1 EXECUTIVE SUMMARY

In 2010 UNICEF continued to support the country to fight inequities in the most disadvantaged regions of Brazil, the Amazon and the Semiarid, where over 80,000 people in 1,342 municipalities were mobilised to produce local public policy plans aimed at reaching the MDGs and reducing inequities.

In 91 communities of São Paulo and Rio de Janeiro, approximately 8,000 favela dwellers took part in actions to reduce exclusion and improve access to social services by children and adolescents.

UNICEF also launched a campaign on the Impact of Racism on Childhood, which gave visibility to a theme rarely discussed in Brazil. The campaign made extensive use of social networks and other new technologies, which generated significant feedback from the public.

Support to the Brazilian South-South cooperation agenda (LSS) remained a priority for UNICEF. Under the LSS initiative, a Youth network was established. Its main objective is to promote young people's participation in the discussion and setting of policies aimed at preventing STD/AIDS in schools.

UNICEF helped mobilise society and local authorities during the floods in Rio de Janeiro and in Alagoas and Pernambuco, in order to guarantee that priority was given to children in the humanitarian aid coordinated by civil society and government.

UNICEF coordinated with other UN agencies and the Brazilian government to contribute to the response to the Haiti’s earthquake. The action raised more than US$1 million and was a milestone for the United Nations’ work in Brazil, with the first ever joint television campaign and joint donation-dedicated web site.

Along with UNDP, FAO, ILO, and PAHO, UNICEF is implementing a Joint Programme to improve food security and nutritional status of indigenous women and children in two Brazilian states in the Amazon. It has already reached 44,892 people.

In spite of Brazil’s continued improvements on many social indicators, confirming that most MDGs will be reached or even surpassed, making social progress a reality for all is still a challenge. Some regions, age groups, indigenous and Afro-descendant communities, along with children with disabilities, still face inequities in the realisation of their rights, compared to the rest of the country.

2 COUNTRY SITUATION AS AFFECTING CHILDREN AND WOMEN

The analyses made by the Country Office provide evidence that five key dimensions of inequity determine who the most disadvantaged children in Brazil are: (i) income; (ii) where the children live (sub-national disparities); (iii) ethnic-racial origin; (iv) age (with early childhood and adolescence the two key moments of vulnerability); and (v) personal condition (disabilities being a major factor).

Despite its economic growth over the past years, Brazil faces large internal inequalities. Latest data shows that 29 per cent of Brazil’s population, about 56 million people, live in poverty (20 million in extreme poverty). In the Northeast and Amazon regions, approximately 68 and 57 per cent (respectively) of all children are poor. Of the total population of poor children, almost 25 million are Afro-descendants. The incidence of poverty is also higher in early childhood than in other age groups, with around 48 per cent of children 0-6 years living in poverty.
Regarding education, Brazil still has 571,000 children out-of-school. Afro-descendent children have a 45 per cent higher risk of being out of school than white children. Over half of the children who are out of school live in the North and Northeast regions. Access and quality of education also are a problem: children 7 to 14-years-old living in the Northeast are three times more likely to be illiterate than those living in the Southern part of the country. Adolescents are especially vulnerable when it comes to education: almost one in every six adolescents (1.6 million) is out of school.

2010 marks a shift in the political participation of women in Brazil. During general elections, two women were among the three most voted presidential candidates, including Dilma Rousseff, who was elected. Despite this advance, only 44 women were elected to the Brazilian House of Representatives (out of 513 seats).

Brazil remains on track to reach MDG 4. From 1990 to 2008 the U5MR fell 58 per cent, from 53.7/1000 to 22.8. The IMR also saw a significant drop (59 per cent) in the same period, from 47.1 to 19/1000. However, regional disparities are striking. The Northeast Region has a rate of 26.7/1000, which is over twice as high as that of the Southern region (12.8). The indigenous population experiences an IMR of 41.9/1000 (more than twice that of the white population). Children of Afro-descendant mothers have a 25 per cent greater chance of not surviving their first birthday than children of white mothers.

Health services for pregnant women have progressed in Brazil, but challenges remain. Data show that 43 per cent of all babies were born from mothers that had less than six prenatal visits (the minimum recommended by the Ministry of Health). In the Northern region, this ratio is as high as 70 per cent. In Brazil as a whole, 52,000 infants are born each year to mothers who have not had any prenatal care, 69 per cent of whom are Afro-descendants.

The MMR increased between 2001 and 2007, from 70.9 to 77/100,000. Aggravating this situation is the problem of teenage pregnancy: in 2009, 285,000 adolescents 15 to 17 years of age stated that they had already given birth. In 2008 the country had 28,000 children born to mothers aged 14 and below, about 2,000 more than in 2004. Reliable data on HIV and AIDS remains a challenge. It is estimated that 630,000 people live with HIV in Brazil. Mother-to-child HIV transmission is 6.8 per cent in Brazil, 13.8 in the Amazon region, 7.7 in the Semi-arid and 4.9 in the southern part of the country.

Violence against children is of increasing concern in Brazil, impacting especially adolescents. Deaths by homicide are far too many; the fact that homicides of children are fewer than those of boys in all age groups, the increase in the numbers of girls victims of homicide is alarming: from 1997 to 2007, the numbers of homicides among Afro-descendant girls aged 10 to 19 grew by 55 per cent. The homicide rate among children and adolescents aged 10 to 19 has been fluctuating since 2001, decreasing 22.6 per cent among white children and increasing 3.8 per cent among Afro-Brazilians.

3 CP ANALYSIS & RESULT

3.1 CP Analysis
3.1.1 CP Overview
The main objective of the UNICEF Country Programme for 2007-2011 is to support national and sub-national efforts to reduce the socio-economic, geographic, racial, age, and gender inequities and disparities that affect the well-being of children, as well as to promote and ensure the rights of children and adolescents. The priorities of the UNICEF programme of cooperation in Brazil are expressed as the right of each child and adolescent to survive and develop (MTSP FA1), to learn (MTSP FA2), to protect him or
herself from HIV/AIDS (MTSP FA3), to grow up without violence (MTSP FA 4) and to constitute a priority for public policies (MTSP FA5), with a focus on racial disparities and the participation of adolescents.

The UNICEF Programme in Brazil uses the regional disparities that characterise the country as a basis for prioritising its actions. It understands that the country has well-defined territories, each of which have their own distinct physical, environmental, cultural, and human characteristics. Recognising that these territorial dimensions harbour different social realities and potential, the organisation incorporates the concept of territorialism into the design of its strategies, given that a single model is clearly not feasible in a country with the magnitude and disparities of Brazil.

With this perspective, UNICEF prioritises children and adolescents who live in three specific territories: the Amazon, the Semi-arid, and the vulnerable communities (favelas) of large urban centres, areas marked by serious and frequent rights violations. The organisation works in these areas through Programmatic Platforms, which are defined as a set of integrated strategies and activities that aim to achieve behavioural, legal, institutional, and management changes, as well as public action and social participation to guarantee the respect for and the effectiveness of each child and adolescent’s rights to survive, develop, participate and be protected.

3.1.2 Programme Strategy

3.1.2.1 Capacity Development

UNICEF’s work in Brazil is structured around programmatic platforms and focuses on the most disadvantaged regions of the country. Brazilian municipalities have autonomy to make administrative, financial and management decisions related to the MDGs; work aimed at reducing inequities in the Semi-arid region was further strengthened at the municipal level by partnerships with a network of institutions that are members of the Semi-arid Pact.

UNICEF developed a training process for municipal managers in sectors relevant to or focused on childhood and adolescence, meant to make public policy more equitable and inclusive, and based on the CRC, the MDGs and MTSPs. We emphasised results-oriented participatory management and communication for development, with a focus on reducing inequities. This took place through two complementary core strategies: political pacts to harness political will and support ‘A World Fit for Children and Adolescents’ in the Semi-arid, the Amazon Child Agenda, and UNICEF’s municipal Seal initiative (the Selo). While the pacts are strategies for mobilising and convening all of Brazilian society, both at the federal and state levels, the Seal targeted the nearly 1,500 municipalities in the Semi-Arid and 700 in the Amazon.

In 2010, we held two important capacity-building events, one each semester. The objective of the first training was to pass on to municipalities the basic concepts of results-based management and participatory planning. The focus of the second training was the implementation and monitoring of planned activities to improve social indicators for children, social participation that prioritised adolescents and the introduction of new topics, such as contextualised education, sports in education, and culture and diversity.

In partnership with governmental and nongovernmental organisations, UNICEF developed innovative methodologies for each of these trainings, taking into account the federal government’s priorities to achieve the MDGs. This capacity-building process goes beyond achieving the objectives of the current Seal version by seeking to create a culture of responsible management in municipalities that strives for tangible results for children and adolescents through sound public policy.

3.1.2.2 Effective Advocacy

UNICEF in Brazil continued to strengthen effective dialogue and advocacy with the main decision-makers in the area of children and adolescents’ rights. They are: federal and state governments, municipal governments in the Semi-arid and Amazon regions and in
major urban centres; the Brazilian parliament; civil society organisations, the private sector and public policy management boards, such as Municipal Council for the Rights of Children and Adolescents.

