

Brazil

Part 1: Situation update in the country

The Brazilian economy continued its recovery in 2018, albeit at a low rate. After one of the country's worst recessions, growth increased by 1 per cent in 2017, and the Central Bank of Brazil predicted growth by 1.3 per cent in 2018 and 2.4 per cent in 2019. If forecasts are confirmed, it will be the third-lowest growth in Latin America, behind Argentina and Venezuela, which are experiencing deep economic crises. Unemployment is still high, but declining at 11.6 per cent in the last trimester of 2018.

Brazil achieved considerable reduction of poverty over previous decades, especially as a result of consistent social and cash transfer policies (Sustainable Development Goal 1). However, some 18 million children and adolescents still live in monetary poverty (34.4 per cent) and six out of ten (32 million) experience multidimensional poverty, monetary poverty or both. The North and Northeast regions, rural areas as well as Afro-descendant children and adolescents are the most affected by multidimensional child poverty. Among the main deprivations are lack of access to proper sanitation, safe water and quality education.

Brazil spent 3.8 per cent of its gross domestic product on public health, less than neighbouring countries such as Argentina (4.9 per cent), Chile (4.9 per cent) and Panama (4.3). According to the most recent World Bank data, the percentage spent on public education was 6 per cent, also lower than in other countries in the region, such as Bolivia (7.3 per cent), Costa Rica (6.9 per cent) and Belize (6.5).

According to Ministry of Health data published in 2018, after years of steady reduction, infant mortality (Sustainable Development Goal 3) increased by 5 per cent between 2015 and 2016 (from 13.3 to 14.0/00). Overall vaccine coverage declined: from 95 per cent to 80 per cent for polio; from 95 per cent to 83 per cent for DTP (with some states' coverage below 61 per cent) (Sustainable Development Goal 3). After having been officially eradicated, measles resurged, with 2,425 cases (including at least 12 deaths) confirmed through October 2018.

According to the Ministry of Health, one reason for the drop in coverage is that health professionals and parents are less aware of the importance of immunization against the diseases that had almost disappeared due to high coverage rates in past decades. The Government responded by organizing a national immunization campaign against polio and

measles for children one to five years old, achieving national coverage rates in 2018 of 98,08 per cent for polio and 97,89 per cent for measles.

At the end of 2018, following criticism from the incoming President of Brazil against the cooperation programme with Cuba, MaisMédicos (More Doctors), Cuba terminated the programme. The programme had provided about 8,500 medical professionals who worked most often in small or distant municipalities and indigenous communities. The Ministry of Health started a broad programme to recruit local medical doctors to fill in the vacancies.

While access to education, Sustainable Development Goal 4, is almost universal for children six to 14 years old, there are around 2.8 million children out of school, most of them adolescents, and 7.2 million children are at least two years over-age for their grade. In addition to school drop-out and age-grade distortion, poor quality of education continues to be a concern. According to the 2018 World Development Report on Learning, at this rate it would take Brazil over 260 years to reach the Organization for Cooperation and Development average proficiency in reading and 75 years in mathematics. There were advances, including the monitoring of an index of basic education duality, but they were slow.

In 2018, Brazil witnessed further increases in violence (Goal 16). According to the Brazilian Public Security Forum, 63,880 people were killed in 2017 in acts of violence, compared to 61,597 in 2016. This number includes 11,351 adolescents (31 on average per day), representing the highest absolute number in the world of adolescents being murdered. According to the most recent studies, a large majority of the victims are afro-descendent boys who live in poor neighbourhoods of urban centres, from low-income families.

Gang-related violence moved more to Brazil's north-east; Fortaleza, the capital of the State of Ceará, is now the most dangerous place in the country for an adolescent boy from a poor family to grow up. With public security deteriorating in many places, the Government put the military in charge to crack down on organized crime in Rio de Janeiro. It was the first military intervention of its kind since the end of the dictatorship in 1985.

In spite of strong legislation on domestic violence, there was an 8.4 per cent increase in recorded cases of rape in 2017 (60,018) compared to 2016. The number of registered cases of domestic violence reached 606 per day or 221,238 in total (Brazilian Public Security Forum). The adolescent suicide rate rose by 47.6 per cent in 10 years, from 2.1 per 100,000 inhabitants in 2007, to 3.1 in 2017 [15]. Adolescent pregnancy is also a concern, with 477,246 births from mothers aged 15 to 19 (16.7 per cent of total births) in 2016 and, more alarming, 24,135 births from mothers aged 10 to 14 according to the Ministry of Health.

Following the general elections in October, Brazil's political landscape is facing change. The President, who on 1 January 2019 took over what had been a caretaker-government, promised to introduce market-liberal economic policies while pursuing a conservative agenda on social issues, with a focus on public security and family and religious values.

Corruption, unemployment, armed violence, public security, issues related to school curricula, and to lesbian, gay, bisexual and transgender populations were polarizing and defining topics during the elections, creating challenges for human rights based approaches. Campaign discourses may lead to imminent proposals for changes in legislation, such as lowering the minimum age of criminal majority and gun ownership restrictions.

With the deterioration of the economic and political crisis in Venezuela, the influx of Venezuelans into Brazil grew by almost 200 per cent between March and the end of 2018. Since 2015, 96,094 Venezuelans have officially applied for asylum or residency. Most Venezuelan migrants enter Brazil across the border in the northern State of Roraima. They are concentrated in the municipalities of Pacaraima and Boa Vista, where 13 official shelters and triage centres managed by the Brazilian Ministry of Defence and United Nations High Commission for Refugees host 5,536 people (1,562 children under 15 years old). However, with an average of 500 migrants crossing the border daily, the shelters are not sufficient to attend the growing demand, and more migrant families end up living in makeshift houses, precarious accommodations or simply on the streets.

This rapid surge of migrants strained the capacity of local municipalities in Roraima, one of the most impoverished and least densely populated states in the country (522,636 inhabitants and a per capita income of US\$268). On 7 December, the President of the Republic declared a federal intervention in the State of Roraima to strengthen control of the crisis that was heavily affecting the state due to strikes by security forces, growing public debt, insurgency in prisons, and tension between the local population and people who had migrated.

