attendance, literacy, learning achievements and conclusion rates.

Analytical Statement of Progress:
As part of the Itaú–UNICEF Award, 3,000 civil society organizations from all regions in the country participated in trainings and virtual sessions on comprehensive and contextualized education as a strategy for reducing inequalities and guaranteeing the right to quality education to the most excluded children and adolescents. Of these, 64 civil society organizations and schools received awards and specialized technical advice on comprehensive education and partnership throughout 2016.

In the state of Maranhão, 21 municipalities including the capital, São Luis, participated in training on the implementation of national curriculum guidelines for childhood education. Around 995 education officials from municipal secretariats participated in the capacity building. De Olho nos Planos (Keeping Eyes on the Plans) Initiative, developed by UNICEF and partners, recognized 15 different experiences from all over the country that mobilized different social actors to develop strategies for monitoring processes and social vigilance during the preparation of the municipal/state education plans. This recognition was also an opportunity to stimulate participatory processes for monitoring and implementation of municipal/state education and an inspiration to other municipalities.

As part of the UNICEF Municipal Seal of Approval in the Semiarid region:
- Some 635 municipalities were mobilized and participated in a national literacy assessment called Provinha Brasil (Brazil Little Test). All municipalities participated in both editions of that assessment, which was essential to define municipal policies for improving literacy.
- In 52 municipalities in the state of Ceará, 60 per cent of children are participating in the Crescer Brincando (Grow up playing) programme, designed to promote the rights to play and sports.
- Seventy municipalities in the state of Piauí are involved in the ‘Word of Children’ programme to integrate the curriculum from preschool to primary school. The results were presented to managers of those municipalities in a meeting held in December, 2016; most reported achieving literacy results expected for the third year of primary school during the second year.
- A webinar was organized with participation by seven of eight PCU participating municipalities, to present and discuss the results of the peer-to-peer interviews
- In Belém, UNICEF organized a workshop on inclusion and mobility, offered to municipal teachers and professionals working in education in the municipality. About 100 professionals participated at the course, which ended in April 2016.

By 2016, Educamazônia is consolidated as a regional initiative to promote the right to learn, involving state and local leaders, social organizations, universities, and has an approved, implemented and monitored work plan.

Analytical Statement of Progress:
UNICEF continued to provide technical support for the implementation of public policies aimed at the fulfillment of the constitutional right to quality education to each Brazilian child and adolescent. The municipal action plan and five strategic activities of the UNICEF Municipal Seal of Approval initiative contributed to addressing current challenges concerning
education at the municipal level in the Amazon region. By the end of the initiative, in December 2016, more than 200 municipalities from the nine Amazon states had developed activities to improve the local education system, with the support from UNICEF and state education secretariats.

A total of 294 municipalities accomplished all phases of the Seal methodology, including the development of specific actions to improve the quality of education in their municipalities. Some of the results included:

a) 73 per cent (215/294) developed municipal education plans
b) 65 per cent (191/294) established active search activities for girls and boys not in school
c) 46 per cent (135/294) offered continuous capacity-building opportunities for teachers on identity and diversity issues, history and culture of Afro-descendants and indigenous populations in the schools (laws 10,639 and 11,645);
d) 53 per cent (156/294) implemented school councils for municipal schools, with participation by parents
e) 53 per cent (155/294) offered continuous capacity building opportunities for teachers on the education of children and adolescents with disability.

The most significant results were:

- In Belém, Para state, by means of the Rivers of Inclusion project, UNICEF and partners supported municipal authorities to organize state and municipal data on children and adolescents with disabilities in a commonly used database. The project identified 5,992 children and adolescents with disabilities not in school. More than 3,000 education managers and teachers were trained on inclusive education, and more than 1,100 families of children and adolescents with disabilities were engaged in the follow-up and implementation of public policies. The project was incorporated in state (Para) and municipal policies (Belém), including budget allocation.

- In Amazonas state UNICEF, in partnership with Itáu Social Foundation, provided training to 150 municipal authorities and managers from six municipalities of the Solimões river region. As a potential result of the training, UNICEF expected to improve the education system, potentially affecting the lives of more than 50,000 children and adolescents living in the involved municipalities, particularly from indigenous communities in rural areas.

- In the state of Maranhão, UNICEF and partners conducted field research to identify the main bottlenecks to the right to education among indigenous and Quilombola (Afro-descendant traditional communities) children and adolescents, using a participatory approach involving children, teachers and principals. The research involved 75 participants from those communities, the state education department and other key stakeholders. In another initiative in Maranhão, 21 municipalities (995 education officials) participated in training on the “National Curriculum Guidelines for Child Education”.

OUTCOME 3 Cases of STD and AIDS decrease among children and adolescents, especially among men who have sex with men and girls in the Semiarid, Amazon States and Urban Centers Platforms; and South South Cooperation on HIV/Aids in LSS and other countries is supported.

Analytical Statement of Progress:
In 2016 the Brazilian MoH intensified the implementation of crucial strategies such as treatment as prevention, test and treat, B+ protocol, post-exposure prophylaxis (PEP) and the adoption of dolutegravir as the first-line antiretroviral therapy (ART) regimen, which has fewer side effects and is more effective for resistant cases. Additionally, pre-exposure
prophylaxis (PrEP) is under review for implementation in 2017.

Nevertheless, the HIV/AIDS epidemic in Brazil worsened among adolescent men aged 15-to-19 years. From 2005 to 2016, the HIV detection rate among this population more than tripled, jumping from 2.4 to 6.9 cases/100,000 inhabitants (MoH). AIDS-related deaths are declining in all age groups, except among adolescents, where the mortality rate increased 62 per cent: from 0.3/100,000 inhabitants in 2006 to 0.8 in 2016.

In addition, the congenital syphilis epidemic increased consistently over the past year. Due to the global shortage of crystalline penicillin, Brazil faced a serious stock-out of this supply to treat congenital syphilis. According to the Syphilis Epidemiological Bulletin (MoH 2016) the national rate of congenital syphilis increased by 71 per cent compared to the baseline (from 1.9/1,000 live births in 2008 to 6.5/1,000 in 2016). In the North region it rose by 45 per cent (from 2.4/1,000 live births in 2008 to 4.4/1,000 in 2016), and in the Northeast by 69 per cent (from 2.1/1,000 live births in 2008 to 6.9/1,000 in 2016).

Regarding the prevention of mother-to-child transmission (PMTCT), in 2016 UNICEF supported the development of state plans to prevent MTCT, syphilis and Hepatitis B in the north and northeast regions. The main objective is to improve the quality of actions aimed at preventing vertical transmission at all levels of care (services) responsible for assisting pregnant women diagnosed during pre-natal visits and for monitoring children under one year of age exposed during pregnancy or delivery.

In partnership with municipal health secretariats, adolescent networks and NGOs UNICEF in 2016 implemented the ‘Youth Aware’ initiative in Fortaleza, Porto Alegre, Recife, Belém, Manaus, and São Paulo. Youth Aware uses innovative strategies to provide essential sexual and reproductive health services to adolescents and youth, including HIV testing and counselling, linkage to treatment and support groups for treatment retention. In São Paulo HIV diagnoses performed by Youth Aware increased by 42 per cent the number of diagnoses of the health services located in the centre region (the biggest ‘hot spot’ in the area); and 95 per cent of all cases that were diagnosed started ART within 30 days. In Fortaleza, the percentage of all cases diagnosed that started ART reached 68 per cent, and in Porto Alegre 76 per cent.

OUTPUT 1 By 2016, 50 per cent of Semi-arid and Amazon States have developed State Plans on Prevention of Mother-to-Child Transmission of HIV/AIDS and Syphilis; and 30 per cent of municipalities enrolled in the UNICEF Seal have implemented the strategies of State plans to reduce MTCT of HIV/AIDS and Syphilis and to offer quality health services.

Analytical Statement of Progress:
In partnership with the MoH and health state secretariats in the Amazon and semi-arid region, UNICEF Brazil supported the development of state plans on PMTCT and prevention of syphilis and Hepatitis B. The initiative is aligned with the national policy, the main objective of which is to improve the quality of actions aimed at preventing vertical transmission at all levels of care (services) responsible for assisting pregnant women diagnosed during pre-natal visits and for monitoring children under one year of age exposed during pregnancy and delivery. The plans were developed in seven states of the Northeast region: Ceará, Piauí, Rio Grande do Norte, Pernambuco, Alagoas, Bahia, and Sergipe; and eight states of the North region: Maranhão, Acre, Rondônia, Roraima, Pará, Amazonas, Tocantins and Mato Grosso.

OUTPUT 2 By 2016, methodologies and tools are available and disseminated to improve HIV/AIDS prevention programmes to girls and boys, focusing on most disadvantaged groups (indigenous, afro-Brazilians and others), and to increase girls and boys participation in
HIV/AIDS policies and political fora, including HIV+ youth, in the Semiarid and Amazon Regions, and Urban Centres in Brazil enrolled in the Urban Center Platform, as well as in 100 per cent of Laço Sul-Sul (LSS) countries.

**Analytical Statement of Progress:**
In August 2016, UNICEF organized the seminar on the Youth Aware project to present evaluation results. In the occasion, adolescents and youth representatives, governmental managers from MoH and from six capital cities, discussed the advances and challenges about the project and addressed important solutions regarding the sustainability of its strategies in the public policies. The director of the STD and AIDS Department recognized the strategy as very successful in the acceleration in Brazil’s HIV/AIDS response.

In 2016, UNICEF provided technical support for all six cities where Youth Aware is based, particularly Belém and Recife. The steering committee was established in Recife, but now five municipalities have steering committees (Belém, Manaus, Recife, Fortaleza and Porto Alegre). The committees enable policy dialogue among governmental managers and civil society, especially representatives of the Adolescents and Youth Living with HIV/AIDS Network. Inputs provided by network members are helping to improve strategies and ensure the achievement of results.