The main advocacy achievement was the effective dialogue carried out with presidential candidates, who formally committed to: greater investment in educational policies, the adoption of a ten-year plan for the rights of children and adolescents and the strengthening of policies to reduce inequalities. State government candidates from the semi-arid region and large urban centres undertook the same commitment.

Another positive outcome was the initiative ‘Priority in Parliament,’ which was developed in partnership with the National Council on the Rights of Children and Adolescents, the Institute for Socioeconomic Studies (INESC), the Parliamentary Front for the Rights of Children, and other partners. Several children’s rights bills were approved in the areas of child development; combating violence and specific crimes, such as those related to paedophilia and Internet-based offenses against children. In addition, our legislative watch work assured that measures that would limit already-guaranteed children’s rights were not approved.

The work developed alongside the Ministries of Health, Education, Social Development, Human Rights, Racial Equality, Justice and Culture and Sports ensured that the rights of children and adolescents were strongly represented and considered a priority in the discussions on policy funding, in the structuring of municipal systems and the training of professionals. These partnerships led to the formulation of three specific policies that have been concretised through the National Plan against Sexual Exploitation, the Family and Community Improvement Plan and the National Socio-educational System.

Dialogue with civil society organisations yielded excellent results in the social monitoring of public policy. This was especially reflected in their work with the Council for the Rights of Children and Adolescents, which resulted in 90 per cent of Brazilian municipalities establishing these councils.

### 3.1.2.3 Strategic Partnerships

Mobilising and leveraging the resources of more than 150 organisations and different actors continued to be a major strategy for the three programmatic platforms. The work relied on diversified and complementary partners, such as representatives from municipal and state governments, private companies and individual supporters, all of whom provided technical, political and financial support. Civil society organisations made an important contribution by monitoring and evaluating progress towards improving the living conditions of children and adolescents.

Partnerships with the corporate sector continued to grow. The strategic alliance developed with Itaú Bank, Brazil’s largest private bank, was further strengthened as a successful and long-term corporate partnership involving social investment in education. Another example was the partnership established with Petrobras, a Brazilian semi-public energy company, which facilitated the access and engagement of thousands of clients. The long-term strategic partnership with Petrobras’ Sports Programme board and its committee charged with allocating US$105M from their CRS funds in 2010. The Sports Board will invest about US$140 million in sports programmes nationwide by 2014. This partnership has allowed the Brazil office to leverage resources and influence a significant amount of investments made to benefit children.

Strong support by Brazilian citizens for UNICEF’s work has grown consistently. In 2010, we relied on the commitment of 106,000 individual donors who made monthly financial contributions. This represented an increase of 420 per cent as compared to last year in the number of monthly pledge donors who bring predictable, flexible and sustainable resources to the Programme. Together with celebrities, artists, athletes, religious leaders, communicators, parliamentarians and professionals, these donors are part of
our partnership with civil society, making them true stakeholders in the cause of children in Brazil.

### 3.1.2.4 Knowledge Management

UNICEF Brazil utilises three interrelated strategies to deal with Knowledge Management: (i) generation, (ii) dissemination, and (iii) use of knowledge. A strategy for creating, establishing and cultivating a Knowledge Management culture in a large country office (eight Zone Offices and a central office in Brasilia) is a challenge. Hence, the Knowledge Management approach must remain realistic, practical and relevant. In 2010, UNICEF in Brazil produced some very germane, high quality, cutting-edge knowledge that was used for policy advocacy, programme planning and operational issues to improve the situation of children and women in Brazil.

The existing internal information management system was revamped to facilitate access to information and keep data consistent. The IT area, in close collaboration with the Monitoring and Evaluation, Communications and Planning sections, developed guidelines for the use of the internal computer network. Key documents are easily located, with guaranteed access by all staff including the Zone Offices. To capture and share knowledge generated from informal studies/evaluations/analysis, the office Knowledge Management group is developing a travel database that will allow staff to access meetings’ notes and other documentation. A first version of this database is ready and currently under testing.

To improve accountability and transparency – important components in any Knowledge Management strategy – the office worked on a series of tools and new processes for PBA allocations, PCAs and fund management in 2010. These processes are now part of the office routine and have improved programme and operations implementation.

While the UN Country Team does not have a Knowledge Management system in place, its Thematic Groups serve as mechanisms for sharing knowledge. The UNCT has approved a DevInfo system that will map the activities of the UN in Brazil. UNICEF is heading the initiative, which is expected be in place by the first semester of 2011.

### 3.1.2.5 C4D - Communication for Development

UNICEF used communication for development (C4D) strategies to establish and reinforce direct communication with key groups in Brazilian society, and promote behavioural changes aiming at helping the country achieve the MDGs. These strategies use direct communication with the target audience, with easy-to-understand messages that stimulate the population to claim and protect their children’s rights.

The Radio for Children project sought to mobilise professionals and broadcasters nationwide with communication materials focussed on the right to learn. Through a cooperation agreement, UNICEF’s partner Escola Brasil produced a monthly electronic newsletter spotlighting a theme related to the right to quality education. The material produced was uploaded to a web site and sent to a mailing list of 8,000 radios professionals nationwide. In 2010, eleven newsletters were produced.

A newsletter highlighting UNICEF Seal (Selo) activities was also part of this work. It brought news, tips and useful information and stressed the results that municipalities participating in the Selo needed to achieve to reach their objectives. These materials mobilised the community and local policy-makers in favour children’s rights. Attached to the newsletters were a number of audio materials that allowed the radio stations to add their signature at the time of broadcast. In addition to the 11 issues of the newsletter, radio stations received 19 thirty- and forty-five minute radio spots, 6 six-minute radio shows and 31 audio support materials. The material produced was uploaded to a web site and sent to mailing list of 600 radios professional and 1,300 municipal Selo coordinators.
Since 2008 British Telecom and UNICEF Brazil have been supporting implementation of the 'Changing your School, Changing your Community, Improving the World!' project (an edu-communication initiative), to contribute to improving the quality of Brazil’s public school education, reducing dropout and failure rates, and encouraging students’ civic education. Another 2010 C4D component involved 300 students who worked on updating the web site (www.educomunicadores.org) as part of a peer-to-peer communications strategy. The materials produced by adolescents in five Brazilian cities included stories, texts, videos, radio programmes, reports, photographs and articles.

3.1.3 Normative Principles

3.1.3.1 Human Rights Based Approach to Cooperation

The human rights-based approach to cooperation is an integral part of the CO’s effort to achieve programme results at scale to address inequalities in Brazil. Programme action is guided by human rights principles applied in all areas of intervention, in all phases, and by all programme sectors. UNICEF continues to provide strategic support to various actors in the Child Rights Guarantees System, which takes a holistic approach to the promotion and protection of children’s right, including clear accountability of duty-bearers.

UNICEF has advanced toward strengthening the existing Rights Guarantee System by being an active participant in discussions about the development of the 10-year rights-based National Policy and Protection Plan for Promotion and Protection of Child and Adolescent rights with the Brazilian Human Rights Secretariat (SEDH). UNICEF is working towards ensuring that the plan considers children and adolescents’ perspective on different public policy sectors. UNICEF contributes to the reduction of inequalities in the country by working with partners and with the SEDH to guarantee that gender- and race-related inequities are taken into consideration.

In preparation for the new CCA/UNDAF, the UNCT organised a ‘Human Rights-based Approach and Results-based Management Workshop’. Eleven UN agencies participated and UNICEF was responsible for a special section on planning for results (impacts, outcomes and outputs) and the use of appropriate indicators linked to a human rights perspective.

In 2010 UNICEF and the UNCT further strengthened the use of the human rights-based approach to programming (HRBAP) within the implementation of Joint Programmes in the areas of Race and Gender, Human Security, Violence Prevention, and Food and Nutrition Security for Indigenous Women and Children. These joint programmes translate HRBAP principles into concrete actions with particular focus on reaching the most vulnerable populations, while facilitating the participation of often-excluded rights-holders in relevant decision-making processes.

3.1.3.2 Gender Equality and Mainstreaming

Responding to gaps identified by the 2009 gender assessment, and to implement the Global Gender Policy, a Gender Focal Point (GFP) was appointed in the country office. Its role is to support gender mainstreaming; share knowledge; and advocate, advise and support the CO’s Thematic Groups and Platforms. A GFP team was set up to ensure that gender is mainstreamed across all programme areas and analysis is strengthened. The BCO is currently in the process of designing a country-specific roll-out plan for the global policy and organising an office-wide training in this area.

UNICEF’s active participation in the Interagency Programme for the Promotion of Gender and Ethnic/Racial Equality has supported the development of guidelines for HIV and AIDS prevention, taking into account racial and gender components. UNICEF supported an existing network of afro-descendant adolescent girls who acted as community leaders to address the increasing feminization of the HIV/AIDS epidemic, mobilizing other
adolescent girls in their communities to contribute to the planning, implementation, and monitoring of HIV-related activities and their interface with issues of gender and race among adolescents.