A joint UNICEF International Office of Migration displacement tracking matrix showed that 60 per cent of migrants did not have access to clean drinking water and 28 per cent of children had had diarrhoea in the previous month (June). Only 36.5 per cent of migrant children were enrolled in school. The Government of Brazil accounts for 90 per cent of the humanitarian response, but the recent changes in the political landscape created uncertainties with regards to the continuity of interventions.

Part 2: Major Results including in humanitarian action and gender, against the results in the Country Programme Documents

Goal area 1: Every child survives and thrives

The current epidemiological health scenario in Brazil is part of a broader context of reduction and de-financing of the Unified Health System, especially the primary care system. UNICEF responded to these developments as well as to the deterioration of key child health indicators related to child mortality, immunization and obesity through advocacy at national level and technical assistance at municipal level.

As part of an advocacy campaign, 'more than promises related to the general elections,

UNICEF Brazil advocated against funding cuts to the health system, and pushed for additional attention to prenatal care and safe delivery as well as better information on food and beverage ingredients.

To respond to the fall in immunization coverage, UNICEF Brazil included the D1 Triple Viral vaccine coverage (against measles, mumps, and rubella) as additional indicator in the UNICEF's municipal seal of approval initiative (municipalities that participate in the initiative must expand vaccine coverage to be eligible for seal certification). UNICEF also mobilized its ambassador, Mônica, the most popular comic book character in Brazil, to support the national immunization campaign. Social media channels of both UNICEF Brazil and Mônica shared messages that reinforced the importance of immunization. The campaign on social media reached two million users and engaged almost 130,000 people.

The incidence rate of congenital syphilis increased by 3.6 times between 2010 and 2017, from 2.4 to 8.6 cases per 1,000 live births. In response, UNICEF produced a toolkit for municipal managers and health professionals in partnership with the Ministry of Health and 1,403 municipalities. A total of 5,653 people were trained in the Amazon and Semi-arid regions. In Belém alone, the local government with the support of UNICEF reduced cases of congenital syphilis by 90 per cent in the last two years.

To promote breastfeeding and prevent childhood obesity, 435 municipalities in the Semi-arid region were trained in using tools produced by UNICEF. In three urban centres, 485 adolescents (approximately 62 per cent of them girls) were trained as peer educators, developing an obesity-prevention toolbox concerning healthy food.

UNICEF Brazil provided technical assistance to the 'baby weeks' initiative that promotes child rights on an annual basis in urban centres. Participation varied from 10,000 families in Recife and 2,208 children in Maceió to 625 children in Manaus (including Venezuelan migrants). The work also reached imprisoned people in Rio de Janeiro and contributed to a commitment from the justice court to prioritize criminal cases of women who are pregnant, mothers and fathers of children up to 12 years old, or children with disabilities. In addition, women who were pregnant and women with babies in pre-trial detention were released to await for their sentences at home.

UNICEF Brazil supported the development of early-childhood municipal plans in São Paulo and Recife with a situation analysis, civil society convening, stakeholders' participation, expansion of targets related to immunization, as well as inclusion of topics on early pregnancy, congenital syphilis, children with disabilities, reduction of intra-municipal inequalities and links to the Sustainable Development Goals.

In the area of sexual and reproductive rights, UNICEF ran an empowerment life-skills workshop for 497 adolescent girls, who successfully advocated for the adoption of gender-responsive municipal health policies in three urban centres. The country office trained 191 public policy managers who incorporated gender-responsive health policies into the municipal agenda.

UNICEF supported the production of an adolescent mobilization guide used by 1,403 municipalities enrolled in the UNICEF Municipal Seal of Approval initiative and a guide on good practices to reduce adolescent pregnancies. In addition, seven of 10 targeted urban centres held discussions on sexual and reproductive rights.

To expand HIV testing and linkages to youth and adolescent treatment, UNICEF Brazil implemented the 'youth awareness initiative' in four urban centres. Data from the municipality of São Luis showed that out of those who tested HIV positive, 93 per cent are undergoing treatment.

Goal area 2: Every child learns

Over the previous two decades, Brazil continually improved access and quality of education. However, according to data from 2015, there were still 2.8 million children four to 17 years old who are out of school. Further progress was threatened by the economic and political crisis that began in 2014. With advocacy by UNICEF Brazil and others, in-depth analyses of the causes of access issues, as well as of school failure and drop-out, increased and new approaches are being tested.

UNICEF Brazil developed the 'school active search strategy', a computer-based system and phone app that facilitates the identification and reintegration of out-of-school children. In partnership with municipal managers of education, health and social welfare, the technology allows local authorities to look for children who are out of school, understand the reasons, and ensure a data-driven pathway for re-enrolment. In just over a year, 2,468 municipalities (44 per cent) had joined the platform (mostly from UNICEF Municipal Seal of Approval; more than 40,000 out-of-school children were identified; and over 4,500 municipal managers trained in the technology and in policies related to inclusive sports and quality self-assessment practices for early childhood education during the UNICEF Municipal Seal of Approval training cycle. The work took place in over 1,500 small and medium cities and four large urban centres.

Following the approval of the National Education Plan in 2014, all states and municipalities included the search for out-of-school children as a main issue in the Municipal Education Plan. The Ministry of Education funded a network of agents to mobilize municipalities to implement the active school search strategy, with an intersectoral approach as part of the monitoring of the National Education Plan. The school active search strategy was identified as a tool in the response to violence against children in the metropolitan area of Rio de Janeiro, given that out-of-school adolescents are at risk of becoming victims of homicides. With the financial support of the Ministry of Education and in partnership with the non-government organization, Cidade Escola Aprendiz, UNICEF Brazil strengthened the capacity of education managers from 24 municipalities with high rates of homicides of adolescents in the use of the active school search technology.