UNICEF provided technical support for organization of the national network and the election process for its coordination. Of 27 state coordinator spots, 11 girls were elected, representing 41 per cent of the posts available.

In Belém, Youth Aware trained 32 youth leaders on HIV/AIDS and STI prevention, sexual and reproductive rights, abuse of alcohol and other drugs, peace culture and the booklet of adolescent health and through peer education. Knowledge was shared and multiplied to 406 adolescents students from 20 public schools, which are considered strategic spaces for disseminating important information among adolescents. In addition, 12 adolescents and youth were trained in HIV pre- and post-counselling and peer mobilization in Recife.

**OUTPUT 3** By 2016, Brazil has uninterrupted access to ARVs and other supplies procured under special agreements with UNICEF, and is able to supply 100 per cent of donation demands by LSS countries.

**Analytical Statement of Progress:**
During the second semester of 2016, UNICEF supported the donation to Cape Verde of three ARV medications (Lamivudine 150mg, Tenofovir isoproxil fumarate and Lamivudine oral solution). Lamivudine oral solution is crucial for PMTCT. In addition, 18,000 male condom and levofloxacin, for tuberculosis treatment, were also donated.

**OUTCOME 4** By 2016, National Child Rights Guarantee Systems (SGD) is strengthened at national and local level to ensure equitable realization of children's rights, including those living with disabilities, taking into account gender, race and ethnicity dimensions, with a focus on the semi-arid, Amazon and the prioritized urban centres.

**Analytical Statement of Progress:**
These 2016 initiatives contributed to strengthen the Rights Guarantee System to ensure the equitable realization of rights, using strategies such as capacity building, advocacy, technical assistance, evidence-generation, targeting UNICEF priority areas.

The child protection programme paid particular attention to documenting and disseminating relevant methodologies, tools and innovative practices capable of improving national and sub-national child protection standards in public policies, plans and programmes, adopting
an equity approach.

Several of the most significant results achieved in 2016 were possible due to the successful integration of child protection issues at upstream and downstream levels, into the UNICEF Seal of Approval and PCU and scaling-up initiatives implemented in partnership with strategic stakeholders. Main results achieved in 2016 were:

- 1,038 magistrates and officials of the Justice System were trained on child-friendly procedures for interviewing children in contact with the justice system, in partnership with the National Council of Justice (CNJ) and Childhood Foundation. Protocols for the use of the justice and child protection systems were developed and disseminated to ensure the adoption of child-friendly methodologies in cases of children in contact with the justice system.

- The establishment of a permanent thematic forum on child rights by the Council to improve the quality of children’s access to justice and of child protection programmes implemented by the justice system. The creation of one multisectoral assistance center for children, victims or witnesses of sexual violence, established in Brasilia, (Federal District), alongside five other in the country, providing specialized assistance to child victims of sexual violence, to avoid re-victimization and impunity.

- Eight PCU capitals (100 per cent) have socio-educational systems and plans on juvenile justice, as a result of technical assistance from UNICEF and the National Secretariat for Promotion of the Rights of the Child; 38 per cent (252/658) of UNICEF Seal participating municipalities from the semi-arid region and 134 of 464 participating municipalities from the Amazon Platform implemented open custody social-educational measures for adolescents in conflict with the law.

- In the context of the global #WEProtect initiative, 70 law enforcement agents and officials of the Federal Office for Prosecution from Brazil and Paraguay have strengthened technical skills for conducting victim-centered investigations on cases of online sexual violence, using the video image classification methodology. An investigation guide with child-friendly approach resulted from the collaboration with the Federal Office for Prosecution, International Centre for Missing & Exploited Children, Department of Federal Police, INTERPOL and others. A total of 1,064 families, schoolteachers, federal prosecutors and representatives of the child protection system from 69 municipalities have increased awareness about the risks of online sexual violence, benefiting more than 42,000 children, via a partnership with the Adolescents programme, SaferNet (civil society organization) and the Federal Office for Prosecution.

- The methodology developed to protect children from violence in the context of mega sports events was documented and disseminated in time for the two international events for 150 people held during the Rio 2016 Olympic Games, in partnership with the Sports for Development programme, the British Embassy and the International Center for Sports Security (ICSS).

- Some 754 child protection professionals were trained and 40,000 people received child protection information from 80 volunteers during the Olympic Games Rio 2016, via a partnership with the National Association of Mayors (FNP), Childhood Foundation, Rio 2016 and the Committee for the Protection of Children at Major Sporting Events of Rio de Janeiro.
- People and municipalities increased their commitment to report violence against children using tools and channels promoted by UNICEF and partners. In addition, the smartphone application *Proteja Brasil* (Protect Brazil) was revamped and selected as the call for action by three awareness-raising initiatives led by UNICEF, FNO and UK-based CSO Happy Child, addressing the risks posed to children during the Olympic and Paralympic Games.

- Topic of the Olympic Truce, the protection of children against violence was incorporated at the Rio 2016 education initiative ‘Transform’, aiming at the dissemination of the Olympic values. The information targeting schools reached 8 million boys and girls at 15,000 schools all over the country.

- Over half (52 per cent) of the municipalities participating in UNICEF Brazil's Municipal Seal of Approval initiative in the semi-arid region (345 out of 658) implemented the mandatory notification of VAC programme.

Re-structuring, lack of continuity and high-level staff rotation delayed the implementation of initiatives at the federal Government level; nevertheless, UNICEF managed to work collaboratively with partners to shift tasks in order to achieve planned results. The main lesson learnt during the period was the persistent difficulty of promoting inter-federative and multisectorial coordination to strengthen capacities to fight violence at child protection institutions at the sub-national level. Despite the results achieved, difficulties persisted in relation to adolescent homicides, juvenile justice and the pervasive culture in relation to VAC. Such areas will be strengthened and will remain the focus of UNICEF intervention in 2017.

**OUTPUT 1** By 2016, the Rights Guarantee System in areas where UNICEF has a presence (urban centres and municipalities enrolled in UNICEF Seal in the Semi-arid and Amazon) is strengthened to implement specific and integrated methodologies to prevent violence and to improve attention to children and families who have their rights violated, including in the context of emergencies, great infrastructure works and sports events.

**Analytical Statement of Progress:**

To prevent violence against children during the Rio 2016 Olympic and Paralympic Games, UNICEF Brazil collaborated with prestigious national and international institutions to amplify its reach and the impact of planned child protection initiatives.

Four complementary awareness-raising campaigns (It’s a Penalty; Happy Child; #Respect; #Protect, #Ensure; and Your hands can change Stories) addressed the need to protect children during the events, with UNICEF advocacy and technical support. The total reach of the awareness-raising initiatives conducted by the FNP, UNICEF and the UK-based CSO Happy Child, was about 80 million people informed about protection issues.

The 80 volunteers working in Rio de Janeiro reached 40,000 people with child protection messages, raised awareness on violence prevention and other child protection issues and disseminated the *Proteja Brasil* smartphone application with new features, including further integration with the 100 hotline database, a new functionality allowing the user to submit written complaints of violence to the authorities and a new area focusing on online sexual violence. As a result, 18,000 new users downloaded the app, and authorities registered 468 complaints of child rights violation submitted via this channel.

Rio 2016, via its institutional communication channels, disseminated child protection messages at the Olympic venues and internal messages targeting 30,000 volunteers, and replicated the campaign spots as part of its institutional commitment to protect children from
Together, the FNP, Rio 2016, Happy Child and Childhood Foundation, the Committee for the Protection of Children in Rio de Janeiro and UNICEF trained over 754 professionals from different sectors to prevent and refer cases of VAC and to agree on multi-sectoral workflows, resulting in improved coordination at the local and national levels.

The child protection system of Amazonas state was strengthened via a series of capacity-building initiatives to prevent and respond to the critical situation of sexual violence affecting children in the region, targeting 250 professionals. Initiatives were conducted in partnership with Futura (Future) TV Channel, CSOs, the Brazilian Association of Collective Health and SaferNet. Permanent collaboration with UNICEF offices of Colombia and Peru established to strengthen international cooperation at the triple border area of Brazil, Colombia and Peru against sexual violence and child trafficking, with support of the South-South Cooperation area.

Over 90 per cent (circa 600) of the UNICEF Seal participating municipalities in the semi-arid region contributed to strengthening the capacities of local child protection institutions, the guardianship councils. At the national level, in 2016, the National Secretariat for the Promotion of Children Rights led a funding initiative that invested around US$ 11 million on guardianship councils to strengthen local child protection systems.

OUTPUT 2

By 2016, National Congress, state and municipal governments in territories where UNICEF has a presence (urban centres and municipalities enrolled in UNICEF Seal in the Semi-arid and Amazon) are implementing plans, policies and programmes to promote and protect the rights of children and adolescents, aligned with the National Ten-year Plan, and sensitive to gender, race and ethnicity equity approaches.

Analytical Statement of Progress:

With UNICEF's advocacy and technical support, the Secretariat for Public Security of Rio de Janeiro launched an innovative initiative to develop multi-sectoral public policies ensuring the right of children to live free from violence. The "Plataforma Segura (Safe Platform) initiative promotes policy dialogue, with the participation of several state secretariats and adolescents. The initiative brings together stakeholders to explore possibilities, after engaging in inter-institutional panel discussions. The experience, especially the promotion of inter-institutional dialogue, was adopted by the National Youth Secretariat of the Presidency of the Republic, as an innovative practice. The Federal Government committed to replicate the initiative in six Brazilian states and the Federal District. The final recommendations compiled during the implementation in all states will contribute to streamlining the Youth Alive Programme, which aims to save the lives of Afro-Brazilian adolescents.