A Situation Analysis of adolescent girls in Brazil developed under UNICEF’s leadership in partnership with CECRIA (Centro de Referência, Estudos e Ações sobre Crianças e Adolescentes) is currently being carried out. It is directly linked to: (i) knowledge generation to support the formulation of public policies that promote gender and race equality, and (ii) capacity building activities related to this theme. The analysis will be published in 2011.

To increase public debate and stimulate social mobilisation for the promotion and defence of race and gender equality, UNICEF has developed the content of a media training workshop that explores race and gender specificities of Afro-descendant and indigenous children, and is part of UNICEF’s social mobilisation agenda to reduce the impact of racism on childhood and adolescence.

UNICEF in Brazil has also been working closely with the Brazilian government to adopt the UNICEF Core Commitment for Children in Humanitarian Action (CCCs) to the disaster response in the country, to ensure a humanised approach to emergencies with an emphasis on gender issues.

3.2 Programme Components

Title: Survive and develop

Purpose
As established in the Country Programme document, the main objective of the Survive and Develop component is to support the realisation of the rights of 21 million children under the age of six to survive, develop, learn and be protected. Programme results are linked to the strengthening of family competencies and the ability of municipal managers and leaders to guarantee the survival, development, participation and protection of children. These objectives contribute directly to the achievement of MDGs 1, 4, 5 and 6, and indirectly to the fulfilment of others. This component is related to UNDAF Result 1, which is associated with securing the right of vulnerable communities to access public services, and to UNDAF Result 2, which addresses the reduction of inequities related to gender, ethnicity/race and territory.

In 2010 the Survive and Develop programme component was implemented nationally and sub-nationally through UNICEF’s sub-national offices in one single Annual Work Plan (AWP), allowing for a more integrated and harmonious approach.

Resources Used

<table>
<thead>
<tr>
<th></th>
<th>Total Funded</th>
</tr>
</thead>
<tbody>
<tr>
<td>RR - US$</td>
<td>99,329</td>
</tr>
<tr>
<td>RO- US$</td>
<td>1,493,007</td>
</tr>
<tr>
<td>TOTAL - US$</td>
<td>1,592,336</td>
</tr>
</tbody>
</table>

Results Achieved

The 2010 ‘State of the World’s Children’ (SOWC) placed Brazil among the 25 countries that has most reduced child mortality since 1990. UNICEF and partners developed strategies that contributed to these gains and were aimed at reducing social inequalities and disparities in at-risk and more vulnerable communities (such as indigenous and quilombola). Over the past four years, 117,000 community health staff, early learning
educators and local government personnel from 19 different Brazilian states were trained to work with families. Approximately 1,300 professionals were trained to use the Strengthened Brazilian Family Kit (FBF kit) to work with 55,000 families with a total of 76,000 children. The Kit is part of UNICEF’s partnership with the Alagoas state government to reduce child mortality, with an emphasis on neonatal deaths. The state government donated R$ 500,000 (approximately US$32,488.62) to UNICEF to support the professional development of municipal health networks. This represented the first time a state government made resources available directly to UNICEF.

UNICEF continues to support actions to reduce the numbers of Brazilian children who lack a birth certificate. In partnership with the Alagoas State Court of Justice, UNICEF supports a paternity investigation project that has already examined 815 cases, leading to 131 paternity recognitions.

The ‘Baby Week’ initiative (see Innovation /Lessons Learned Section) has been identified by UNICEF as a strategy for social mobilisation in support of early childhood. With the backing of partners, the initiative was systematised and its guidelines published. The pamphlet contains a CD-Room with full versions in Portuguese and Spanish, and an abridged English version.

UNICEF and four other UN agencies implemented a Joint Programme, supported by the Spanish Fund for the Achievement of the MDGs (MDG Fund). The goal is to improve food safety and nutrition of indigenous women and children in regions of Mato Grosso do Sul and Amazon states. The activities carried out by UNICEF and partners have strengthened child-health family skills, promoting and restoring behaviours and practices in 10 indigenous communities, totalling 44,892 people in both regions. A primer on the rights and the care of children up to six years of age is being produced in the Ticuna language. The primer was written and illustrated by members of the indigenous community and starting in 2011, it will be used by indigenous health professionals in their work with families.

**Factors or Constraints Affecting Performance and Lessons Learned**

Implementation of the common activities outlined in the Joint Programme in indigenous areas was hampered by differences in intra-agency administrative procedures. The decision-making ‘rhythm’ and practices in indigenous communities has also posed a challenge, given the deadlines and commitments of the annual work plans required by the MDG Fund. It is important to highlight that the needs on the part of the indigenous population go well beyond the scope of the programme (public security, education, land demarcation, etc).

**Monitoring, Study and Evaluation Methods**

A research study was conducted to further understand SISVAN’s current implementation stage, its accessibility and the attitude of municipal managers in relation to its use. The sample was comprised of 301 municipalities, 97 of them in the Semi-arid region; 103 in the Amazon area and 101 in the rest of the country. The study pointed out that Brazilian municipalities face significant difficulties in the implementation of the SISVAN. The Amazon region presented greater vulnerability among all sectors of the population, in all areas of the research.

**Key Partnerships and Interagency Collaboration**

Partners and collaborators include: the ministries of Health, Education, Social Development and Hunger, the National indigenous Foundation, the National Health Foundation, state and local governments, IPREDE (Institute for the Promotion of Nutrition and Human Development), Pastoral da Criança, the Brazilian Paediatrics Society, JUSPOPULI, Conselhos Regionais de Medicina (Regional Medical Boards), CDJBC (Centro Dom José Brandão de Castro), UN agencies (FAO, ILO, PAHO and UNDP), the boards on the rights of children and adolescents, Protection Councils, public prosecutors, the courts, universities, indigenous and quilombola organizations and various non-governmental organisations.
In 2010, the main donors who facilitating actions related to Child Survival and Development were Procter and Gamble, Rio Grande Energy and CELPA (Pará Central Utilities).

**Future Workplan**
The changes that will occur on 1 January 2011, due to the election of a new president as well as many state governors, mean that we will need to resume dialogue with several partners at the national and sub-national levels. Based on the results of the Mid-Term Review process and discussions for the elaboration of the new Country Programme, the 2011 annual work plan contains actions aiming to: complete the FBF kit review, with a focus on child development and mental health; develop a methodology that takes into account the concept of protective community; strengthen social management skills that help reduce child mortality, with an emphasis on neonatal mortality; develop training for municipal managers who monitor the nutritional status of pregnant women and children up to 5 years of age using the SISVAN; disseminate and promote the Baby Week initiative in the municipalities where UNICEF is present; promote the new version of the Brazilian Family Almanac and FBF kit, especially in family protection programmes (Bolsa Família and others); support the Brazilian government homemade micronutrients powder pilot project; and gather, in partnership with the Monitoring and Evaluation section, disaggregated data relating to early childhood inequity. The Joint Programme’s work plan proposes actions directed at the empowerment of indigenous leaders and health officials, as well as indigenous communities as a whole, to guarantee the rights and well-being of children and pregnant women. Other activities will strengthen the national policy to humanise health services provided to the population, which includes the participation of young people and adolescents who will be involved in activities that provide information on food safety and nutrition. Actions for reducing under-registration of births will be targeted towards communities that maintain a high proportion of unregistered infants (indigenous peoples, Afro-descendants, riparian, etc.).

**Title  Learn**

**Purpose**
UNICEF in Brazil has established the Right to Learn as one of its priorities for the 2007-2011 Country Programme. Its main goal is to ensure the right to learn for each and every child and adolescent, including access, retention, learning, and age-appropriate graduation at each stage of basic education. The Programme focuses strongly on increasing equity and reducing inequalities, especially those related to gender, race, ethnicity, disabilities and region.

This programme component contributes to UNDAF Outcomes 1, 2 and 4 and is directly related to the achievement of MDG2. It is implemented both at a national level and across the eight UNICEF Zone Offices. It partners with almost 50 governmental institutions, NGOs, civil society organisations and private sector institutions.

**Resources Used:**

<table>
<thead>
<tr>
<th>Total Funded</th>
</tr>
</thead>
<tbody>
<tr>
<td>RR - US$</td>
</tr>
<tr>
<td>0</td>
</tr>
</tbody>
</table>

**Results Achieved**
In an analysis of the situation of Brazilian children and adolescents (SIAB) conducted and published in 2009, UNICEF showed that over the last two decades the country has
experienced a period of significant improvement in all indicators that measure the opportunities of access, retention, learning and completion of basic education. These advances confirm the effectiveness and adequacy of current policies, although there is still much to be done to guarantee universal access, retention, learning and graduation at the right age – all components of the Right to Learn programme. Official 2009 data indicate that 98 per cent of children between 7 and 14 years of age are in school, which represents about 27 million students. Brazil’s ability to address challenges and foster improvements – through the work of the government and social organisations – has guided UNICEF’s strategic activities. The challenges imposed by inequalities that impact the full achievement of the universal right to education in Brazil need to be faced without delay, especially in relation to those who have been historically excluded.