Another key challenge is the wide-spread age-grade distortion, a phenomenon that affects 7.2 million Brazilian students. Grade repetition and/or late entry significantly contribute to school

dropout. In response, UNICEF Brazil developed the 'successful school path', a public-private data-driven initiative that counts on the support from Samsung, NET Claro Embratel Institute and Itaú Social Foundation. Using evidence to drive change, the initiative has a public online platform that displays the number of over-age students for their grade in every state, city, and public school in the country using official and highly disaggregated data collected annually by the National School Census.

UNICEF Brazil developed a study on age-grade distortion and three practical booklets with recommendations on how to address the problem, which were launched in a national seminar organized with the Ministry of Education, targeting state and municipal secretaries of education; municipal secretaries of social welfare; and municipal board of education representatives from all states. The launch of the study on 29 August was covered by the press, with 37 articles and reports registered on tier 1 and tier 2 media outlets.

2018 was marked by several co-creation processes with the private sector. In partnership with Samsung, UNICEF Brazil launched a national marathon of apps, to help over-age students learn in an innovative, inclusive and interdisciplinary way. More than 100 teams submitted projects and 31 teams were selected and received mentoring in pedagogical and technical methods. Each developed an app dedicated to facilitate learning. The winning teams presented their apps to the public and received seed funding to further develop their projects.

The 13th edition of Itaú-UNICEF prize, run in collaboration with the Itaú Social Foundation, recognized and supported 30 projects (out of 3,500) from civil society that improve comprehensive education in the most vulnerable territories in the country.

UNICEF Brazil participated in four major sectoral forums that mobilized more than 3,000 municipal managers of education, health and social development, and municipal boards of education, advocating for the active school search, successful school path strategies, and the 'open doors for inclusion' online course on children with disabilities in public school physical education practices.

Goal area 3: Every child is protected from violence

Violence and abuse are wide-spread in Brazil and rates continued to rise in 2018. With more than 11,000 adolescents killed per year (31 on average per day), Brazil has the highest absolute number of adolescent victims of homicide in the world. In 2017, to better understand the reasons and underlying causes of such violence, UNICEF analysed the trajectories of individual victims and combined them with statistical data. This allowed UNICEF to identify patterns of victimization and to use the evidence to drive change and create empathy. The study was awarded one of the Best Works of UNICEF Research in 2018 by UNICEF Office of Research Innocenti.

To help reduce high rates of impunity (only 8 per cent of homicides investigated in Rio de Janeiro between 2000 and 2006 resulted in prosecution), UNICEF established, through its

urban centre platform initiative, three committees for the prevention of adolescent homicides in São Paulo, Salvador and Rio de Janeiro that follow the first committee established in 2015 in Fortaleza.

With 44 members from 22 organizations ranging from judiciary and parliament to the police, the committee in Rio de Janeiro secured a resolution from the state Attorney General to prioritize criminal procedures and investigations related to adolescent homicides cases. As a result of UNICEF's advocacy and technical assistance, the National Council for Children's Rights issued a resolution (213/2018) to enforce policy guidelines aimed at preventing and responding to lethal violence targeting adolescents. The resolution is mandatory for government officials and will be replicated at local level.

UNICEF Brazil organized an international workshop in Rio on armed violence involving UNICEF headquarters and regional office, the Office of the UN Special Representative of the Secretary General on Violence Against Children, 40 participants from countries in the region, United Nations agencies, high-level government officials, civil society organizations, and adolescents---kickstarting a process to broaden its child protection programme, in particular the prevention of homicides of adolescents including a framework on armed violence in urban settings.

UNICEF Brazil also supported initiatives to disseminate a new law approved the previous year on the rights and guarantees for children and adolescents who are victims and witnesses of violence (13.431/17). In collaboration with ECPAT Brazil, UNICEF organized an international event celebrating 10 years of the III World Congress against Sexual Violence of Rio de Janeiro, where 600 participants agreed on key priorities, ranging from greater international and regional collaboration for the exchange of good practices to mass communication on the impact of discrimination factors (for example, race, gender, sexual orientation) on increasing risks of sexual violence.

UNICEF, Childhood Brazil and Futura TV Channel launched a 12-episode mini-series to strengthen awareness among children about their bodies, age of consent, diversity privacy and the right to be respected. The series addresses online risks, such as revenge porn, online grooming and gender discrimination issues. The series was played 3,368 times on the FUTURA Play system. It was also distributed through YouTube (watched 13,311 times) and Facebook (100,700 times), shared more than 2,000 times. Since September, the series has been available with audio descriptions and hand signs to reach children with disabilities and hearing impairments.

Goal area 4: Every child lives in a safe and clean environment

To address disparities between regions and within urban centres, UNICEF Brazil works closely with almost 2,000 small and medium-size cities in the Amazon and Semi-Arid regions (UNICEF Municipal Seal of Approval) and with 10 large urban centres (Urban Center Platform) reaching, directly and indirectly, approximately 22 million children and adolescents living in 18 states.

Both initiatives improve the capacity of local authorities and mobilize collective action to address inequalities and improve indicators related to education, child mortality, malnutrition and obesity, adolescent participation and empowerment and prevention of homicides.

Of the 1,924 municipalities registered in UNICEF Municipal Seal of Approval, by end 2018, a total of 1,571 were active (82 per cent, midway through the four-year implementation cycle). In the Semi-arid region, that is 85 per cent of the targeted municipalities; in the Amazon Territory it's 75 per cent of the targeted municipalities. Despite financial shortfalls, UNICEF Brazil maximized efforts for the implementation of this large-scale strategy, strengthened teamwork, and created coherent messages without losing the regional context. By the end of 2018, the country office supported capacity strengthening of over 10,000 people in both regions.

In addition, over 23,000 adolescents from 1,070 of the municipalities in the Semi-Arid region, and over 7,000 adolescents from 468 municipalities in the Amazon regions joined the youth participation groups NUCA (Semi-Arid) and JUVA (Amazon). The groups engaged 16 and 17 year old adolescents in education for democratic citizenship (i.e. to issue their voter ID), and in promoting the right to inclusive sport.