Through UNICEF technical support and advocacy, a study on adolescent homicides was implemented in seven cities of Ceará in partnership with the Government, Legislative Assembly and Ceará Committee to Prevent Adolescent Homicides. Cases of adolescents murdered in 2015 were analyzed to identify common root causes of the widespread violence. Researchers interviewed 263 mothers of adolescents murdered and 122 adolescents detained for homicides. Some 2,374 people attended public hearings and participated in thematic workshops to discuss violence-related issues. Preliminary results showed: high level of impunity, 67 per cent of the victims' households depend on cash transfer programmes, 74 per cent of adolescents killed had been out of school for at least six months and 64 per cent had friends who were also murdered.

Collected evidence on the root causes of lethal violence in Ceará, complemented by a participatory methodology to improve coordination between law enforcement and protection
programmes in Rio de Janeiro, showed the need for taking the adolescents' perspective on violence into consideration to plan effective policies and programmes.

"My mother does not sleep until I get home" is a social mobilization initiative aimed at influencing behaviour change on protecting adolescents against murder in large cities. The mobilization strategy focuses on the situation of mothers of homicide victims (women who lost their children), warning society about individual responsibilities for the premature death of adolescents.

In relation to the Peace and Protection Movement (MPP) initiative, UNICEF and religious leaders raised awareness about the importance of birth registration and the impact of violence on children’s lives at the local and national levels. The MPP, with UNICEF support, developed information, education and communication (IEC) materials on birth registration and violence-prevention through positive parenting, and disseminated the Proteja Brasil app. IEC materials were used for advocacy during national events, such as the Day of Dignity, and during awareness-raising workshops conducted in communities. Awareness-raising activities and dissemination of IEC materials reached vulnerable children in approximately seven cities, engaging more than 25,000 people.

**OUTPUT 3** By 2016, the justice system in areas where UNICEF has a presence (urban centres and municipalities enrolled in UNICEF Seal in the Semi-arid and Amazon) has increased their understanding to promote justice with equity, with particular attention to prioritizing special protection measures for adolescents under death threat, victims of sexual exploitation, street dwellers, heads of families and those in conflict with the law.

**Analytical Statement of Progress:**
As part of an advocacy strategy to address gender-based violence and the realization of rights of adolescent mothers deprived of liberty and their children, UNICEF promoted multi-sectoral meetings with representatives of the health, education, social assistance, security and justice systems. Adolescents deprived of liberty, strategic stakeholders and representatives of civil society joined discussions held during the Baby Week in Rio de Janeiro. The initiative, a partnership with the UNICEF Survive and Develop programme, advocated for the adoption of minimum standards of care, for access to health, education, justice and psychosocial assistance programmes for adolescent mothers deprived of liberty, and to ensure necessary prenatal and postnatal care, including basic services for both adolescent mothers and their babies.

UNICEF collaborated to strengthen national procedures to ensure adequate participation by children in legal procedures related to sexual violence. One protocol for the judiciary, a draft bill and related guidelines are under discussion with several child protection actors, such as the Parliament, civil society and the rights guarantee system. The objective of these initiatives is to guarantee that the right to participate is ensured via the adoption of child-friendly methodologies. Results included improved multi-sectoral coordination, increased participation of children and fewer cases of re-victimization within the justice system.

UNICEF launched the second assessment of Justice Coordinating Boards for Children and Adolescents – specialized court units responsible for reviewing legal cases related to child rights. All 26 courts responded to a structured survey. The final report registered significant institutional progress made by the courts, as a whole, despite regional disparities that limited progress in the North and Northeast regions. The assessment analyzed how the provisions included in Ordinance 94/2009, issued by the National Council of Justice (CNJ) – which serves as an institutional framework for work conducted by the courts – are implemented in the country. Assessment findings presented relevant issues hindering improvement toward access to justice, especially in smaller municipalities where local courts have little capacity (financial, technical and operational) to fulfill their mandate.
At the same time, the expansion of multisectoral teams supporting the work of magistrates was considered to represent progress. The assessment also revealed a greater focus on the implementation of prevention programme related to family and community life, child-friendly methodologies for interviewing children in contact with the justice system and restorative practices. Nevertheless, courts did not identify juvenile justice, sexual violence and child labor as local priorities.

OUTCOME 5 By 2016, adolescent boys and girls from indigenous and afro-Brazilian origin, and those living in the semi-arid, the amazon region and the poorest areas of urban centres are specifically targeted by a multisectoral public policy aimed at reducing existing inequalities in terms of rights realization for adolescents, and supported by a legal framework for the right to participation, with a positive perception by society on their capacity to contribute to social changes.

Analytical Statement of Progress:
As the last year of UNICEF’s current country programme, 2016 was a year of achievements consolidating the importance of investing in the second decade of life. UNICEF along with local partners, implemented activities in 1,743 municipalities of the semi-arid and Amazonian regions and in eight large urban centres related to adolescent pregnancy prevention, school inclusion, poverty reduction and adolescents’ participation. These local activities contributed to advocacy for the proposal, implementation and improvement of public policies at the state and national levels. Advocacy efforts on adolescent pregnancy remains a priority. In 2009 the percentage of adolescents (12-17 years old) who had one child was 2.8 per cent. In 2015 this number increased to 3.1 per cent (IBGE/PNAD/2009/2015). The percentage of adolescents living in poor families declined from 17.9 per cent in 2009 to 16.8 per cent (IBGE/PNAD/2009/2015). It is also important to mention the fall in rates of drop-out from secondary school: from 11.5 per cent in 2009 to 6.8 per cent in 2015 (INEP/School Census/2009/2015).

UNICEF Brazil addressed these issues through the specific activities described below:

*Developing multisectoral public policies in favour of adolescents’ rights:* Public policy makers from 1,743 municipalities in the Amazon and semi-arid regions and eight large urban centres attended trainings to map the main inequalities that affect adolescents. Over 1,400 municipalities organized public forums with adolescents’ participation, community leaders and municipal authorities to define strategies to improve social indicators related to adolescent health, education and protection through public policies focusing on the most vulnerable adolescents’ groups. The numbers reflect the importance of UNICEF’s support for improving policies at the local level, building up effective channels for adolescent participation and other multi-sectoral initiatives that reduce inequalities affecting adolescents.

*Improving adolescent’s participation at the local and national level:* UNICEF supported the creation, consolidation and capacity building of 13 adolescent networks, drawing from key vulnerable groups with specific needs or organized to claim specific rights (E.G, LGBT, Afro-Brazilians, indigenous, safe and inclusive sport, living with HIV, secondary education, semi-arid or Amazon regions, living in poor communities of large urban centres and girls empowerment). Since the beginning of the current CP in 2012, more than 22,500 adolescents have been trained and, in turn, disseminated what they learned through peer-education activities.

Another strategy to support adolescents’ civic engagement was supporting the participation of adolescents age 16-17 in the electoral process (voting is optional for youth of this age). In partnership with Superior Electoral Court (TSE), UNICEF developed a programme to educate youngsters on civic and political participation. As a result, 2.7 million adolescents voluntarily enrolled to participate in the 2016 elections (TSE/2016), of 6.7 million adolescents
of that age. UNICEF also ensured adolescents’ consultation on issues related to their
development through the implementation of U-Report, a pilot project for listening to
adolescents’ voices through polls. Over 4,000 adolescents and youth engaged in this social
messaging tool and participated in 21 polls on HIV testing, violence against girls, bullying,
school exclusion and secondary education reform, among others. The polls were formulated
based on the inputs of a group formed by 20 adolescents from all Brazilian regions who were
part of the U-Report Brazil Youth Committee.

In April 2016, the ‘International Seminar on Secondary Education’ was held in Belo
Horizonte; subsequently, over 500 participants, including 150 adolescents from various
regional, ethnical, socio-economic and cultural backgrounds, participated in the debate on
the national curricula common basis. Inputs from eight Latin American countries contributed
to proposals to address the lack of coherence between the language, dynamics and
expectations by adolescents related to secondary school.

One of the main challenges presented by the adolescents from poor families was reconciling
school attendance with being the head of household. Hence, UNICEF worked in partnership
with the private sector to implement the Apprentice’s Act, a subsidized training programme
introduced in 2000 to encourage companies to hire young workers, ensuring that
adolescents remain in school and increasing their probability of getting a formal job after the
programme. In 2016 the Brazilian Ministry of Labour approved a new rule to encourage the
private sector to implement the Act. According to Decree 8,740 of the Ministry of Labour,
companies that did not hire apprentices due to lack of work can contract them to work in the
public sector, civil society or in units of the juvenile justice system. To contribute to
adolescents’ insertion both in the job market and in school, UNICEF has been conducting a
study to identify the productive sectors with the highest potential for absorbing adolescents
from low-income families.

OUTPUT 1 .By 2016, national and subnational governments are supported by UNICEF’s
Platforms, methodologies and social mobilization strategies to implement adolescent
focused multisectoral public policies.

Analytical Statement of Progress:
Public policy makers from 1,743 municipalities in the Amazon and the semi-arid regions and
eight large urban centers attended trainings and developed initiatives in their respective
municipalities to implement multi-sectoral public policies. The main result achieved with this
strategy was implementation of the Adolescent’s Health Booklet in 876 municipalities of the
Amazon and semi-arid regions.

The booklet is an adolescent-friendly tool developed by the MoH and implemented in
coordination with ministries of social protection and education. The material summarizes
information on adolescent pregnancy prevention and contributes to augmenting adolescents’
understanding of their own development process as well as addressing issues related to
nutrition and preventing sexually transmitted diseases.