**Critical factors or constraints and lessons learned**

The most critical factor is the persistence of inequality even in the context of the advances cited. The SIAB situation analysis conducted by UNICEF shows that considerable progress exists alongside cruel inequalities. We have identified four major drivers of inequalities. They pertain to:

- The area or place where children live
- Skin colour of children and adolescents
- Age, particularly adolescents
- Personal circumstances

UNICEF has learned that identifying and analysing these differences is an important way to go beyond statistical averages, which in a country with Brazil’s characteristics tend to hide the serious differences that affect 20 million of the country’s children and adolescents living in the most vulnerable communities.

Concrete work with groups that face the most significant inequalities highlighted the importance of UNICEF’s sub-national presence in Brazil. Sub-national teams and their strategic local partners carried out innovative programmes that became references for regional, and even national, public policy.

The EducAmazonia project (Belém ZO) works in partnership with UNDIME (The National Union of Municipal Education Managers), to build a right to learn technical and political agenda with state governments and the Ministry of Education. EducAmazonia trained municipal technical staff and produced benchmarks from its work in the municipalities of Marajo Island, which were published in the Notebooks EducAmazônia I. This collection served as a capacity-building effort to improve the quality of education for children who attend municipal public schools.

The Educação de Qualidade project (Quality Education) in the Recife ZO consisted of developing contextualized education activities in the states of Alagoas, Paraíba and Pernambuco. The project supported and monitored activities undertaken by UNICEF partners in 115 public schools in 22 municipalities.

In 2007 a project in partnership with the NGO Se Essa Rua Fosse Minha was started in São João de Meriti, one of the poorest districts in the metropolitan Rio de Janeiro region (Rio ZO). The goal was to guide schools in their implementation of curricula that introduce topics related to African history and culture, and the contributions that Afro-Brazilians have made and continue to make to the country’s development.

**Monitoring the use of quality indicators for early childhood education**

In 2009 UNICEF, MEC and civil society organizations created the Quality Indicators for Early Childhood Education, which enabled educational organisations’ self-assessment. and was distributed by the MEC to over 300,000 institutions nationwide. A study in partnership with the National Forum for the Prevention and Eradication of Child Labour, Itaú Social Foundation and the NGO Ação Educativa produced a document on child labour and its effects on children and adolescents. It was developed from the
information collected in listening workshops held for teachers, students and parents in 14 municipalities.

A Global Initiative called Out of School Children (OOSC), developed by UNICEF and the UNESCO Institute of Statistic will be conducted in 23 countries, including Brazil, and represents UNICEF’s direct contribution to the implementation of the 2010 Constitutional Amendment 59, actively supported by UNICEF last year, which extended the duration of compulsory education in the country from pre-school to secondary education, for children 4- to-17-years-old.

**Future Workplan**

Based on analysis of the country’s educational reality, and in close cooperation with policy makers and civil society partners, UNICEF has made public some recommendations, to which it commits and around which it intends to continue developing its 2011 activities, to enhance progress and take a radical stand towards reducing or eliminating inequalities:

- Nobody left behind! To ensure universal rights
- Research and acknowledge children and adolescents in the most vulnerable situations
- Build and consolidate integration among sectors regarding education public policies
- Deepen the systemic approach to the life cycle of children and adolescents
- Make mandatory schooling for children between 4 and 17 years of age a reality
- Invest 8% of the GNP in education
- Facilitate exchange and learning experiences with other countries, especially in Latin America, the Caribbean, and Africa.

**Title - Protect oneself and others from HIV/AIDS**

**Purpose**

Within the framework of the global campaign Unite for children — Unite against AIDS, and in partnership with national, state and municipal governments; civil society, private sector partners; other UN agencies; families, communities, adolescents and young people, the goals of this Programme Component are to: (i) lower the rate of mother-to-child HIV and syphilis transmission to nearly zero by the end of 2011 and make treatment available to 100 per cent of HIV-positive mothers and infants, in addition to providing clinical treatment for mothers and infants; (ii) help 7 million adolescents protect themselves against HIV; (iii) guarantee the right of children and adolescents living with HIV to participate in family and community life, and to have universal access to treatment for those who need it; and (iv) guarantee universal access to prevention, treatment, and care for children, adolescents and pregnant women in countries that participate in the South-South cooperation agreements with Brazil supported by UNICEF.

This programme component contributes to UNDAF Outcomes 1 and 2, and is implemented through one AWP. UNICEF also continued activities that address gender, sexual diversity and racial/ethnic vulnerabilities that fuel the spread of the pandemic. These include support for further inclusion of these issues in the Health and Prevention in Schools Programme (SPE) and providing peer-education materials and training for over 1,500 teachers in 27 states.

**Resources Used**

<table>
<thead>
<tr>
<th>Total Funded</th>
</tr>
</thead>
<tbody>
<tr>
<td>15,310</td>
</tr>
</tbody>
</table>
**Result Achieved**

The Ministry of Health (MoH), in partnership with UNICEF, developed a new strategy to reduce mother-to-child HIV and congenital syphilis transmission, with a focus on the Amazon and Semi-arid regions. As a result, the government of Ceará state has committed to guarantee HIV testing for all pregnant women. Following workshops on mother-to-child transmission organised by UNICEF for health technicians from Amapá and Pará states, the MoH has begun distributing Rapid Syphilis Testing kits to indigenous communities.

UNICEF continued supporting the expansion of the Saúde e Prevenção na Escola (SPE - Health and Prevention in School) programme, especially in the states and municipalities of the Semi-arid and Amazon regions. UNICEF also supported the national mobilisation organised by the MoH and CNTE (National Confederation of Workers in Education) that trained 2,500 teachers from throughout Brazil to replicate the SPE’s Guia de Educação de Pares (Peer Education Guide).

The Laços SociAids project of UNICEF, UNFPA, OPAS, UNESCO and the UNAIDS secretariat, among other UN agencies, ensured that the SPE was implemented in 100 per cent of the municipalities where the work was conducted, in Bahia state.

UNICEF, in partnership with federal and local governments, civil society organisations created two family health teams in the city of Rio de Janeiro to work specifically with children and adolescents living and working on the streets on the prevention of SDT/AIDS, unplanned pregnancies, drug use and sexual exploitation of boys and girls.

UNICEF supported the founding of the Youth and Adolescents Living with HIV Network through trainings and the mobilisation of adolescents and youth in all regions of the country. UNICEF provided technical and financial support to three network regional meetings that addressed areas of work matching UNICEF’s Unite against AIDS campaign. Following the meetings, the network was able to establish a specialised care services for youth living with HIV in Manaus and São Luís, and further collaboration with other networks resulted in a campaign against the lack of public policies for youth in the Northeast region.

In 2010, in the context of the Laços Sul-Sul (South-South Ties) initiative and with the support of TACRO, the Laços Sul-Sul Jovem Initiative (Youth South-South Ties) was created following a meeting held in Brasilia. Participants drafted a letter addressed to the governments of their countries with several demands; it will be delivered at the next official Laços Sul-Sul meeting.

Starting in 2007 UNICEF began supporting the government of Brazil in the acquisition of antiretroviral drugs. Since then, the partnership has generated a savings of US$ 97.1 million for the MoH, and in 2010, the savings equalled US$ 29.1 million. The support given for the purchase of antiretroviral drugs also helped Brazil gain time and invest in its national production of ARVs. UNICEF helped strengthen the MoH’s leadership position in the Laços Sul-Sul group by supporting the donation of nationally produced antiretroviral drugs to other countries.

**Factors or Constraints Affecting Performance and Lessons Learned**

One of the difficulties identified was related to the SPE programme. Several government personnel changes as well as the reduction of staff dedicated to the programme weakened the development of several national actions.

The main lesson learned was the need to promote the constructive participation of youth in the Laços Sul-Sul initiative. The knowledgeable discussion and contributions of youth representatives from the various member countries in the Brasilia meeting proved that their input must be a priority for the governments and other partners.
Monitoring, study and evaluation methods
A specific monitoring and evaluation component was developed as part of the new strategy to expand capacity-building actions aimed at reducing mother-to-child HIV and congenital syphilis transmission (a partnership of the Ministry of Health and UNICEF). This component, already in its pilot phase in the state of Ceará, is critical to the evaluation and subsequent dissemination of the strategy in other states.

Key partnerships and interagency collaboration
Procter and Gamble, the National AID/STD Hepatitis Department/MoH, the Ministry of Education, state and municipal level Secretaries of Health and Education, local councils for children’s rights, and the Dutch Embassy, UNAIDS, UNESCO, UNFPA and UNODC all served as important partners.

Future work plan
UNICEF will continue monitoring and supporting the expansion and implementation of capacity-building actions to reduce mother-to-child HIV and congenital syphilis transmission in the Amazon and Semi-arid regions. Regarding the prevention work among youth, UNICEF will continue investing in the SPE programme with an emphasis on increased youth participation and the development and implementation of effective monitoring and evaluating tools within the SPE.