In the 10 cities participating in the Urban Center Platform strategy, UNICEF engaged around 900 public and civil society actors and 300 adolescents in 17 intersectoral thematic dialogues. They developed plans on topics such as early childhood development; preventing school exclusion; adolescent sexual and reproductive rights and the prevention of adolescent homicides.

As part of South-South cooperation, UNICEF Brazil facilitated the cooperation between Brazilian engineers and environmental health specialists with experts in Ethiopia for the improvement of a pilot condominium sewage system in the town of Wukro. Apart from generating results for children and their families in the town of Wukro, with the potential for scale-up on the long run, the initiative opened partnerships in Brazil at the subnational level, especially with regards to persistent challenges related to WASH in many parts of the country.

Goal area 5: Every child has an equitable chance in life

2018 was the first year of implementing the social policy and monitoring and evaluation programme outlined in the Country Programme Document, which covers policy and public budget analysis, research, monitoring and evaluation and South-South cooperation. It is a fundamental shift towards generating knowledge, including new qualified data and indicators on children and adolescents coping with situations of vulnerability and exclusion. These data and analyses provide the basis for evidence-based policy dialogue and public advocacy, powerful partnerships and innovation.

A key result of that work in 2018 was the production of a multidimensional child poverty study, a first of its kind, that uses data from the National Household Sample Survey 2015. The study was developed in collaboration with Brazilian Institute of Geography and Statistics, Ministry of

Planning, civil society organizations, ECLAC, the World Bank and United Nations agencies. The analysis considered six dimensions of deprivation: education, housing, water, sanitation, information and child labour. It revealed that even though monetary poverty had decreased considerably by 2015 in Brazil, 61 per cent of children and adolescents were still affected by at least one deprivation.

The study was launched as part of an advocacy campaign to position children's rights during the public debate around the general elections and generated a broad coverage as well as close dialogue with key stakeholders. It enabled the Ministry of Planning to link access to water and sanitation to children's well-being, and in general to move beyond the concept of monetary poverty towards a concept of multiple deprivations. Based on the study on child poverty, UNICEF carried out advocacy actions with the Ministry of Planning, which resulted in the Ministry's intention to include the multidimensional child poverty methodology into the upcoming 2019-2023 Brazilian Development Plan and align it with the Sustainable Development Goals.

Building on disaggregated data from the study on multidimensional poverty and earlier research done for a comprehensive regional situation analysis, UNICEF developed an agenda for children and adolescents in the Amazon region. The document revealed that levels of poverty and deprivation among the 9.1 million children and adolescents living in Amazon are mostly higher than the national average. To raise awareness, UNICEF presented the agenda to a group of bilateral and international partners, highlighting the organization's efforts to address the needs of children and adolescents in the Amazon through the UNICEF Municipal Seal of Approval initiative.

UNICEF Brazil commissioned two analyses that will enable the country office to design strategies to work on public investment for children at national and subnational levels. The Ministry of Finance and the Ministry of Planning expressed interest in working with UNICEF in public financing for children, specifically in the budget allocation for children and adolescents as well as in public expenditure efficiency and effectiveness analysis.

UNICEF continued to strengthen its relationship with the Brazilian Institute of Geography and Statistics through a series of meetings and events that consolidated partnerships in areas such as monitoring Sustainable Development Goal indicators, multidimensional poverty, violence against children, child labour measurement and supporting the planning and development of the population census in 2020. UNICEF also participated, jointly with United Nations agencies, in the mainstreaming, acceleration and policy support mission organized by United Nations Development Programme in May. An outcome of UNICEF's participation was that the Sustainable Development Goals related to children and adolescents as well as relevant issues and bottlenecks raised by UNICEF were integrated into the final report.

UNICEF successfully negotiated a data philanthropy agreement with the telephone company, NET-CLARO. Originally with the objective of monitoring the Zika epidemic in a specific geographical area, the agreement has shifted and expanded in scope. UNICEF Brazil aims to

help monitor the epidemiological situation in the whole country, including in areas with the largest influx of Venezuelan migrants in Brazil.

UNICEF continued to engage in South-South cooperation initiatives to exchange good practices and mutual learning with other countries, especially in the area of social protection and investments for children. The country office facilitated the Brazilian Government's participation in an international seminar on cash transfer programmes to share the country's experience, especially how Brazil applies conditionalities as an instrument for the management of the country's larger social protection system. The mission laid the ground for future cooperation between Argentina and Brazil as well as a larger partnership at global level on knowledge generation on social protection.

In addition, following a scoping mission to Sao Tome & Principe, the design of a one-year trilateral South-South cooperation initiative was being finalized, to support Sao Tome & Principe in its efforts to implement its national social protection and child protection plans of action. UNICEF Brazil also facilitated South-South cooperation between Jamaica and Brazil, as the Brazilian Government contributed to institutionalize the Jamaican Child Justice Guidelines and a scoping mission to Brazil resulted in a longer-term trilateral South-South cooperation to contribute to a more child-sensitive justice system.

Finally, UNICEF Brazil established alliances with strategic partners to push forward the social inclusion agenda. Stakeholders included technical teams of the Ministries of Finance, Planning and Social Development. These alliances contributed to a better understanding of national development planning, public budget and social protection aiming to ensure that the children and adolescent's agenda is included in the transition process from the current government administration to the next.

Humanitarian

In response to the influx of migrants from Venezuela, UNICEF opened a field office in the northern State of Roraima, where most migrants are concentrated. With funds from New Zealand, SIDA, USAID, the US Fund, UNICEF regional and global emergency funds, Central Emergency Response Fund, thematic and non-emergency resources, UNICEF supported humanitarian efforts in collaboration with municipal, state and federal authorities, United Nations agencies, non-government and religious organizations.

In the previous six months, UNICEF Brazil improved coordination and workflows of leadership of three working groups (for all child-related issues; later re-focused on child protection, WASH, and education).