Two initiatives were crucial to achieving results in this area: a consistent analysis of the
causes of adolescent pregnancy developed based on the MoRES methodology and the
meetings in Amazonian and the semi-arid regions with coordinators of the states’ adolescent
health teams. The MoH promoted a participatory process to design a national policy on
mental health with public policy managers, multidisciplinary public servants, CSOs, social
movements, service users and adolescents. UNICEF supported adolescent participation in
the fora by promoting preparatory meetings at the municipal, state and national levels;
identifying adolescents and youth groups to present proposals on mental health issues; and
organizing workshops with adolescents and youth who are users of mental health public
services. This process resulted in a document with national guidelines on mental health for
children and adolescents, including their right to be treated as subjects of rights, having rights to access services in their communities, not being discriminated against due to their condition and to active participation in their own recovery process. Brazil consolidated a National Network of Psycho Social Support Centers, a public service aimed at caring for people with severe and persistent mental disorders and abusers of crack, alcohol and other drugs. Of 2,241 such centres, 158 are specifically for service to children, adolescents and youth.

OUTPUT 2 By 2016 international standards, best practices and a national framework on the right to participate are available to key partners, for supporting and strengthening the adolescent development and citizenship, with special attention to girls, indigenous and afrodescent groups.

Analytical Statement of Progress:
As a result of partnerships with Government, civil society and the Parliament during this programme cycle, UNICEF Brazil consolidated the ‘National Statute of Youth’, a mechanism facilitating adolescent participation in the national child rights conference, and guidelines for adolescent participation in school councils and participatory processes to listen to the adolescents’ voices in health policies. As a result, international standards, best practices and a national framework on the right to participate are available to key partners.

To strengthen participatory processes at the local level, 1,400 municipalities fora were organized with the participation of adolescents, community leaders and municipal authorities. At the national level, 13 adolescent-led networks from key groups of adolescents who need special attention due to their specific vulnerability were created, received capacity building and were consolidated. Adolescents who participated in these networks improved their capacity to advocate for their rights and influence public policies. In the municipalities enrolled in UNICEF platforms in the semi-arid and Amazon regions and large urban centers, 635 adolescents attended life skills training in 2016.

Over 800 Adolescent Citizenship Centers were established in the municipalities as a strategic action of the UNICEF Municipal Seal of Approval initiative in the semi-arid region. The Seal of Approval aims at improving social indicators that impact children’s and adolescents’ rights. These centres were made a mandatory activity for municipalities enrolled in the initiative, as a strategy for guarantee adolescent participation in the positive changes conducted in their community and city. Each centre had to have at least 16 adolescents engaged in communitarian activities.

The adolescents who participated in the U-Report Youth Committee mobilized their peers and created 21 polls to consult adolescents via SMS, Twitter and Facebook. The pilot version of the U-Report was implemented in Brazil with 4,600 participants. To date, issues addressed using the social messaging tool include: quality of education, violence and discrimination at school, Zika virus, sexual violence, women’s empowerment, HIV testing and LGBT rights.

OUTPUT 3 By 2016, studies, research, and surveys on topics identified by UNICEF’s 2011 Report on the Situation of Brazilian Adolescents (e.g. quality secondary schooling; adolescent pregnancies, drug abuse; safe use of internet) especially for those of indigenous and afro-Brazilian origin, and those living in the semi-arid, the Amazon region and the poorest areas of urban centres are available and contribute to evidence based policy advocacy aimed at reducing vulnerabilities and overcoming inequalities affecting adolescents.
**Analytical Statement of Progress:**
From July to December 2016 a total of 295 adolescents and 1,064 educators and technical professionals who work in the Children’s Rights Guarantee System were directly trained on safe use of Internet. In previous years over 14 million people were reached through the Surf Safe initiative. An article with lessons learned from the Surf Safe initiative was published in the 2015 TIC Kids Online book, released by the Brazilian Internet Steering Committee.

Regarding adolescents not in school, a national mapping of opportunities is being developed to identify programs and initiatives aimed at implementing the Apprentice’s Law, which has the potential to ensure that adolescents remain in school and increasing their possibility of having a job that will prepare them for the labour market. A study on the potential of implementing the Apprentices’ Law in Brazil was carried out to identify the productive sectors that will be involved in 2017 to continue the inclusion process of adolescents in school.

**OUTCOME 6** By 2016, government institutions addressing child rights, equitable and sustainable development results for boys, girls and women, are empowered to share good practices through exchange of knowledge, skills, resources, including technology and information, between and among stakeholders as contemplated in Brazilian Government Horizontal cooperation triangular initiatives.

**Analytical Statement of Progress:**
In 2016 UNICEF Brazil supported South-South cooperation (SSC) exchanges with eight countries. These efforts generated notable results in terms of increased capacities of public policy managers and implementers of social protection (São Tome & Príncipe), WASH (Ethiopia) and South-South cooperation for child rights (Argentina), as well as political commitments to expand social protection efforts (Nepal, Guatemala, Paraguay and Angola).

Moreover, following joint advocacy efforts by UNICEF Brazil and the SWA Secretariat, the Brazilian Government officially joined the movement. SWA is a global multi-sectoral and multi-stakeholder effort seeking to support implementation of the SDGs, especially those related to water, sanitation and hygiene. By joining this movement, not only did Brazil commit to implement the SDGs nationally, but also to share its good practices in the area of WASH with other countries.

Furthermore, UNICEF Brazil and the Governments of Brazil and Ethiopia signed the project document of the Trilateral South-South Cooperation (TSSC) initiative between the three parties. To date, the initiative has increased capacities on WASH in four regions of Ethiopia and a pilot condominium sewage system is under construction with expected direct impact on 859 Ethiopian families, with the potential to be scaled up throughout the country. That TSSC initiative has gained recognition globally, within and beyond UNICEF, and was recently included as a good practice in a global publication of United Nations Office for SSC. The initiative, which is largely funded through the Department for International Development (DFID) of the United Kingdom (UK) was also highlighted as a case example of a successful approach to TSSC during discussions around the partnership between Brazil, UK and Africa.

Jointly with UNICEF HQ, UNICEF Brazil also supported and participated in the high-level event around the global Nutrition for Growth agenda, which took place at the time of the 2016 Olympic Games, in Rio de Janeiro, to ensure a central focus on children in the discussions, as well as for the next steps of the global agenda.

To take stock of progress to date and draw out lessons learned from the implementation of SSC within UNICEF Brazil, as part of the 2012-16 CP cycle, a qualitative study was carried out jointly with an external research institute. The study pointed out important lessons and insights, both from the perspective of UNICEF colleagues in several countries and their government counterparts and from key Brazilian stakeholders, regarding the added value
and key roles of UNICEF in general and UNICEF Brazil in particular for the advancement of SSC arrangements. These lessons have helped to inform ongoing discussions around UNICEF Brazil’s forthcoming CP and UNICEF’s South-South strategy globally.

Given the experience of the partnership around TSSC, the Government of Argentina and UNICEF Argentina sought support from Brazil for the development of their joint TSSC agenda. In response, UNICEF Brazil and the Brazilian Cooperation Agency (ABC) shared information on the partnership mechanisms and implementation models, as well as the jointly developed TSSC Guidelines used to guide TSSC processes around results and child rights. In addition, initial discussions have also taken place between technical ministries of Brazil and Argentina, facilitated by UNICEF, around potential areas for TSSC. So far, there have been mutual commitments to allocate funds for these efforts; the next step will entail the elaboration of a tentative action plan to take this agenda forward.

Furthermore, following a positive evaluation by the GoB of its TSSC partnership with UNICEF, the cooperation agreement between the two parties was extended for another three years, with attached budgetary allocation. That extension will secure continuity of ongoing TSSC initiatives with 10 countries and support further analysis and documentation of good Brazilian practices, so as to generate increased evidence of what works for children in Brazil, which in turn will help foster TSSC for child rights with other countries.

Despite evident progress throughout the year on several fronts, recent changes within the GoB have posed challenges to some ongoing TSSC initiatives, most notably the TSSC with Jamaica, given the restructuring of the former Department of Human Rights of the Presidency – the main Government stakeholder in this initiative. Restructuring processes within the Ministry of External Relations (especially in relation to the humanitarian cooperation agenda), as well as most line ministries, have also called for efforts to re-establish relations with numerous partners. Initiatives such as the one with Argentina, as mentioned above, served as great opportunities to re-build strategic relationships with a series of technical counterparts around SSC for child rights, including the ministries of social and agrarian development, education, labour, health and justice.

In addition, as request by UNICEF HQ, UNICEF Brazil represented the organization at the 2016 South-South Development Expo, which served as an excellent opportunity to position the organization as a key stakeholder around SSC within the larger development community. This was also a good opportunity to reach out to stakeholders within the international research community, UN and government representatives, to engage in strategic discussions on how to best build synergies across sectors and between actors, including with the UN Office for SSC.

**OUTPUT 1** By 2016, equity, gender equality, CRC and CCC principles are increasingly reflected in Brazil's South-South/triangular and international humanitarian initiatives, and programmes.

**Analytical Statement of Progress:**
Following the mid-year review, additional progress was achieved on several fronts of the UNICEF Brazil SSC agenda. Notable examples are described below:

Following the technical mission to Brazil in early 2016, a second exchange between Brazil and Nepal took place in October, this time taking the form of an advocacy mission with representatives from the Ministry of Social and Agrarian Development, who participated in a high-level conference in Nepal focused on expansion of the Nepalese child grant programme. The exchanges with Brazil have demonstrated the critical importance of assuring adequate investment in child-focused social protection mechanisms. Thus these efforts contributed to increased political and financial commitment by the Nepalese
Government to expand its child grant in the direction of universal coverage of all children aged five years or less. Moreover, the mayor of the Brazilian municipality of Arapiraca reiterated interest and commitment to proceeding with the proposed twinning agreement with the Nepalese municipality of Sunol, to promote further mutual learning on good practices related to the development of child-friendly cities.