In partnership with the child protection area, UNICEF will engage in evidence-based advocacy to promote debate on the rights of children and adolescents living with HIV to have a family and community life, stressing that this is more than an issue of health, and calling on the Ministry of Social Development and the National Council on the Rights of Children and Adolescents to support its efforts. UNICEF will continue investing in strengthening regional and local networks, and in communication and knowledge-sharing strategies learned through its work in this area.

In the area of South-South Cooperation, UNICEF will continue working to strengthen youth participation in prevention programmes in schools of Laços Sul-Sul countries. We will also work to bolster documentation and publicising of results among strategic partners, nationally and internationally. We will maintain our efforts in support to donations of antiretroviral drugs to Laços Sul-Sul countries in 2011 and subsequent years.

Generally speaking, more specific actions targeting vulnerable populations, such as girls and adolescents living and working on the streets, adolescents in conflict with the law, Afro-descendents, quilombola, indigenous and riparian communities, as well as those living on the border of Brazil and other countries, will demand evidence-based advocacy and mobilisation efforts at different levels of government as well as with other sectors. A better data bank, with disaggregated data on inequities in the realisation of the universal access to prevention and treatment agenda, will be possible by combining partnerships with monitoring and evaluation.

Title: Grow up free from violence

Purpose
The objective of the Grow up Free from Violence programme component is to guarantee that each child and adolescent grows up free from violence, abuse, and exploitation. The programme promotes the family and its protective functions; non-violent parenting practices; improved services to detect and respond to violence against children and adolescents; the mobilisation of governments and society at all levels to bring about a reduction in homicides and sexual exploitation of adolescents, and the reform of the
security and justice systems to better handle children and adolescents as victims, witnesses, and offenders.

The annual work plan contributed to achieving the main results established in the CPD for this programme component such as: i) increased knowledge about impact, prevention and protection from violence, and education without violence; ii) effective notification systems by states and municipalities and expanded specialised response services for children and families who are victims of abuse; iii) government and society’s awareness and participation in actions, including children and adolescents, to reduce killings and the sexual exploitation of adolescents; iv) Public security, justice and other relevant actors respecting adolescents rights as victims, witnesses and offenders including those new to the Juvenile Justice System.

The component relates to UNDAF priority 3 on Reducing Violence and Promoting Justice.

**Resources Used**

<table>
<thead>
<tr>
<th>RR - US$</th>
<th>RO - US$</th>
<th>Total - US$</th>
</tr>
</thead>
<tbody>
<tr>
<td>264,423</td>
<td>1,365,252</td>
<td>1,629,675</td>
</tr>
</tbody>
</table>

**Results Achieved**

The Programme gave special attention to the inequality and inequity that affect Afro-descendant and indigenous children, and to the negative impact these gaps have on their development and protection. A national media campaign was launched to promote awareness of the impact of racism on children. UNICEF played a key role in promoting advocacy, concerted actions, mobilisation, and in providing technical assistance at the local and national level.

- The drafting of the ‘Ten-Year National Plan for the Promotion of Children’s Rights,’ the result of a major national participation process and concerted actions, under the leadership of SEDH (National Secretariat for Human Rights of the Presidency of the Republic) and CONANDA (National Council for the Rights of Children and Adolescents).
- CONANDA and the SEDH’s harmonisation of the National Plan for Fighting Sexual Violence against Children and Adolescents with the Ten-Year Plan, with UNICEF support.
- UNICEF’s partnerships with SESI (Industry Social Service) in the national campaign Carinho de Verdade (True Love), to mobilise Brazilian society – including institutions, companies and civil society organisations and celebrities –against the sexual exploitation of children.
- UNICEF contributed to the preparation of a guide containing national guidelines for the eradication of child labour in rural areas. This initiative was led by the Ministry of Social Development and Fight against Hunger (MDS), and had the participation of the National Forum for the Prevention and Eradication of Child Labour (FNPETI).
- UNICEF continued to promote the implementation of a new National System for Socio-educational Services (Sistema Nacional de Atendimento Socioeducativo – SINASE), which included a joint program with other UN agencies (UNICEF, UNDP, UNODC, UNESCO, ILO and UNHABITAT) in three municipalities with over 100,000 residents.
- The Urban Centres Platform (in Rio de Janeiro and São Paulo) promoted several strategies for coordinated political action, social mobilisation, monitoring and capacity building aimed at protecting and promoting children and adolescents’ rights. The main result of these efforts was the establishment of a baseline for the evaluation of targets defined by the communities that are expected to benefit 4 million children and adolescents in the two cities.
Factors or Constraints Affecting Performance and Lessons Learned
The South Africa World Cup and the national legislative and presidential elections brought challenges to the programme because of non-availability of key partners, which contributed to delays in the achievement of some interventions. The experience confirmed the popularity of football as a sport, which may be used in the future for promoting communication actions aimed at fostering changes in behaviour, attitudes, and social and institutional practices to promote and protect the rights of children and adolescents. Despite the unavailability of partners, the elections represented an opportunity for establishing new partnerships and commitments regarding the child protection agenda.

Monitoring, study and evaluation methods
The second edition of an index (IHA) calculating the number of adolescents who will be murdered before turning 19 years of age if protection policies do not change, and calculates violent death estimates over a seven-year period was released in 2010. The index also estimates risks, according to age, ethnicity, gender and other parameters. The IHA is an awareness-raising and mobilisation tool that stimulates public managers to reflect on the design of public policies for effectively addressing homicides. In partnership with the UnB, UNICEF conducted a human-rights based study to analyse the historic, sociological and cultural dimensions of the practice of infanticide by indigenous populations. The results will be discussed with indigenous leaders and are expected to guide the drafting of a child protection action plan that will have the full input of indigenous populations.

Key partnerships and interagency collaboration
The Special Human Rights Secretariat (SEDH), CONANDA, MDS, National Policy Making Councils, The Brazilian Association of Terres des Hommes (ABTH), The Ministry of Tourism, Ministry of Justice/PRONASCI, Observatório de Favelas, Children’s Rights Defence Centres, Instituto Esporte e Educação (IEE), Universities of Brasília and Pernambuco, SESI, and other NGOs, indigenous and religious leaders at the national, state, and municipal levels all play a partnership role in this area. In the context of the UNDAF, UNICEF partners with UN agencies such as UNDP, UNODC, UNESCO, ILO and UNHABITAT) to implement a three-year Joint UN Programme for the reduction of violence against vulnerable children, adolescents and youths.

Future Workplan
The work plan for the final year of the current CPD will address the 2009 MTR recommendations. Programme priorities are geared towards:

- Implementation of cooperation agreements with SEDH and CONANDA
- Strengthening the protection component of the Municipal Pacts, as well as drafting monitoring tools and definition of indicators
- Strengthening the rights guarantee system and protection networks in strategic municipalities
- Implementing the Interagency Security with Citizenship Programme: preventing violence and strengthening citizenship
- Supporting the completion and submission of the Civil Society Report on CRC implementation to the Children’s Rights Committee
- Consolidating the process for drafting and supporting implementation of the National Policy and the Ten-Year Plan for the Promotion and Protection of the Rights of the Child
• Supporting South-South cooperation initiatives, specifically in building child protection systems and justice. This includes signature and implementation of the Memorandum of Understanding with ABMP and CNJ.

**Title: First priority in public policies**

**Purpose**
The component includes two sub-components: Monitoring and Evaluation and Communication for Development. UNICEF maintained its leadership in mobilisation for evidence-based public policy development through this crosscutting programme, which is relevant to all UNDAF outcomes. The component advocated and leveraged before decision-makers with power over specific policies targeting inequalities that impact children and adolescents. It also built sustainable participatory processes through the structuring of adolescent participation.

**Monitoring and Evaluation/Social Policy**
The main focus of this programme component is to give children visibility, especially those in the most vulnerable groups. UNICEF provides access to high quality and disaggregated data, evaluations, studies, and knowledge-generating information that aims to reduce the many dimensions of inequity and influence government decisions regarding public policy for children and adolescents. In order to accomplish this, UNICEF seeks to support the improvement of national information systems and empower society to disseminate and make use of children-related information. The Monitoring and Evaluation programme component is related to UNDAF outcomes 4 and 5, regarding effective, transparent and participatory public policies and the efficient use of available resources.

**Communication for Development**
The Communication for Development is aimed at (i) informing and mobilizing government, civil society, and the private sector to ensure that priority is given to the rights of children and adolescents; (ii) increasing visibility and strengthening UNICEF’s institutional image and brand in Brazil as a leading agency in promoting the rights of children and adolescents; (iii) drawing attention to new themes for discussion in the area of childhood and adolescence; (iv) strengthening Brazil’s social agenda and policies in relation to priority areas of UNICEF’s Country Programme; and (v) providing opportunities for the voices of children and adolescents to be heard in the context of open dialogue and debate.

This component works in synergy with other programme areas to promote social change and ensure the rights of every child and adolescent in Brazil.