UNICEF Brazil contributed to understanding the situation of migrant children through data collaborations with the University of Mallorca and the Qatar Computing Research Institute (using Twitter and Facebook data); the University of Brasilia (disaggregated official migration data on children); and International Organisation for Migration (displacement tracking matrix in

Roraima). The latter provided much-needed information on the characteristics, needs and vulnerabilities of migrant children. Among 3,785 interviewees, 425 were accompanying children (a total of 726 children), and 224 said they were accompanying children other than their own. Nearly a third of the displacement tracking matrix respondents claimed being aware of discrimination or abuse cases, xenophobia and labour exploitation being the most common.

In partnership with Adventist Development and Relief Agency and local health authorities, UNICEF Brazil screened the nutritional status of 452 children (under five years old) in eight out of 13 shelters, with 11 of them (2.4 per cent) presenting very low weight for age. They were referred to specialized nutritional rehabilitation services. UNICEF and partners trained 18 health agents on exclusive breastfeeding, immunization and adequate and healthy eating, equipped six breastfeeding spaces, and ensured food fortification with micronutrients (vitamins and minerals) for all sheltered children (six to 48 months).

As the leader of the WASH working group, UNICEF Brazil provided technical assistance to the Brazilian Ministry of Defence (ministry responsible for the Government's humanitarian response) so shelter facilities meet international WASH standards. In partnership with Adventist Development and Relief Agency, UNICEF Brazil conducted a preliminary survey on sanitary conditions in five shelters, established local WASH committees in three shelters, and trained 70 humanitarian professionals to strengthen stakeholders' ability to establish feedback mechanisms, and disseminate information in Portuguese and Spanish. Furthermore, 65 adolescents and young people were trained to use communication tools to monitor WASH-related issues. They also produced audio-visual content to disseminate messages on hygiene habits and safe water usage among the dwellers of the shelter, reaching 2,300 people, including 1,000 children.

At least 1,820 children (859 girls; 961 boys) were reached with educational and recreational activities in 10 UNICEF-supported temporary learning spaces. A total of 97 teachers were trained, including 74 Venezuelans (21 from the indigenous community) and 23 Brazilians. UNICEF Brazil and partners provided technical support for curriculum to meet the needs of indigenous children, and to prepare a school enrolment campaign with the goal to register 60 per cent of the migrant children in shelters in formal schools, considering the back-to-school campaign in February 2019.

In partnership with World Vision International and Fraternidade Internacional, UNICEF established 14 child-friendly spaces, providing psycho-social assistance and recreation activities to an average of 565 children a week (260 girls; 305 boys), enabling parents to deal with required paperwork or simply to decompress. With the spaces operation, more cases of violence against children and adolescents were detected and 165 children victims of violence (39 per cent girls) were identified and referred to the local protection networks for proper case management. Meanwhile, 86 agents from the local protection network were mobilized and trained to prevent and address cases of violence, abuse and exploitation (including gender-based violence). UNICEF and United Nations High Commissioner for Refugees (UNHCR) developed terms of reference and workflows to improve management and reporting on child

protection cases in shelters.

Taking advantage of UNICEF Municipal Seal of Approval, implemented in 14 out of 15 municipalities in the State of Roraima, UNICEF Brazil will better integrate humanitarian and development work. UNICEF is adapting this methodology to recognize migration as a determinant of exclusion.

UNICEF Brazil and its partner NECA organized three seminars for those in the justice system to streamline understanding of procedures to issue temporary legal guardianship based on the 2017 immigration law. To assist with immediate needs of children in shelters, UNICEF mobilized agents from the justice system to conduct the registration on site. As a result, 92 per cent of children (162 indigenous children) had their cases processed in just one day. Based on this positive experience, UNICEF Brazil, Fraternidade and UNHCR are mapping the families/ children who need to legalize guardianship, to then invite the agents to the shelters.

In six months, UNICEF Brazil trained 1,015 social agents in relevant issues regarding protection, education, health, nutrition and WASH; and an additional 550 soldiers of the Brazilian Ministry of Defence on protection from sexual exploitation and abuse in collaboration with United Nations Population Fund.

UNICEF ran two U-Report surveys with 452 respondents, targeting Venezuelan migrants living in Brazil, to understand their challenges concerning integration, discrimination and access to essential services and rights. UNICEF, in coordination with United Nations agencies and partners, produced communication material and engaged with national media outlets to raise awareness about the situation of migrant children in Brazil and to highlight progress made in the response, yielding extensive coverage.

Gender

UNICEF Brazil worked on implementing the Gender Action Plan (GAP), with focus on three of its five priorities.

To advance girls' secondary education and skills, UNICEF Brazil used its active school search strategy and identified adolescent pregnancy as a main reason for school dropout. Out of 1,444 adolescent girls who were out of school, 192 (4.9 per cent) left because they were pregnant. UNICEF used this evidence to create awareness among decision-makers on the need to adjust public policies, to ensure that adolescents who were pregnant or young mothers have the right to education guaranteed.

To promote girls' nutrition and pregnancy care, HIV- and human papillomavirus-prevention, UNICEF Brazil implemented the youth awareness initiative, a peer-to-peer strategy targeting primarily 15 to 24 year old men who have sex with men, homosexuals and transgender to get tested and treated in four Brazilian capitals.

To end child marriage and early unions, UNICEF Brazil provided life-skills training to 497 adolescent girls, who successfully advocated for the adoption of a gender-responsive sexual and reproductive rights policy into municipal plans in three urban centres. In addition, 30,000 adolescents in the Semi-Arid and the Amazon regions were informed about child rights and gender-discriminatory social norms on subjects such as political participation, body confidence, nutrition, safe use of internet and leadership.

UNICEF produced evidence that show that homicide rates against adolescent girls rose in the State of Ceará. In 2017, 80 girls were assassinated state-wide: 196 per cent more than the previous year. Violence against girls included public shaming, torture and sexual violence. The figures revealed a worrisome trend, and led the Committee for the Prevention of Adolescent Homicide to better integrate the gender dimension to understand the phenomenon. On 3 December, a public hearing was held in partnership with the Special Commission for the Rights of Women of the Legislative Assembly of the State of Ceará. Insights from the study were also shared during a workshop by the Women's Observatory against Violence of the Federal Senate, as a basis for new policies and programmes on gender-based violence.