With regard to Guatemala, technical support for TSSC with the new Government of Guatemala, including the Guatemalan Minister of Social Development, contributed to reaffirming UNICEF’s position as a partner of choice for Guatemala’s new government on social development and protection. The trilateral technical and policy exchanges with Brazil, facilitated and technically supported by UNICEF, also led to a proposed national model for integrated social protection for children and adolescents in Guatemala, as put forward for discussion by the country’s minister of social development at an international inter-ministerial meeting in Guatemala in October, 2016.

UNICEF Brazil also facilitated and provided technical support for two technical missions to São Tomé & Principe, carried out by the Brazilian Ministry of Social and Agrarian Development and IPEA. These TSSC activities resulted in capacity development of public policy coordinators and social workers of the São Tomé & Principe government in the area of management and implementation of social protection programmes and policies, drawing on Brazil’s social protection model.

It should be noted that all the above-mentioned initiatives were implemented through the lens of Trilateral South–South Cooperation guidelines, as jointly developed by UNICEF Brazil and the Brazilian Cooperation Agency of the Ministry of External Relations in 2014 and 2015 to ensure that planning, implementation and evaluation are focused around concrete results and child rights, in line with national development plans and UNICEF Brazil country programme results.

These guidelines were also disseminated to other countries, such as Argentina, as well as throughout the organization to other UNICEF country offices, together with the recently finalized study on lessons learned from the UNICEF Brazil SSC experience over the last five years. Providing for the perspective of government counterparts and UNICEF colleagues in Brazil and collaborating countries, that study provided valuable lessons for UNICEF country offices and other stakeholders.

**OUTCOME 7** By 2016, governments at national and sub-national levels, media, corporate sector and civil society with increased capacities and knowledge on the most disadvantaged children, contributing to the universalization of Child Rights, supporting specific public policies addressing inequities and prioritizing boys and girls in public budgets.

**Analytical Statement of Progress:**
The Communication and Public Advocacy Strategy 2015-16 surpassed its goals, with 233 million people reached (vs. 90 million goal) and 6.9 million engaged (vs. 4.5 million goal), as of November 1. This was accomplished on social media alone, with even higher numbers if mass media were included. On social media, the Office increased its supporters to 886,000 followers.

Results were made possible by a focus on content and key activation opportunities. One such opportunity was the 2016 Olympics and Paralympic games, which was also the culmination of a three-year approach to mega sports events, starting with the 2013 Confederation Cup and encompassing 2014 FIFA World Cup. The activation plan started with the Olympic Torch Relay: to give visibility to less visible children, UNICEF nominated six adolescent boys and girls from vulnerable areas and backgrounds to take part. The initiative
was covered by influential media, including BBC World, and reached over 541,000 people on social media. One week prior to the games, UNICEF launched “Team UNICEF – Get Active for Children”. The initiative invited people to, literally, move for children. In 53 days, it reached over 10 million people, engaged 450,000 people and mobilized 33,000 people from 153 countries.

In December 2016, UNICEF Brazil closed the 2013-2016 cycle of the Municipal Seal of Approval in the semi-arid and Amazon regions and the Platform of Urban Centers. There were 20 events that directly involved more than 7,000 people, including governors, mayors, representatives of state and municipal secretariats, state legislative assemblies, deputies, senators, rights counselors, health workers, teachers, guardianship counselors and hundreds of children and adolescents. The valuable work of those strategies translated into concrete results in the lives of children in the eight capitals of the PCU and in 952 municipalities evaluated by the UNICEF Seal (of which 500 were certified, 192 in the Amazon and 308 in the semi-arid). Some important results included:

- **Health: reducing child mortality:** From 2011 to 2014, Brazil's infant mortality rate fell by 5.2 per cent. In the municipalities certified by the UNICEF Seal, the fall was of 8.1 per cent in the semi-arid and 9.8 per cent in the Amazon.
  > Belém, Fortaleza and Rio de Janeiro reduced intra-municipal inequality in the access of pregnant women to seven or more prenatal consultations. In addition to improving the indicator as a whole, differences of this indicator were educated within the city itself.

- **Education: access and stay in school:** From 2012 to 2015, the dropout rate in primary education declined by 34 per cent (from 3.2 per cent to 2.1 per cent) among the municipalities certified by the Seal in the semi-Arid region and 18.9 per cent in the Amazon, while nationally the rate fell from 26 per cent (from 2.4 per cent to 1.7 per cent) in the same period.
  > Belém, Maceió, Manaus and São Paulo managed to reduce intra-municipal inequality in relation to age-grade distortion. That is, even in areas of the city where the problem was most critical, more children are now studying at the right age.

- **Social participation: engagement of children and adolescents:** Altogether, 525 municipalities that participated in the Seal in the semi-Arid created Adolescent Citizenship groups, involving 11,500 boys and girls who became mobilizers of other adolescents.
  > In the Amazon Region, the United Youth for Life in the Amazon network was created and held four regional meetings, mobilizing more than 10,000 children and adolescents. In the eight capitals of the PCU, 635 adolescents participated directly in the initiative, with about 15,000 adolescents mobilized to reduce inequalities in their cities.

During the 2016 Olympics UNICEF leveraged the unique appeal of sports and its harnessing power to attract, mobilize and inspire. Over 237,000 children and adolescents from disadvantaged communities in the semi-arid and Amazon regions and urban centres were reached by programmes focused on using sports as a cutting edge tool for advancing the SDGs. These initiatives supported advocacy efforts for raising awareness of the general population, policy-makers, ruling bodies, sports federations and other key actors on the importance of investing to create enabling conditions to ensure universal access to safe, healthy, nurturing and inclusive sport for all.

Despite political instability and a strong economic recession, in 2016 UNICEF Brazil was able to establish steady growth of its private sector income. With more than 20 per cent growth in individual income compared to last year, UNICEF Brazil’s income is growing almost three times faster than the global average. On the corporate side, the Office continued to generate extra flexible income via its corporate pathways to pledge approach. Apart from flexibility, this also guaranteed sustainability of the income in difficult economic times such as those faced by UNICEF in 2016.
OUTPUT 1 By 2016, policy makers, society, media, families, children and adolescents have access to improved knowledge on the situation of children and adolescents, including disaggregated data (by gender, race, age, geographic location), evidence on major inequality factors and monitoring data in emergency situations, which they can use to provide and/or demand actions that contribute to the realisation of children's rights.

Analytical Statement of Progress:
Monitoring and evaluation produced and/or contributed to:

New Country Programme approved, including a pillar of knowledge and evidence generation (formally mandated by the GoB) and two sub-national knowledge centres.

Municipal Seal of Approval’s current cycle completed, through: virtual platform (implementation of strategic actions), and data analysis/assessment of results (data collection, tabulation and comparative analysis for the 5,570 Brazilian municipalities).

UNICEF supported municipalities in the semi-arid and Amazon regions and large urban centres in the use of data and evidence to produce equity-focused, gender-oriented and child-centred policies at the local level.

Platform for the Urban Centres’ current cycle completed. UNICEF collected final data, provided evidence-based feedback to community fora, and analysed results on the reduction of inequalities. UNICEF implemented an innovative monitoring process, generating qualitative knowledge on PCU processes and results that was used to improve the current cycle and is providing evidence-based lessons and recommendations for the next cycle’s methodology.

Response to Zika virus implemented, through: situation monitoring (regular situation analyses and weekly/bi-weekly situation reports, with up-to-date data on the spread of the epidemic in Brazil); studies (qualitative studies that led to the formulation of the Networks of Inclusion project); and big data research (data products currently under negotiation).

Capacity in equity-focused data analysis and M&E developed. UNICEF supported the national statistics office to improve its application of the Washington Group on Disability Statistics’ methodology: the 2020 demographic census questionnaire for disabilities was reframed. UNICEF was cited as a source of knowledge and experience in equity-focused M&E by major international experts in global events.

Knowledge on the situation of children in Brazil disseminated, through several products, including a joint publication with IPEA, a federal public foundation linked to the Ministry of Planning, Development and Management and other Government partners on the progress and challenges affecting Brazilian women. UNICEF produced a chapter on girls’ rights, including historical data analysis in education, health, violence and poverty. The ‘Portrait of Inequalities’ series is well-known, used by researchers, policy-makers and students in Brazil.

OUTPUT 2 By 2016, UNICEF is recognized by governments, civil society, media, private sector, children, adolescents and their families as a leading organization in the defense of children's and adolescents' rights, especially those who are most disadvantaged, through social mobilization and dissemination of qualified information and knowledge in a process which involves all these stakeholders, particularly children and adolescents.

Analytical Statement of Progress:
UNICEF’s communication and public advocacy strategy 2015-16 had surpassed its goals – with 233 million people reached (vs. 90 million goal) and 6.9 million engaged (vs. 4.5 million goal) – as of October 31. That outstanding result was accomplished on social media alone and would be higher if mass media figures were included. On social media, the Office increased its supporters to 886,000 followers, with 410,000 thousand on Facebook (vs.
25,560 in 2014) and 253,000 on Twitter. These digital engagement results helped shape the next CP 2017-2021.

These results were made possible by a focus on content and key activation opportunities. One such opportunity was the 2016 Olympics and Paralympic games, which was also the culmination of a three-year approach to mega sports events, starting with the 2013 Confederation Cup and encompassing 2014 FIFA World Cup. The activation plan started with the Olympic Torch Relay: by seeking to give visibility to less visible children, UNICEF nominated six adolescent boys and girls from vulnerable areas and backgrounds to attend the events. The initiative was covered by influential media, including BBC World, and reached over 541,000 people on social media.