**Resources Used**

<table>
<thead>
<tr>
<th>Total Funded</th>
</tr>
</thead>
<tbody>
<tr>
<td>RR - US$</td>
</tr>
<tr>
<td>0</td>
</tr>
</tbody>
</table>

**Result Achieved**

*Monitoring and Evaluation*
The inclusion of UNICEF and the Brazil Country Programme priorities in the recently launched ‘Síntese de Indicadores Sociais’ (Social Indicators Summary) was an important accomplishment within the overall goal of giving visibility to the most vulnerable children. This major report was produced by IBGE (Brazilian Institute of Geography and Statistics), the official Brazilian statistics bureau.
The MDGs Portal (www.portalodm.com.br) was launched at the Belém World Social Forum. This online system uses Web and DevInfo technology to make MDG data concerning all 5,565 municipalities in Brazil available to them and others. More than 350,000 visitors used the system since its launch. The portal is part of a UNDP project that aims to build capacities in civil society and public sectors, and stimulate local actions towards the achievement of the MDGs.

UNICEF continued its co-operation with the IBGE, the Ministries of Health, Education and other partners to produce high-quality disaggregated data on the several dimensions of inequity faced by children and adolescents. A set of data on racial/ethnic disparities has been produced, focusing both on the current situation and on trends. The data provided gave support to the national campaign against the impact of racism on children. Core municipal-level indicators related to the situation of children in large urban centres, the Semi-arid and Amazon regions were updated and disseminated to over 1,800 of UNICEF’s Seal initiative-participating municipalities. Disaggregated data showing specific age disparities in education were produced and included the Out of School Children initiative, with the participation of the Ministry of Education (MEC).

**Communication**

A co-operation agreement with the News Agency for Children’s Rights (ANDI) helped mobilise journalists and provided them with capacity-building opportunities. ANDI sent suggestions for news stories related to children’s rights to more than 4,500 journalists nationwide. It also offered two online Public Budgeting courses to 60 journalists aiming to inform them of budgetary issues affecting children and adolescents. This partnership also led to a help-desk service that assisted an average of 70 journalists each month as they developed news articles on children’s rights.

UNICEF launched the Unite for Children and Adolescents media campaign to promote children and adolescents’ rights from vulnerable communities in Rio de Janeiro and São Paulo. The campaign was available in 15 traditional media outlets and online, and will continue in 2011. UNICEF’s website received 57,050 hits when the campaign was highlighted on its home page and more than 3,800 people watched the campaign video on YouTube. The initiative generated more than 50 stories in the press, helping give visibility to the issues affecting children and adolescents in urban centres.

Recent evaluations demonstrate that UNICEF’s Communication strategy is presenting good results. Two special media analyses supported by UNICEF, one on education and ethnicity and the other on UNICEF’s presence in the Brazilian press, indicated that UNICEF is successfully helping to consolidate a richer and more prolific debate on children’s right in the country.

The strength of the UNICEF brand in Brazil was once again confirmed by the 2010 annual survey carried out by Superbrands, an international operation present in 82 countries. An independent group comprised of managers, marketing executives and more than 16,000 people between the ages of 18 and 65, evaluated UNICEF and other organisations in the Third Sector/Social Initiatives categories. For the fourth consecutive year, UNICEF was elected one of the 500 strongest brands in Brazil.

Communication was also essential in mobilising Brazilian society in favour of the victims of the January earthquake in Haiti. Together with other members of the UNCT, UNICEF launched a campaign to collect donations as part of the immediate relief work coordinated by Brazil. The media campaign included a TV spot - broadcast in partnership with Globo Network - and a radio spot. A print ad created by the communication agency Ogivvy was published in several Brazilian newspapers.

**Factors or Constraints Affecting Performance and Lessons Learned**

Regional information systems are still fragile, making it difficult to obtain a more consistent analysis of the situation of children and adolescents. Indigenous groups with their own languages and dynamic leadership and representation, require different strategies to carry out dialogue and mobilise partners.
**Future Workplan**

In order to strengthen support from society, public managers and social actors, and ensure that they have access to the improved information on the situation of children, especially regarding equity, UNICEF will continue to: (i) produce comprehensive studies on equity, budget, and public policies; (ii) further analyse the best approach to improving work on public expenditure on children; (iii) strengthen mechanisms that identify data and knowledge gaps, and develop strategies to overcome these gaps in partnership with the government; (iv) support the wider implementation of DevInfo as an instrument to share, harmonise and disseminate disaggregated data on children, especially those related to public policies and vulnerable populations; (v) continue the implementation of UNICEF’s Global Evaluation Policy in Brazil, focusing on state and municipal public policies; (vi) continue supporting the Global Poverty study, in order to better identify and understand poverty in Brazil and the effect public policy has on the matter; and (vii) support the discussion of methodologies being developed for reducing disparities in large urban centres and the Amazon and Semi-arid regions.

**Title: Cross-sectoral costs**

**Purpose** The component includes two sub-components: Racial, Ethnic & Gender Equality and Adolescent Citizenship

**Racial, Ethnic & Gender Equality**

The programme promoted relevant racial, ethnic, gender and regional disaggregation of data and knowledge on the situation of children and adolescents to systematize good practices and lessons learned, and develop methodologies to achieve measurable results in the lives of children. The goals are to (i) increase the number of local, state, and federal government programmes to implement public policies to reduce racial, ethnic, and gender disparities; (ii) influence changes in cultural practices and mass media messages that minimize the impact of racism and sexism on the lives of children, and (iii) provide opportunities for the voices of children and adolescents to be heard in the context of open dialogue and debate.

**Adolescent Citizenship**

The strategic recommendations for the development of this component were based on the Country Programme’s MTR and are as follows: (i) advocate with decision makers with power over specific sectoral policies in order to address inequalities that particularly impact adolescents; (ii) build sustainable participatory processes through the structuring of adolescent participation in the Platforms and Seal initiatives, in peer education and communication networks, and in public-policy monitoring; (iii) develop new forms of dialogue with adolescents using innovative communication practices and channels, including new Information and Communication Technologies (ICTs), and (iv) produce data and knowledge that foster accurate situation analysis and the development of a positive view of adolescence as a phase of life that is filled with opportunities.

This component works in synergy with other programme areas to promote social change and ensure the rights of every child and adolescent in Brazil.

**Resources Used:**

<table>
<thead>
<tr>
<th></th>
<th>Total Funded</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>RR - US$</strong></td>
<td>0</td>
</tr>
<tr>
<td><strong>RO- US$</strong></td>
<td>960,836</td>
</tr>
<tr>
<td><strong>Total - US$</strong></td>
<td>960,836</td>
</tr>
</tbody>
</table>
**Result Achieved**

*Adolescent Citizenship*

UNICEF and six local NGOs finalised implementation of the ‘Changing your School, Changing your Community, Improving the World’ initiative, with the participation of over 100 public schools in five Brazilian cities from 2008-2010. A publication containing a step-by-step guide and the results of this project is available at [www.educomunicadores.org](http://www.educomunicadores.org).

This methodology is now one of the complementary content options for students attending regular classes, as part of the Mais Educação (More Education) federal programme, implemented by the Ministry of Education. Four thousand schools adopted Edu-communication, reaching 870,000 students in 400 Brazilian cities.

UNICEF facilitated the participation of adolescents, especially Afro-descendent and indigenous, in national and international events, such as the Mercosur Youth Parliament and the IV United Nation’s Permanent Forum on Indigenous Issues.

UNICEF also facilitated innovative approaches to adolescent engagement within its sub-regional platforms in the Semi-arid and Amazon regions, and in large urban centres. As part of UNICEF’s Seal initiative (the Selo), young people played a decisive role in helping to reduce social inequalities for children living in these areas. Adolescents participating in the Seal have learned to design communication and mobilisation activities that advocate for their rights, and have taken part in capacity building sessions and community forums in over 1,000 municipalities in the Semi-arid and Amazon regions, and in approximately 100 vulnerable communities in large urban centres. Guidelines for promoting adolescent participation and mobilisation have been produced in youth-friendly language and shared with municipalities.

*Race and Ethnicity*

UNICEF’s role as the UN agency that is mainstreaming the racial equity issue into public policy debate in Brazil has been recognised, helping it to gain the necessary legitimacy vis-à-vis civil society and government to address issues such as racism and its impact on the rights of children and adolescents.

Another result achieved by this crosscutting programme component in relation to each of the three main goals was the increase in the number of local, state, and federal government programmes implementing public policies to reduce racial, ethnic, and gender disparities to a total of 837 municipalities in 17 states.

The launching of the national campaign on the Impact of Racism on Childhood in November was the main accomplishment towards the goal of influencing changes in culture and mass media messages. In its first month, the campaign mobilised several stakeholders at both the local and federal levels and gained attention on the Internet. More than 18,300 YouTube visitors watched the campaign video and more than 5,300 people visited the blog. There were also approximately 12,800 page views lasting an average of three minutes, an indication of the interest generated by the theme. More than 6,000 Facebook users shared the link to the campaign video with people in their networks.