Develop and leverage resources and partnerships for children

Private fundraising and partnerships in Brazil grow each year in terms of funds raised; number of individual donors; partnerships with the private sector, and impact programme implementation. UNICEF Brazil raised approximately US\$ 12.9 million (BR\$ 46.7 million), a 15 per cent increase in local currency from 2017. The base of 255,000 individual donors is the second largest of all UNICEF country offices.

Companies and foundations that partner with UNICEF rose, with greater impact for children. By end 2018, there were 24 companies and foundations partnering with UNICEF (50 per cent more compared with 2017) from sectors such as insurance, banking, health care, pharmaceutical, electricity generation and distribution, telecommunication and technology. Financial contributions are significant, but these partnerships increasingly heighten the programme impact and innovation for children. Major companies such as Samsung, TIM and Net Claro Embratel support UNICEF with technology to address challenges.

Winning support for the cause of children, from decision-makers and the public

The general elections in the second half of 2018 provided UNICEF Brazil with a unique opportunity to position the rights of children and adolescents in the public sphere, to mobilize audiences and engage key decision-makers.

Prior to the election campaigns, UNICEF Brazil had joined forces with the superior electoral tribunal and regional electoral courts to encourage 16 and 17 year olds to register and vote. Young people in that age group are allowed to vote, however, unlike adults, voting is not mandatory. Through the campaign #partiumudar (#GoOutAndChange), UNICEF promoted the adolescent participation in the democratic process, including educational activities on

democracy and citizenship and social media outreach. The messages were based on content developed by adolescents themselves who engaged with the NUCA and JUVA groups of the UNICEF Municipal Seal of Approval initiative. The campaign reached almost 500,000 people and generated almost 140,000 video views.

During the election campaigns, UNICEF Brazil launched the advocacy campaign, Mais Que Promessas (More than Promises), built around six key problems of children and adolescents and proposed actions for candidates. UNICEF published two studies on dimensions of child poverty and the extent of under-grade enrolment in school. The launch of each campaign, supported by two UNICEF Ambassadors, and the two study documents yielded massive media coverage, with almost 500 articles published. Based on this visibility, UNICEF reached out to all candidates for the presidency and for governor posts in priority states. As a result, 22 candidates, including five running for the presidency, signed a commitment to prioritize children and adolescents and spoke to the media and other audiences about their plans in this regard.

UNICEF Brazil developed an online platform inviting followers to engage the presidential candidates through social media on the topics identified in the campaign document. In Rio de Janeiro, São Paulo and Fortaleza, UNICEF organized direct engagements between adolescents and state level candidates via social media. The main candidates took part in the questions and answer sessions (perguntaço), responding to questions related to the priorities identified by UNICEF. Between the first and second round of voting, UNICEF focused on positioning on social media. the main challenges that children and adolescents face as human-rights issues. Several posts were developed by adolescents, who 'shared' them among their own groups and networks. Through both approaches, UNICEF reached more than 20 million people; almost 130,000 engaged with UNICEF content on Facebook, Twitter, Instagram and WhatsApp. The experience is a basis for programmatic and advocacy engagement with the new governments.

To celebrate World Children's Day, UNICEF mobilized its ambassadors and 20 additional key influencers to share a photo of themselves as a child on social media with a message related to children's rights, and to challenge another 150 influencers to follow suit. The messages reached over 100 million people on social media, and almost 9 million engaged with the posts. UNICEF facilitated 'children takeover activities' in eight cities participating in the Urban Center Platform programme and more than 20 municipalities of the UNICEF Municipal Seal of Approval, through the network of NUCAs and JUVAs [22].

On the occasion, the Office of the State Attorney General of Rio de Janeiro issued a resolution committing to prioritize the investigation of adolescent homicide cases, following up on a promise made the previous year. UNICEF also took a public advocacy position against violence following the murder of a Rio parliamentarian and her driver.

There was growth in the uptake of U-Report with Whatsapp and Facebook Messenger introduced as an entry points, to connect with the youth participation platform. UNICEF uses U-Report Brasil as its main channel to consult adolescents who live in the most vulnerable areas

of the Semi-arid and the Amazon regions on issues that affect their lives and development. The number of U-Reporters increased from roughly 10,000 to 75,319 by mid-December 2018. They participated in polls related to sexual violence, political participation, migration and school exclusion, among others. The results of the polls were covered by newspapers at the national and local level and presented to authorities in public policies forums.

UNICEF Brazil invested in scaling up its adolescent and youth development and participation programme by implementing the Generation Unlimited framework. As part of the Gen U global contest on innovation, UNICEF Brazil launched a youth challenge. Five initiatives developed by adolescents and youth were selected, now supported with seed money, counselling and mentoring. In line with the first Gen U priority of improving secondary education opportunities, UNICEF Brazil mobilized over 30,000 adolescents to participate in the 'school active search' programme in 2019, where they help re-integrate out-of-school peers into school. UNICEF Brazil also partnered with the Roberto Marinho Foundation that supports 110,000 adolescents and youth with learning opportunities through jobs under the apprenticeship law, thus strengthening their employability. In order to strengthen girls' empowerment, UNICEF mobilized 2,000 girls in three metropolitan areas and provided them with life-skills training and opportunities to develop their personal capabilities. The methodology of this UNICEF programme, called "Today a girl, tomorrow a woman" ("HojeMenina, AmanhãMulher") was adopted by the municipality of Recife for scale-up as a public policy.

Fostering innovation in programming

UNICEF used modern communication technology to involve adolescents and young people in a conversation about a highly sensitive issue – the risks related to posting intimate photos or videos on the internet, or 'sexting'. UNICEF Brazil created a dialogue on Facebook messenger with a fictitious girl named FabiGrossi, whose ex-boyfriend had shared such material without her consent.

Participants of the Caretas project can "talk" to Fabi for up to three days for advice and where to seek psychological as well as legal support. Shortly after the launch, the platform went viral, attracting almost one million participants. While always aware that Fabi is not a real person, more than 50 per cent of users continued the conversation until the end. Some 90 per cent of those who participated in a final survey rated the experience as good or very good. UNICEF is analysing user behaviour and attitudes towards sexting to develop a programmatic response, involving Facebook and non-government organisation partners.