One week prior to the games, UNICEF launched “Team UNICEF – Get Active for Children”. The digital platform was available in Portuguese, English and Spanish, challenging people to complete 5 km, using a physical activity app to unlock a corporate donation. The initiative was disseminated online and offline, and involved ambassadors and key influencers. In 53 days, UNICEF reached over 10 million people, engaged 450,000 people, and mobilized 33,000 people from 153 countries. On aggregate, the distance travelled by participants was equivalent to more than two trips to the moon.

Olympics-related activities included protection during mega events (a new version of the Protect Brazil application enabled 460 reports of VAC), and dissemination of a video on social media, which reached 631,000 people and engaged 31,000 attendees in the Olympic Village.

In response to the Zika virus outbreak in Brazil, UNICEF conducted formative research, social media listening and partnerships (Facebook and Google) and developed and disseminated 97 content pieces that reached 19 million people and engaged 679,000 people on social media. Analyses indicate that Facebook users exposed to UNICEF content increased their understanding about Zika virus prevention.

OUTPUT 3 By December 2016, policy makers from national, state and municipal government have increased capacities to implement ethnical and racial equality affirmative policies and racial discrimination reduction in public policies for children, according to CRC’s principles, Durban Action Plan’ Recommendations and UN Indigenous People Declaration, through UNICEF strategic support and UN joint programmes.

Analytical Statement of Progress:
UNICEF continued supporting the implementation of the UN Country Team plan related to the International Decade of People of African Descent. In this context, UNICEF worked with other UN agencies within the scope of the UNCT Thematic Groups contributing to the several important results. IEC messages were widely shared to inform and engage audiences related to violence against adolescents and empowerment of adolescent girls. Afro-descendant boys living on the outskirts of large capital cities are particularly vulnerable to homicides: four times more likely to be victims of violence than white boys. In Brazil, Afro-descendant girls aged 15-to-17 have 50 per cent more risk of becoming adolescent mothers than white girls. In addition, they are more likely to be out of school and excluded from the workforce, compared to other Brazilian children and adolescents. Sixty per cent (396 of 658) of municipalities participating in the UNICEF Seal initiative in Brazil’s semi-arid region promoted communication and programmatic actions in schools related to non-discrimination.

Communication actions on non-discrimination against children were implemented through UN agencies’ social networks. UNICEF’s social networks were followed by more than 935,000 people and engaged more than 9.2 million in 2016. Through this initiative, UNICEF
provided significant collaboration in the national debate, advocating for non-discrimination against children, in accordance with the CRC principles, the Durban Action Plan (global commitment for people and the earth’s protected areas), and the UN indigenous peoples’ declaration.

UNICEF continued to work with partners to ensure that policies effectively reach vulnerable children at the municipal level. At the federal level, UNICEF worked with the Special Secretariat on Indigenous Health (SESAI) of the MoH, aiming to develop an integrated agenda on indigenous health protection. At the sub-national level, in the Amazon region, UNICEF promoted a debate involving leaders and health and indigenous social protection managers to identify achievements and discuss perspectives related to early childhood, education, birth registration and mortality; as well as indigenous nutrition, focused on Xavante ethnic group, one of the most excluded groups of the indigenous population.

A guide to promote racial equality in public policies was widely disseminated in all UNICEF Seal municipalities in using the UNICEF’s virtual library http://bibliotecacrescersemviolencia.org/

Changes in the structure of key Government partners at the federal level delayed and challenged implementation of some strategic activities throughout the year. However, discussions held with the new Racial Equality Secretariat team and UNCT, as well as among UNICEF and SESAI, the Indigenous National Foundation and Ministry of Education, revamped the partnership with UN agencies and UNICEF, particularly in the context of the “Decade for People of African Descent” and National Indigenous Statute.

OUTPUT 4 By 2016, municipal and community leaders in the territories supported by UNICEF (municipalities enrolled in the UNICEF Seal in the Semi-arid, Amazon, UNICEF Urban Centers Platform and the 2014 World Cup host cities) are sensitized to promote and support safe and inclusive initiatives that ensure a child-friendly legacy of the sports mega-events by promoting and supporting initiatives on Sport for Development for children and adolescents, with a focus on the reduction of gender disparities; participation of children and adolescents; inclusion of those disabled; and greater appreciation and inclusion of racial and ethnic diversity.

Analytical Statement of Progress:
Once the Rio 2016 Olympic and Paralympic Games were finished, UNICEF remained focused on consolidating its sport for development strategy, aiming at ensuring that all children and adolescents, particularly boys and girls most historically excluded, enjoy the protection to which they are entitled, as governed by the CRC, the Federal Constitution and the Statute of the Child and Adolescent.

The main methodologies to reach these goals were based on building skills of key stakeholders and advocacy to ameliorate the quality of sporting structures, equipment and policies. At the programmatic level, four main results were achieved:

(1) More than 70,000 children and adolescents from disadvantaged communities in the semi-arid and Amazon regions and in large urban centres, including those with disabilities, were directly impacted by sports for development programmes to support the development of their full potential through the practice of educational and recreational sports.

(2) Approximately 2,500 schoolteachers, authorities and members of the education community improved their capacity to adequately educate and empower children and adolescents, through training on “Harnessing the Practice of Educational Sports with focus on Social Inclusion”.

38
(3) UNICEF and partners sponsored two international conferences and four local seminars highlighting the power of sports to mobilize, inspire and include all children and adolescents. The events worked as platforms for raising awareness of the population, policy-makers, ruling bodies, upcoming sports mega events hosts, sports federations and other key actors on UNICEF’s agenda for inclusion, non-discrimination, violence prevention and safe sports practices.

(4) The partnership established with the Local Organizing Committee of the Rio 2016 Olympic and Paralympic Games, to include the Educate through Sports – My Teacher is Top-Notch content and curricula in their education programme, reached more than 10,000 schools and 6 million children and adolescents in Brazil.

The Sports for Development strategy used specific content on gender mainstreaming, social inclusion and equality to address misconceptions and obstacles to girls’ participation in sports, while promoting specific actions to tackle the main issues hindering these attitudes.

OUTPUT 5 By 2016, In-country private sector fundraising cost-efficiently generates quality funding to the Country Programme (OR) and, where applicable, contributes to global Regular Resources (RR) and/or Thematic Contributions (ORT) funding for humanitarian programmes.

Analytical Statement of Progress:
During 2016, UNICEF was affected by the country’s economic downturn. In addition, the potential for signing new renewable agreements with national companies has declined, since 2016 was the last year of the current UNICEF Brazil CP. However, the PFP team has successfully established new alliances with multinational companies and established new Corporate Pathway to Pledge and costumer fundraising opportunities, expanding from utility companies to banks and retail companies. As previously reported, PFP has been focusing on raising more flexible funds, therefore innovative partnerships are growing steadily, as opposed to traditional partnerships that usually restrict the use of funds.

PFP also strengthened all of its income channels with more capacities in order to develop new business opportunities and growth trends, such as the ongoing negotiation processes with companies eligible for national credit and willing to make corporate social responsibility investments in the country.

PFP was able to maintain partnerships with our strategic partners, which will have a positive impact on funding the next programme cycle starting in 2017.

OUTPUT 6 By the end of 2016, the States and Municipalities of the Amazon region have committed to reducing child rights and gender and racial related inequities and ensuring CRC compliance to contribute with the improvement of their social indicators for children and adolescents thus addressing inequities in Brazil (Agenda Crianca Amazonia).

Analytical Statement of Progress:
A total of 192 municipalities were awarded UNICEF’s Municipal Seal of Approval, a child-friendly municipality initiative, for their achievements during the four years, by improving the lives of more than 3.7 million children and adolescents. The municipalities improved indicators related to child development, and promoted several social mobilization activities to fulfill child and adolescents’ rights. Through the initiative, municipal authorities were trained and support was provided for local mobilization on the design and implementation of child-centered public policies in education, health, protection and participation.
Some 294 municipalities accomplished all phases of the UNICEF Seal methodology, including the development of a child-centered and inter-sectoral municipal action plan with a range of activities suggested by UNICEF and aligned with national policies. The activities contributed to the improvement of indicators related to early childhood development, health, child protection, education and participation. During this recent cycle, around 40,300 people participated in the second municipal fora in the Amazon region. More than 10,400 of the participants were adolescents (12-to-17 years), of whom more than 5,800 were girls (56 per cent). A total of 22 per cent of the participants in the second community fora were quilombolas (Afro-descendant traditional communities), 30 per cent from riparian communities and 17 per cent from indigenous communities. The average number of municipal secretariats including health, education and social assistance, present at the second community forums was five per municipality. More than 1,600 children younger than six years old participated in the second community forum held in their municipalities.

During the first semester of the year, more than 300 municipal staff were trained during the UNICEF fourth capacity building cycle, which addressed local strategies on results-based planning, social mobilization, WASH and vector control as part of the Zika Virus response at the municipal level. Beyond this in-person training, 486 municipal staff (from 294 municipalities in nine states) finalized the online course offered by UNICEF and partners on child-centered policies. During the last months of the course, students learnt about early childhood policies and practices, sport and citizenship, culture and identity, vector control and social mobilization.

Some 784 participants (municipal authorities, technicians and adolescents) were fully involved in the ‘Children and Adolescents Agenda’ in the region, through WhatsApp groups. The participants exchanged information related to activities developed at the municipal level to support children’s and adolescents rights. In addition, 1,200 individuals (Government officials, guardianship councils, municipal rights councils, communities) from the Amazon region were informed and engaged in UNICEF’s work in the region through a regional newsletter reporting on UNICEF and its partners’ work. A closed Facebook group with more than 900 participants was used as a platform to exchange ideas and experience.