The guide ‘Tips and Operational Indicators for Implementing Law 10639/2003’ was distributed to approximately 1,200 municipal education secretariats and at workshops for the prevention of mother-to-child transmission in indigenous communities in the North of the country. These efforts enabled city managers in several states, especially those of the Semi-arid and Amazon regions, to increase their capacity for public policy management focusing on ethnic and racial equity for children and adolescents.

*Factors or Constraints Affecting Performance and Lessons Learned*

Regional information systems are still weak, making it difficult to obtain a more consistent analysis of the situation of children and adolescents, in particular, indigenous communities and quilombolas.
In Brazil race and ethnicity have historically not been part of a national debate regarding the vulnerability of many of its citizens. Data and analysis continually neglected to include these two factors, reflecting a culture that denies that there is racism in the country and ignores race and ethnicity as drivers of inequity for millions of Brazilians. Lessons learned in 2010 point to the need for UNICEF to strengthen its engagement to build sustainable participatory processes in order to provide opportunities for young people to participate more broadly and effectively in policy advocacy, thus playing an important role in promoting their own overall development.

Future Workplan
Programmatic priorities for 2011 are: (i) mobilisation strategy: (a) follow-up of the UNICEF Campaign Childhood free from Racism, in coordination with zone offices and their state partners; (b) media training and communication guide for mass media partners, children and adolescents; (ii) enhanced attention being given to ethnic-racial issues and challenges in the Amazon, with special consideration to strengthening protection policies to guarantee respect for culture and identity, access to birth registration, and ethnic and racial equity regarding a children’s rights guarantee system; (iii) emphasis shall be given to data disaggregated by race/colour; analysis of gender and ethnicity indicators of adolescents in the juvenile justice system and of the issue of homicides among Afro-adolescents in large and medium-size urban centres. (iv) produce comprehensive studies on equity gaps in budgets and public policies; (v) strengthen adolescent participation in rights awareness, mobilisation and peer education activities aimed at preventing violent conflicts; (vi) Contribute to building a national legal framework that guarantees the right of adolescents to participate and be heard in all matters affecting them, as based on Article 12 of the Convention on the Rights of the Child (CRC) and other existing normative standards.

4 OPERATIONS & MANAGEMENT
4.1 Governance & Systems
4.1.1 Governance Structure
The office reviewed the PBA Allocation Workflow and put in place a very transparent and efficient disbursement system for funds received from all sources, always observing donor conditions in support of the Country Programme priorities.

The PCA review and approval process, based on the new UNICEF Programme Cooperation Agreements and Small Scale Funding Agreements with Civil Society Organisations guidelines (December 2009), was adopted, along with partnership review and procedure agreements. This updated the current CPMP vis-à-vis our needs to remain compliant with it and prepare for the next one. The review process provided an excellent opportunity to identify areas that need improving, accelerate programme implementation, take stock of lessons learned, and prepare for the 2011 work as well as for the next Country Programme.

Operations Group support to Zone Offices continued to be effective. Operations played an active role in the ProMS 9.1 conversion, IPSAS training and a leadership role in the ERM report preparation.

ProMS 9.1 conversion was coordinated among Operations, Planning, M&E, Finance and ICT sections. Around 40 staff members were IPSAS-certified. In September, three RCSA meeting and training sessions were conducted and about 50 staff members representing sections and zone offices were trained.

The assigned Focal Points for Risk Categories submitted their drafts for the review of the Chief of Operations a.i., who then submitted it to the Representative, who did the final
editing and shared it with the CMT for final approval.

The information flow among staff and participatory decision-taking was ensured by meetings with the enlarged CMT during the CPMP update process. Frequent contacts with the APUB and its chairperson’s participation in the CMT also played a key role. The Senior Management Team was replaced by the Petit Comite group, whose members are the Representative, the Heads of Operations, Planning, M&E, the Adolescent & Citizenship Specialist and a Head of Programme Section.

The Representative also held regular meetings of the Grande Comite with all section heads in Brasilia, the president of the Staff Association and EZ Coordinators when they visited Brasilia to ensure wide involvement in the office governance.

4.1.2 Strategic Risk Management

Brazil is currently in Security Phase 0 with the exception of Rio de Janeiro state, which is under Phase 1. The Country Office actively coordinated with the Designated Official (DO), the Field Security Officer (FSO) and the UNDSS team in Brazil, through participation in SMT meetings within the UN system.

A Country Office Security plan is in place and includes evacuation plans. With the exception of a generator not installed in Brasília due to Building Authorities’ restrictions, the Brazil Country Office (BCO) was assessed Minimum Operating Security Standards (MOSS) -compliant by the United Nations Department of Safety and Security (UNDSS) Security Advisor.

UNDSS indicated that this requirement could be waived by the SMT. A warden system is in place: all offices have a staff member designated as a Security Warden. Calling tree exercises are carried out regularly by the UNDSS with a very good level of response by the BCO including all Zone Offices. Newly arrived staff members are given the Basic and Advanced Staff Security in the Field training at the UNDSS site. Training sessions on Safe and Secure Approaches to Field Environment (SSAFE) provided by the UNDSS were conducted in Brasilia and Salvador with extensive participation of UNICEF staff including the Representative.

A UNDSS compliance mission conducted during the first part of the year concluded that security arrangements in Brazil are among the best in the world, a very rare case for a country globally in phase zero. UNICEF was acknowledged for its excellent performance in this area. The overall assessment was "very good" and an appreciation letter was issued by USG Starr to the Representative.

4.1.4 Information Technology and Communication

The main corporate 2010 ICT work plan objectives were achieved. The BCO was able to install around 40 new PCs with the latest hardware standards. A few new laptops have also been purchased, providing key staff with better access to Lotus Notes while on duty travel. The IP-Virtual Private Network between Brasília and Zone Offices worked efficiently, enabling remote IT services while dramatically reducing IT travel costs.

The use of videoconference equipment between Brasilia and the Zone Offices was also fully functional and well utilised. The PIX in Brasilia was replaced with a newer model and its administration and control was handled to NYHQ as per ITDSS/TACRO ICT guidelines.

This replacement enabled the office to install the Citrix application that allows users to remotely connect to ProMS and Lotus Notes. The office is ready for the Windows 2008, Windows 7/Office 2010 migration, the 2011/2012 Vision-One ERP project and for the new mailing software MS-Exchange, which will arrive in 2011. ICT staff from Brasilia visited all Zone Offices to re-image the servers, desktops and laptops with the latest
version. These visits were also an opportunity to troubleshoot user ICT problems and interact with Zone Office ICT Focal Points.

Regarding business continuity, spare equipment such as firewall PIXs and standard servers were kept on hand so that applications and communications with Zone Offices are not interrupted. Large power UPSs were installed, while business applications continuity was enhanced. BGAN terminals and SIM cards are available in all offices. Calling exercises with the satellite phones were carried out during the year. GSM cell phones were used by key staff, enabling an efficient 24-hour, 7-days-a-week emergency communication system.

### 4.2 Fin Res & Stewardship

#### 4.2.1 Fund-raising & Donor Relations

The office was able to monitor and consolidate all income recorded in 2010 using the Integrated Budget (IB). Through the IB, which consolidates the support ABA, RR, and OR budgets (cards & gifts net income, PSFR Direct Mail, Nat Com, Global Thematic and Set-Aside), as well as the Cards & Gifts budget allotments, the office monitored the financial implications of income, expenditures, resource mobilisation & partnership estimates, programme implementation, and technical assistance budgets in three different settings.

The overall role of Operations/Finance in Cards & Gifts and Resource Mobilisation & Partnership activities continued to be proactive. Special efforts were made for the preparation of RER/RER Provisional. SRW - prepared and reconciled RM&P accounts with GVA. Sales of greeting cards receivables were recorded on a daily basis, and a centralised control of all accounts receivable is operational. Support was provided to the RM&P with transactions of several different channels covering a wide range of 26,000 monthly consumers (customers), donors, and corporate areas in a country of continental dimensions.

UNICEF in Brazil played an active role in the HQ/TACRO Banking Project and complied with the guidelines related to the reduction of funds in local bank accounts. All eight bank reconciliations were completed and sent to NYHQ within 15 days after the closure of the monthly accounts. In addition, the office has been in HACT compliance since July 2008. Training activities were undertaken during the implementation process. This year, the office carried out three micro-assessments and is now starting the assurance period planning activities. The new methodology should be put into use in the first semester of 2011. As shown in the table below, direct cash transfers (DCTs) have been closely monitored and well managed since 2008.