Part 3: Lessons learned and constraints

Humanitarian response to migration

The Venezuelan migration influx into Brazil was UNICEF Brazil's first large scale humanitarian response. At the beginning of the year, the country office undertook a mission to the border

with Venezuela and identified the need for the establishment of a local UNICEF team and for the development of a multi sectoral response. This required raising awareness on the situation of children and their families and mobilizing support at the different levels of the organization.

The work started through stretch assignments and consultancies and was progressively scaled up with the establishment of a multi-sectoral field office managed by an international P4 coordinator. The difficulty of mobilizing funds and recruiting staff hampered initial implementation rates, the overall coordination and the integration of humanitarian and development work. However, in three months, the office managed to turn things around. It recruited 11 people and brought in a Deputy Representative on stretch assignment who was coordinating the humanitarian response from Brasilia. UNICEF signed 12 agreements with eight non-governmental organizations and ended the year with optimal expenditure rates of humanitarian funds received for the emergency response (around 1.5 million US dollars).

The response to this situation was complex and represented a stretch for the office. Main lessons learned include: 1) the importance of strengthening the capacities of the regular team to respond to humanitarian situations in a context where emergency situations are not common; 2) the challenge of raising awareness on less visible humanitarian situations to mobilize timely financial and human resources; and 3) the need to further integrate the humanitarian response with the regular development work.

UNICEF Municipal Seal of Approval, Urban Center Platform and Adolescent Participation

The implementation of the UNICEF Municipal Seal of Approval and the Urban Center Platform strategies provided important lessons that will inform adjustments in 2019.

Although most local authorities agreed on the importance of intersectoral policies and programmes, UNICEF found that only a few municipalities were actually implementing such activities. UNICEF responded by inviting public agents for a sectoral training. The training involved almost 5,000 public servants from the areas of education, social assistance, child protection and health as well as 3,500 adolescents who worked jointly on intersectoral projects. The lesson learned was that UNICEF can play a key role in forging multi-sectoral approaches by facilitating trainings where the representatives of different areas collaborate to solve concrete tasks. The next step will be to evaluate how social indicators change as a result of this integrated training approach.

As part of the Urban Center Platform strategy for the prevention of homicides of adolescents, UNICEF Brazil supported the establishment of committees for the prevention of homicides of adolescents in four cities, bringing together civil society organizations with the judiciary, the public attorney's office, the parliament and sectoral secretariats. UNICEF also organized an international workshop, in close articulation with UNICEF Regional Office and headquarters, with representatives from the executive, judiciary and legislative, international organizations and civil society to develop a framework for the prevention of armed violence in urban settings. Key lessons learned include: it's important to influence authorities to include homicides of

adolescents on mayoral and state government agendas, and that there is an urgent need to develop a UNICEF framework to address armed violence in urban settings.

The two initiatives highlighted the strategic role of adolescents to mobilize local community and public policy and to develop concrete initiatives. As part of the UNICEF Municipal Seal of Approval, each municipality set up a group of adolescents to implement rights-related activities structured around eight challenges. The outcome was particularly positive when the adolescents were trained with adults, sharing experience and jointly developing intersectoral approaches. The adolescents developed and helped the adults realize that the presence of adolescents is an added value for achieving results in public policies.

The involvement of adolescents in activities to address homicides of young people generated a more effective commitment from all engaged institutions. The adolescents' life stories and the testimonies on the dynamics within their communities provided a human face to the statistics.

Finally, an important conclusion of 2018 was the need to further integrate the UNICEF Municipal Seal of Approval and the Urban Center Platform, to enhance synergies, optimize the use of resources and develop a comprehensive municipal approach that is more closely linked to the child-friendly city initiative.

“More than Promises” to position children's rights during the elections

UNICEF Brazil worked with the general election climate in October 2018 to position children's rights in the debate. Given the unusually heavy polarization between political groups, UNICEF focused on a set of priority topics along the lines its country programme rather than prioritizing one issue that might be associated with individual candidates.

Based on consultations involving staff and external partners, UNICEF Brazil developed a public advocacy campaign focusing on multidimensional poverty; violence and homicides of adolescents; education; health; childhood obesity, and participation of adolescents in democratic processes. UNICEF provided recommendations on how to address each challenge. The campaign 'more than promises' (Mais que Promessas) provided data, disaggregated by federal state.

UNICEF Brazil launched the campaign and the studies ahead of the electoral campaigns. Media coverage surpassed all expectations with the support by UNICEF Ambassadors Renato Aragão and Lázaro Ramos. Out of the 13 presidential candidates, UNICEF met the five main contenders, with the exception of one who was hospitalized following an assassination attempt. Each spoke about the challenges that children are facing, providing UNICEF with a platform to promote children's rights. At state level, UNICEF chief of territories and office coordinators met with another 17 candidates. All 22 candidates signed a public commitment to prioritize children. UNICEF field offices also organized online discussions between governor candidates and adolescents.

UNICEF Brazil developed a website of documents, and a link where voters could send a Tweet message to the presidential candidates and ask them about the challenges identified by UNICEF. Through this initiative UNICEF was able for the first time to combine RapidPro with WhatsApp. With support by the global innovation team, WhatsApp can now also be used as entry point to U-Report.

However, uptake of “ask your candidate” campaign was limited: 1,600 people sent questions mainly due to the complexity of the engagement process. The lessons learned is that tools should be simple, involving few clicks, and ideally no moves between digital platforms.

Based on these learnings, UNICEF Brazil switched focus to social media and WhatsApp during the second round, to directly promote child’s rights using messages such as: “You are in favour of good education for all children – you are supporting human rights.” The pick-up was strong.

Overall through social media activities, UNICEF Brazil reached 20 million people; 130,000 engaged directly with messages. The media launch generated 500 articles and reports; the UNICEF Representative and programme specialists were interviewed by the main TV and radio news programmes.