**OUTPUT 7** By the end of 2016, the States and Municipalities of the Semi-arid Region committed to reducing child rights and gender and racial related inequities and ensuring CRC compliance to contribute with the improvement of their social indicators for children and adolescents thus addressing inequities in Brazil.

**Analytical Statement of Progress:**

Of 1,502 municipalities in the semi-arid region, 1,134 (76 per cent) enrolled in the UNICEF Municipal Seal of Approval in 2013 – an initiative to advance the rights of children. Of these, 658 (58 per cent) completed all mandatory requirements of the initiative. By end-2016, 817 municipalities had uploaded 88,664 postings detailing child-focused public policy or social mobilization actions implemented in areas of education access and quality, ECD, water and sanitation for schools, sports for development, maternal and child health and child protection. Some 835 adolescent citizenship groups are also in place, with participation by over 11,400 boys and girls. Around 46,000 individuals in 607 towns participated in the final monitoring exercise this year.

Specific regional thematic highlights included:

- **Education** - 378 towns and cities increased the number of schools with access to clean water, bathrooms and kitchens.
- **ECD** - 523 municipalities implemented Baby Weeks to educate on the importance of specific practices beneficial to mothers and infants.
- **Protection** – evidence-generation to inform public policy was prioritized. UNICEF and the Government of Geará carried out a survey with mothers of adolescents murdered...
or incarcerated for murder to understand causes and profiles of those affected. Over 400 adolescents and family members were interviewed, and 12 public hearings held. Recommendations were presented at a state-sponsored implementation launch in 2017.

- *Zika virus* - UNICEF supported 516 municipalities in vector control, and piloted an initiative in three cities to provide support for parents of children with microcephaly in the areas of clinical and psychosocial care.
- *HIV* - two initiatives for promotion of early HIV testing and support for young people gained additional traction. Fortaleza carried out 294 HIV and syphilis tests in young people, and 517 in Recife, providing opportunities for early treatment.

**OUTPUT 8** By 2016, the large urban centers municipalities enrolled in the UNICEF Urban Center Platform committed to reducing child rights and gender and racial related inequities and ensuring CRC compliance to contribute with the improvement of their social indicators for children and adolescents thus addressing inequities in Brazil.

**Analytical Statement of Progress:**
During the second semester of 2016 the Platform for Urban Centers achieved its goal of reducing intra-urban inequalities, particularly in: 1) assessing and evaluating the reduction of intra-urban inequalities in all participating municipalities, 2) structuring multiple channels for adolescent participation in decision-making and 3) building policies to fulfil the rights of children living in vulnerable areas.

At the end of PCU’s second cycle, UNICEF evaluated the initiative’s results, finding:
Intra-urban inequalities in the eight municipalities decreased. The most significant results were related to improvements in access to prenatal care, due to continuous UNICEF advocacy and capacity-building.

Over 15,000 adolescents participated in decision-making spaces in the eight participating municipalities, contributing to the development of policies to fulfil their rights. A total of 56 ‘territorial forums’ were organized in the eight participating municipalities, mobilizing over 8,295 people who contributed to defining policies to be implemented in the most vulnerable locations.

Policies implemented for the fulfillment of children and adolescents rights in regard to decreased youth homicide, improved juvenile justice systems, ECD, improved protection systems and HIV/AIDS prevention, among others. Highlights were:
- Adolescents trained on HIV/AIDS prevention improved their knowledge and mobilized over 3,600 youth to be tested for HIV and seek treatment in cases of a positive result.
- Awareness-raising activities were carried out inside juvenile system facilities, triggering changes in internal norms of treatment towards pregnant, lactating women and mothers with newborns.
- With UNICEF support, municipal juvenile justice plans were designed in Maceió and Manaus, and municipal plans for the reduction of lethal violence in Rio de Janeiro and São Luís were approved.
- Strategy for participatory decision-making on homicide reduction (Safe Youth Platform) developed and used as a reference by the National Secretariat of Youth in six other states.
- A Committee on Youth Homicide Prevention, for in-depth studies on the causes of homicide, was created.
- As a continuity strategy, UNICEF disseminated the results and good practices in a national event in the city of Belém, which redefined its urban strategy based on the lessons learnt.
OUTCOME 8 Governance structures and systems that are necessary to adequately manage risks and achieve programme results. Activities and associated costs corresponding to Institutional Budget functions at country level, including salaries and related non costs of Representative, Deputy Representative, Chief of Operations, Chief of Communication staff, business continuity and risk management.

Analytical Statement of Progress:
The year under review was the last year of UNICEF Brazil’s country programme, which started in 2012; one of the year’s main results was the development and submission (by September) of the CPMP and institutional budget for 2017-2021. An all-staff retreat in early 2016 and 12 CMT meetings were held to exchange ideas and experience for developing a transformational CP to guide the Office in the preparation and decision-making process for management strategies, structure and resources necessary to achieve results for children.

A planning meeting took place in November to prepare the Governance plan to define how decisions will be made at the various levels of management, and to determine the roles and responsibilities of each section and the information flow by which decisions will be made. This and other documents will be an important input for the preparation of the 2017/18 annual management plan.

The Office continues to benefit from the services of the GSSC, both in finance and HR, as an opportunity to streamline internal work processes aimed at achieving efficiency and effectiveness.

Management indicators were monitored regularly by chiefs of sections and managers on InSight and VISION. These indicators were shared with CMT members during meetings. In addition, the Deputy Representative submitted to grant managers every two weeks the status of programme indicators, to ensure timely utilization of grants.

The Office continued to engage in the implementation of the activities agreed upon following the results of the 2014 global staff survey. Priority areas were: internal communications, staff relations, working environment, work/life balance, office efficiency and effectiveness and local staff association. The staff association worked actively with management to guarantee a better workplace for all.

OUTPUT 1 Effective and efficient Governance structure and systems in place to adequately manage risks and achieve program results.

Analytical Statement of Progress:
With engagement, the CPMP and budget were finalized by September and submitted to for programme budget review. The unique management document describes the innovative approaches that UNICEF Brazil will rely on to implement its complex and innovative country programme. Matrix management will be applied to approximately 28 of 123 proposed posts. All internal audit recommendations were closed within the 18-month target, and SOPs put in place to ensure sustainability.

The CMT was extremely active, with 12 in-person meetings and a few others via e-mail poll and Skype, to discuss and reach decisions on the implementation strategies for management mechanisms, funding and staff arrangements to support the new CP as well as to monitor the management indicators defined in the AMP.

As part of the internal effective and efficiency exercise and as per an audit recommendation, the Office revised and reissued seven SOPs in the areas of finance, administration, human resources and programme budget.
OUTPUT 2  Efficient and effective Management of Financial and other Assets of the Organization, including activities and costs associated with office administration, including the salaries and related non-staff costs of administration and finance, rent, office furniture and equipment, office security, maintenance of vehicles).

Analytical Statement of Progress:
All nine UNICEF offices are rent and utility free; however maintenance is costly as most are located in very old buildings. Repairs took place in most offices, especially in Brasilia, where the office space was redesigned and is being refurbished to become more environmentally friendly and provide access to people with a disability. Vehicles were replaced in 3 field offices, all staff have new-generation laptops and new air conditioners and blinds were installed in the Brasilia office.

The PSB met three times to review 10 cases, of which four were fully implemented. Most disposals are via donations to partners or projects associated with UNICEF, while some items are sold through auction houses.

UNDSS Brazil conducted a facility safety and security survey at all UNICEF Brazil offices, as well as conducting training sessions for UNICEF personnel. All offices in UNICEF Brazil are compliant with minimum operational security standards.

Direct cash transfers (DCTs) were closely monitored. The Office had no DCTs outstanding for more than nine months and also none between six and nine months (as of 20 Nov 2015).

As of October, UNICEF Brazil had raised a net amount of approximately US$8.8 million from individuals and corporates, and contributed with US$1.5 million to global and regional RR.

An average of 35/day/person had been travelled as of October (83 staff members travelled for a total of 2,876 days, with 815 travel authorizations)

OUTPUT 3  Human Resource Management, including staff development and learning, staff well-being and staff related security costs.

Analytical Statement of Progress:
UNICEF Brazil focused on acquiring the best candidates based on the required experience, technical skills and competencies for the position, while taking into consideration gender and geographical diversity, within the established key performance indicator. In 2016, only four temporary positions needed to be filled using these principles. The time and efficiency of the selection process for consultants and individual contractors was improved through an updated SOP allowing for streamlining and simplification of the process. Careful review of ToRs permitted improved quality and focus on deliverables, rather than tasks, and ensured that performances indicators were relevant to improved results.

Management of staff performance involved a shift in culture to ongoing performance, which was stressed during a presentation to all staff, as well as throughout the year when advising on performance management and sending communications to all staff. To allow each staff member to devote enough time to performance, a ‘performance review’ day was created, allowing the Office to reach 99 per cent completion by the deadline. All staff were encouraged to carry out performance planning training on Agora, to better understand the new dynamic performance management culture that values dialogue.

The staff well-being committee set up a plan incorporating the result of the last global staff survey. It was reviewed several times during the year by the committee to ensure that the activities were implemented, and ultimately to improve staff well-being and motivation. A series of activities took place focused on office efficiency and effectiveness, work/life
balance and improving the staff association.

Improving staff members’ learning and development was stressed by putting in place an ambitious learning plan including group learning, individual learning, language training, stretch assignment and mandatory training. The plan was followed and successfully implemented, with 71.5 per cent of training completed including language courses (English, Spanish and French); capacity building for individual and groups, including staff on abolished post; as well as reinforcing staff knowledge of different office procedures. The situation of mandatory training was also closely monitored, allowing completion rates to reach 100 per cent or close for some of the trainings.

The importance of staff well-being and work/life balance was emphasized to all staff on diverse occasions by encouraging them to take annual leave during the year. First by reinforcing the importance of setting up an annual leave plan at the beginning of the year, and again in October and at specific periods of the year, with monthly follow-up of staff who have accrued more than 50 days annual leave.

Human resource knowledge-sharing and initiatives were implemented through 10 training sessions and presentations to all staff, with two sessions on each topic: SOP consultants and individual contractors, performance evaluation, planning in ACHIEVE, harassment and transition to My Case.

OUTCOME 9 UNICEF's 2012-2016 Country Programme for Brazil is effectively implemented, and Brazil's situation is monitored and evaluated in an integrated and efficient manner, with an equity approach and integrating cross-cutting issues that address the various dimensions of inequality in the country.

Analytical Statement of Progress:
In the last semester of 2016, UNICEF Brazil’s Programme area accomplished key milestones related to the end of the 2012–2016 CP, and engaged in preparedness activities for the transition to the new CP 2017-2021. The transition process demanded a huge team effort, including the realization of two national planning meetings. The first was a national platforms workshop, with participation by all national programme staff, and, at key moments included participation from operations, PFP, communication and others. Staff assessed the progress and challenges faced by UNICEF in the areas of capacity development, evidence generation, policy dialogue, advocacy and knowledge management. The results of these discussions were documented and used in the next planning stages.

A second important programme meeting happened in early November: the multi-year planning 2017-2021 meeting, with participation by all office managers, technical staff and chief of territories to: review the results, outputs and indicators of the new country programme; to outline its governance structure; and to establish the programmatic priorities for each component for the next two years. The result of the discussions provided inputs to the preparation of five programme annual work plans, the new PIDB programme structure and the draft CP’s governance document.

Both meetings also provided valuable inputs to the preparation of the end-of-year results assessment modules (RAM) and 2016 annual report. Among the key M&E tasks of the year was the implementation of the IMEP 2016 (100 per cent activities on track or completed) and the updated situation analysis and data as a basis for the preparation of the new UNICEF Brazil CP.

Through M&E processes, a permanent source of up-to-date evidence of results of UNICEF Brazil’s programmes was made available. M&E also provided support to the quality and equity-focused work of field offices, such as the evaluative monitoring of the UNICEF’s
Urban Centres Platform, with real-time data used to both close the 2016 cycle and provide key inputs for the next one. The evaluation of the Youth Aware project was concluded, as was implementation of specific project-based M&E systems and tools, such as the Sports and Arts Caravan and South-South cooperation.

In support of the transition to new CP, M&E carried out two major studies that laid the groundwork for the definition of UNICEF Brazil’s geographic focus and governance structure in the next CP. M&E and planning sections worked together to embed gender-sensitive approaches in programme evaluations and to mainstream a gender perspective in the new CP’s components, in accordance with strategic objectives of the Beijing Platform for Action.

**OUTPUT 1** Strategic planning, coordination and integration are guaranteed and strengthened throughout the CP implementation.

**Analytical Statement of Progress:**
During the second semester, UNICEF’s planning section focused mainly on the roll-out of the new CP, especially in regard to preparation of biannual planning for 2017 and 2018; provision of technical support for closing the current CP; and preparation of this country office annual report. To complete those tasks, the planning section supported the realization of two key planning meetings. The first was the ‘national territorial platforms workshop’, with participation by all national programme staff, which aimed at assessing the progress and challenges faced by main programme strategies: the Seal of Approval and Urban Centers Platform.

Participants thoroughly discussed UNICEF’s work in the areas of capacity development, including communication; evidence generation; policy dialogue; advocacy; and knowledge management. The outcome of the discussions was documented for use in the next planning stages. In early November, the Planning section hosted a preparatory meeting for multi-year planning 2017-2021, with participation by all managers, technical staff and field managers to review the results, outputs and indicators of the new CP; outline its governance structure; and establish the programmatic priorities for each component for the next two years. The result of these discussions provided inputs to the preparation of five programme annual work plans, the new PIDB programme structure and the draft CP’s governance document.

The planning section provided quality assurance support to all programme component managers during the preparation of the end-of-year RAM to help them to comply with the standards relating to the quality of RAM reporting and timely submission in the RAM platform. The planning section also provided relevant technical support for all sections regarding the quality and timely completion and submission of seven donor reports and preparation of four project proposals in the areas of sport for development, education and girl’s participation.

In the last quarter of the year, the Planning section coordinated preparation processes for the 2016 country office annual report. A survey monkey-pooling tool and technical meetings were provided to the programme components managers to ensure their full participation and support them in the preparation of high-quality inputs. Planning also provided quality assurance support throughout the preparation of all annexes too the report. The Representative approved and submitted the COAR in 2016, within the deadline. The monitoring of UNICEF Brazil’s programme delivery and grant actual expenditure in Vision, as well as strengthened coordination and information-sharing among programme, communication and M&E at the national and sub-national levels, via bi-weekly programme meetings and sectoral working groups, led to improved implementation of programme resources against planned outputs and outcomes.
OUTPUT 2 Effective support is provided to strengthen M&E skills and capacities to ensure high impact of the UNICEF programme in Brazil.

Analytical Statement of Progress:
2016 was a transition year as the 2012-2016 CP was closed; the M&E section played an active role throughout the preparation of the new CP. Key decisions were made to expand the scope of M&E areas such as by incorporating the themes of social policy and M&E under a single structure: the SPM&E section. The new SPM&E team will strengthen UNICEF Brazil’s capacity to influence public policies to guarantee children’s rights.

Monitoring and evaluation results in 2016 included:
*New knowledge on the situation of children available*, through:
Implementation of the studies and activities included in the IMEP 2016 (100 per cent activities on track or completed).
Updated situation analysis and data for the new UNICEF Brazil CP.

*New programmatic knowledge available*. Through M&E processes, a permanent source of up-to-date evidence of the results of UNICEF Brazil’s programmes is available.
Evaluation of the ‘Youth Aware’ project concluded, providing evidence to support the scaling-up of the methodology in more states/cities;
Implementation of specific, project-based M&E systems and tools, such as the Sports and Arts Caravan and South-South cooperation.

*New and renewed relationships with partners interested in promoting children’s rights.*
Examples include:
Production of specialized articles with partners, such as IPEA;
Enhanced relationships with the UNCT, through collaboration on the preparation of the new UNDAF and participation in technical SDG monitoring task forces;
Consolidation of contacts with the Government and private partners that provided data for research;
Continuing relationships with national and international academic institutions and networks interested in equity-focused M&E.

*Change management in transition to new CP*, including direct supervision of two major studies that laid the groundwork for defining the geographic focus and governance structure of UNICEF Brazil for the next CP.

*M&E and planning sections worked together* to embed gender-sensitive approaches in programme evaluations and to mainstream a gender perspective in the new CP’s components, in accordance with the strategic objectives of the Beijing Platform for Action.

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**Document Center**

**Evaluation and research**

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<tr>
<th>Title</th>
<th>Sequence Number</th>
<th>Type of Report</th>
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<tr>
<td>Study on violence against children and adolescents in Brazil</td>
<td>2016/009</td>
<td>Study</td>
</tr>
<tr>
<td>Study on data and information systems on child on-line sexual violence</td>
<td>2016/008</td>
<td>Research</td>
</tr>
<tr>
<td>Young Girls and Inequality in Brazil</td>
<td>2016/007</td>
<td>Research</td>
</tr>
<tr>
<td>Congenital Zika Syndrome: Focus groups with mothers and health professionals</td>
<td>2016/006</td>
<td>Survey</td>
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### Formative research:

- **Title:** knowledge, attitudes and practices regarding the prevention of Aedes aegypti infestation and related diseases  
  **Type:** Survey  
  **Year:** 2016/005

- **Title:** Sports and Arts Caravan: Monitoring Report  
  **Type:** IMEP  
  **Year:** 2016/004

- **Title:** Evaluative monitoring of Platform for Urban Centers  
  **Type:** IMEP  
  **Year:** 2016/003

- **Title:** Fique Sabendo Jovem: Evaluation Report  
  **Type:** Evaluation  
  **Year:** 2016/002

- **Title:** M&E framework for South South Cooperation  
  **Type:** Research  
  **Year:** 2016/001

### Other publications

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<tr>
<th>Title</th>
<th>Updated Date</th>
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<td>AGENDA for children in the municipality: challenges and proposals</td>
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<tr>
<td>(AGENDA pela Infância no Município: desafios e propostas)</td>
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<td>To educate or to punish? The reality of the socio-educational</td>
<td></td>
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<td>internment of adolescents in the State of Pernambuco</td>
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<td>Situation analysis of Brazilian Childhood and Youth Coordination</td>
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<td>Projeto Brasil App: technology and innovation for the protection</td>
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<td></td>
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<td>2016-2017</td>
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<td>Guidelines for Trilateral South-South Cooperation Initiatives /</td>
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<tr>
<td>Diretrizes para Iniciativas de Cooperação Trilateral Sul-Sul</td>
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### Lessons learned

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<th>Title</th>
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<td>Team UNICEF – Get Active for Children</td>
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<tr>
<td>Lesson Learned</td>
<td>Achieving Progress for Children at Municipal Level</td>
</tr>
<tr>
<td>Lesson Learned</td>
<td>Zira virus outbreak: long-term development and emergency response</td>
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### Programme documents

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<td>Country Programme Action Plan 2012 - 2016</td>
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