The campaign provided a number of lessons: Democratic elections are an opportunity to promote children’s rights. However, it is key to focus on main UNICEF topics and avoid topics that may associate with individual candidates. Inviting candidates to commit to children’s rights during elections sets the ground for evidence-based collaboration with incoming government. Public advocacy related to elections can also strengthen the UNICEF brand as the lead advocate for children’s rights. Elections are opportunities to mobilize large audiences, however digital engagement processes need to be extremely simple. Twitter is a good option to facilitate the direct engagement of audiences with candidates, because their responses will be public, different from Facebook. Memes with visual material and strong messages are very popular and can easily be shared on WhatsApp.

The multiple dimensions of child poverty

Under the priority to strengthen UNICEF Brazil knowledge generation, the country office developed a study on multidimensional poverty to advocate for children’s rights and to influence policy in the context of Brazil’s political transition.

The document was developed by a professional team. The methodology and the results were validated through a series of participatory events with stakeholders from the public and private sector, including civil society organizations and universities.

The launch of the report generated media coverage highlighting the relevance of the topic for the country and positioning the issue on the national public agenda. Multidimensional poverty was widely recognized as a way to analyse the extent of poverty beyond monetary deprivation.

The report resulted in a strategic new partnership with the National Statistics Office (IBGE) that will allow data and evidence-generation on important issues related to children and adolescents such as violence and early childhood development, as well as to monitor multidimensional child poverty. It also resulted in a closer cooperation with the Ministry of Planning, who intend to include the methodology to align the upcoming 2019 -2023 Brazilian Development Plan with the Sustainable Development Goals with emphasis on a cross-cutting agenda.

Main lessons learned: Even with financial constraints, prioritizing evidence and knowledge generation as effective, especially in terms of advocacy. The impact of the study made it possible to establish key strategic partnerships showing the concrete impact of this strategy. The study was key to position UNICEF in Brazil as a solid source of knowledge on topics that have traditionally been addressed by other international organizations and as a technical partner that can support the Government for the design of targeted cross-sectoral policies for children and adolescents. The success of the study sets the ground for future evidence generation, using innovative approaches to policy development, developed by civil society and young people, for example.

Partnerships with the private sector for financial resources and innovation for children

In 2018, UNICEF Brazil expanded the number of alliances with the private sector from 16 to 24, bringing in private stakeholders such as Samsung, Sanofi, Net-Claro Embratel and others. Beyond funding, new partners contribute with innovation for children. The 2018 experience already provides some important lessons learned:

- Success in fundraising and engagement with companies and foundations is determined by the right level of staffing who accompany the evolution of partnerships.
- In an increasingly competitive context, partnerships need to bring value through brand visibility and synergy, engagement with their consumers and networking opportunities.

Potential donors want simple, easy to understand proposals and ways of communicating the impact of their donation to their employees, customers and other audiences.

- Innovation and determining the “business DNA” to find solutions to everyday problems is a way to unlock income and generate innovation for children. Such multi-faceted partnerships require investment in time and resources.
- Speaking and mirroring the language of the current landscape is important. For example, engagement of the private sector with the Sustainable Development Goal’s is an opportunity to translate UNICEF’s work into a language that private partners understand.

Response to the latest trends in social media

The exponential growth in social media followers seems to be reaching a plateau, growing at slower rates, also due to an initiative by Twitter to clear bot accounts. UNICEF Brazil “lost” over 25,000 “followers” in 2018, which in reality were driven by robots. In addition, social media companies increasingly restrict organizations from generating organic growth of followers.

In order to respond to such constraints, UNICEF Brazil focused on broadening the engagement of its existing followers using innovative formats such as communities and e-cards on WhatsApp, Instagram stories and Facebook Live transmissions. UNICEF invested in identifying and engaging segmented audiences on social media, for instance in support of the national immunization campaign.

Another step was the engagement of influencers in events. On World Children's Day, UNICEF Brazil invited 20 influencers to share a photo of themselves as a child on Instagram with a message related to children's rights, and encouraged them to invite three friends each. UNICEF reached 100 million people; 8.8 million shared messages and photos.

A key lesson learned was that celebrities and digital influencers can be mobilized around strategic dates, provided the mechanics of engagement are simple. An activity with a personal touch (a childhood photo) and a light competitive element (asking them to invite three personal friends to follow suit) can be effective incentives. Such activities provide enormous opportunities for achieving strong reach and engagement rates.

Equally successful was the use of artificial intelligence to reach and engage large audiences, including on sensitive topics. UNICEF developed a project, 'Caretas', to involve adolescents and young people in a conversation related to the risk of cyberbullying following sexting, i.e. the exchange of intimate photos or videos on the internet. UNICEF created a dialogue on Facebook Messenger where participants could "talk" to a fictitious victim, FabiGrossi, about what to do and where to get both psychological as well as legal support. The script was built through artificial intelligence, i.e. Fabi "initiated" the next phase of the conversation and "answered" questions depending on the latest contribution by the participant.

The platform went viral and until the end of 2018, almost one million people had joined the conversation. Some 90 per cent of those who participated in a final survey rated the experience as good or very good. The survey also revealed how common the exchange of intimate photos and videos is among adolescents, including among young girls and boys. UNICEF contracted a researcher to analyse the motivation for sharing such material, with the goal to expand and improve the Caretas platform as well as to develop a programmatic and communication response to raise awareness about the risks of cyberbullying.

Programme structure and matrix management

Despite solid results, there are challenges to implement the UNICEF Brazil Country Programme.

The country programme structure (that does not follow traditional thematic areas) and the matrix management involving 10 offices added complexity to implementation, accountability and communication around the programme. The country office already undertook adjustments to facilitate coordination and management, but a strategic reflection will be undertaken in 2019

to simplify structures and management. This moment of reflection will also be key to adjust the country programme to respond to the new environment and priorities of the Government.

To reduce costs and support the United Nations reform, UNICEF Brazil and other agencies established two new common premises in Manaus and Belem, in addition to the existing common office in Salvador. Expansion of common premises at local level will be a key strategy in the coming years.