#### DCT status (in thousands USD, as of 31 December)

<table>
<thead>
<tr>
<th>DCT Status</th>
<th>2008</th>
<th>2009</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than 6 months</td>
<td>1,49</td>
<td>1,353</td>
<td>1,705</td>
</tr>
<tr>
<td>Between 6-9 months</td>
<td>28</td>
<td>41</td>
<td>51</td>
</tr>
<tr>
<td>Over 9 months</td>
<td>21</td>
<td>17</td>
<td>0</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>1,478</strong></td>
<td><strong>1,410</strong></td>
<td><strong>1,756</strong></td>
</tr>
</tbody>
</table>

#### 4.2.2 Management of Financial and Other Assets

The US$810,207.76 operational cost for 2010 represents 5 per cent of the programme assistance throughput of US$ 17,126,930.35. The UN exchange rate fluctuation from January 2010 (1US$ = R1.78) to December 2010 (1US$ = R1.72), an 8 per cent...
devaluation of the US Dollar, had a negative impact, resulting in a loss of purchasing power and leaving no room for practical measures to avoid the impact in our support and operational costs. IPO’s salaries were negatively affected.

In addition to the cost reduction plan developed by Operations in collaboration with the Staff Association for each operational function, efficiency was also sought through the execution of pooled actions with other UN Agencies. The salary survey activities in 2010 were also funded through a cost-sharing agreement between UNICEF and other UN agencies. The inauguration of the UN Common Premises in the city of Salvador in December represented an investment of US$ 107,485 for UNICEF. However, by sharing the premises with other UN Agencies UNICEF will experience a significant operating cost reduction in this Zone Office. Initial discussions are currently being held for a UN house in Rio de Janeiro and one in Brasilia as well.

RM&P staff costs were completely absorbed by the BCO in 2010, when about US$1,500,000 related to RM&P Operational Costs was transferred to the 2010 Country Programme OR. Continuous support was provided by the Operations/Finance group to RM&P. Processing of individual donations is labour intensive, but generated about R$9,000,000 in 2010.

4.2.3 Supply
The supply component reached US$ 773,010.10, 38 per cent less than the previous year. The amount was distributed among 149 PGMs and 158 purchase orders. Only two offshore requisitions were issued. As in previous years, the direct order procedure, mainly in ICT hardware equipment, has become an important tool for reducing operational costs. UNICEF Brasilia placed four direct equipment purchase orders totalling US$92,432.00, representing a savings of up to 40 per cent. In the month of October, the Cuba Office requested that we purchase Human Milk Bank equipment.

It is important to point out the high incidence of PGM’s (supply requisitions) issued in the last quarter of the year. The distribution was as follows: 4.32 per cent in the first quarter, 8.52 per cent in the second quarter; 32.63 per cent in the third quarter and 54.53 per cent in the last quarter. Programme managers were alerted to this and requested to improve implementation from the beginning of the year in the future.

Since 2007 UNICEF in Brazil has been supporting the Brazilian Government in the procurement of anti-retroviral medication. To date, this has generated close to US$ 97,100 million in savings for the Ministry of Health (MoH), given the price difference between the generic versions procured by UNICEF and those purchased by the Brazilian government. In 2010 the government saved US$29.1 million; the savings were used by the Ministry for priority activities, such as purchasing other kinds of medication for children, and capacity building in the health sector.

UNICEF Procurement Services (PS) has also supported the national production of ARVs — buying the country time to invest in national production. UNICEF’s role in this area has strengthened its relationship with the MoH and has helped support other countries through south-south cooperation in the form of donations of nationally produced ARVs. This could eventually lead to a hub of generic ARV production for the Latin America and Caribbean region.

4.3 Human Resource Capacity
The office invested heavily in staff learning and development opportunities. The main areas covered were: IPSAS, LDI, CBI Workshop, Supervisory Skills, Regional ICT Workshop, SSAFE, staff exchange (local and regional), ERM training, staff missions abroad, ePAS WebEx for IPs, Pension Fund WebEx for Operations staff, online language courses for GS and national professionals, and Learning/Career Development opportunities for PFP local staff on abolished posts.
The Recruitment Plan was updated and recruitment was completed for: two IPs, eight NOs (six FT & two TA), and six GS (FT). Additionally, 12 vacancies were advertised and are being pre-screened. UNICEF processed 104 SSAs (48 Individual and 56 Institutional) and four internships.

Staff Survey - Response Actions taken

- The Representative personally handled the programme planning process at the beginning of the year, to ensure a more strategic and focussed set of activities. The CMT, Staff Association and in fact the whole team actively participated in the exercise. This resulted in reducing the number of AWP from 79 to 19, and a much better matching between the size of the programme and our financial and human resources, thereby reducing unnecessary workload.
- The recruitment of a new HR assistant helped us build a stronger HR Section with a greater focus on people management and clearer roles/responsibilities within the section.
- Office Improvement Plan is on-going and covers the following areas: Work/Life Balance, Knowledge Sharing/Internal Communications, Personal Empowerment, Career Professional Development and Office Efficiency.

The Green Group was consolidated with five members in Brasilia and one member in each of the zone offices. During the year, many activities were carried out by the group, such as: calculation of internal CO emissions in 2009 and 2010; paper recycling policy; educational meetings and messages on environmental issues; distribution of Green UN mugs to all employees to reduce plastic cups consumption.

Improvement of Service – Medical Insurance Plan (MIP)
The HR Section coordinated the visit of the Vanbreda representatives to the country, assisting them to establish five new agreements with health providers and arranging increased discounts with two other hospitals.

4.4 Other Issues

4.4.1 Management Areas Requiring Improvement

A cost reduction plan was developed by Operations in collaboration with the Staff Association for each operational function, and efficiency was also sought through the execution of pooled actions with other UN agencies. The salary survey was funded through a cost-sharing agreement between UNICEF and other UN agencies.

STUDIES, SURVEYS, EVALUATIONS & PUBLICATIONS

5.1 List of Studies, Surveys & Evaluations:

1. Global Study on Child Poverty - Qualitative Assessment
2. Os Infanticídios em Aldeias indígenas do Brasil
3. Sistematização da Plataforma dos Centros Urbanos
4. Análise Situacional das Meninas e Adolescentes no Brasil – Referências para Políticas Afirmativas de Gênero

5.2 List of Other Publications

1. Sistema de Vigilância Alimentar e Nutricional - Orientações para implementação nos municípios
2. Índice de Homicídios na Adolescência
6. **INNOVATION & LESSON LEARNED:**

**Title:** Racism Campaign  
**Contact Person:** Alexandre Amorim (aamorim@unicef.org), Estela Caparelli (mecaparelli@unicef.org), Letícia Sobreira (lsobreira@unicef.org)  

**Abstract:**

The growth of social networks and the Information and Communications Technology (ICT) presents both great opportunities and challenges to society’s mobilisation in support of the rights of children and adolescents. Based on this premise, UNICEF in Brazil launched an Internet-based campaign. 'For a Childhood Free from Racism,' as one of its key strategies to promote national debate and greater awareness about this main driver of inequity.

The campaign had a virtual platform, consisting of UNICEF’s integrated social networks (Twitter and Facebook), the site and campaign blog of UNICEF in Brazil and UNICEF in Brazil YouTube channel. Together, this integration created synergy for information dissemination and contributed a wide and dynamic social mobilisation process. In addition, the campaign made use of traditional broadcast media.

**Innovation or Lessons Learned**

The major innovation of the campaign consisted of combining content that had great potential for dissemination and mobilisation (fighting racism in childhood) with an online strategy based on joint action, which allowed information on the initiative to reach a greater number of people on a regular basis, and promoted an interactive communication process that allowed and encouraged replication in users’ own social networks.

Visitors to the initiative’s blog were invited to share their stories about initiatives against racism, denounce abuse and infringement cases, and access campaign materials for dissemination in their own networks. Campaign-generated information was disseminated through Twitter, Facebook, YouTube and the site of UNICEF in Brazil. Together, these virtual spaces allowed networks to interact, generating a continuous information flow and involvement.
Also innovative were the use of monitoring tools such as Google Analytics to track blog activity, and Twitter Counter, used to analyse user behaviour on Twitter. This allowed for the gathering of analytical information to improve the strategy.

By using these monitoring tools, UNICEF was able to ascertain that key Internet users played a pivotal role in the campaign when they disseminated messages to their networks. This confirms that these supporters are important as campaign multipliers in the digital world. Therefore, our next online actions should consider specific initiatives to engage these Internet users.

**Potential Application**

The ICTs and social networks can be great allies of the cause of children, making possible permanent communication with diverse audiences and promoting an interactive exchange process (rather than the classic unilateral provision of information from UNICEF). Access to user-behaviour monitoring systems contributed to improving future actions and initiatives, and could become a sub-national and national strategy.

Nonetheless, as the ‘For a Childhood Free from Racism’ campaign shows, these networks and tools are means that can only attain desired results if the content is interesting or presented to users in an appealing way. An online action strategy should take into account the specificities of the Internet, such as language; format; ways to engage users and influent actors, and visibility strategies that use tools such as Google’s AdWords.

**Issue/Background**

A limited budget was one of the challenges faced by the campaign regarding message dissemination and the mobilisation of society around a sensitive and complex issue. In addition, it was not possible to rely on mainstream media companies alone to publicise the subject since it is not a priority for them, and in Brazil, racism is usually approached in a polarising way. Thus, social networks and cyberspace were allies of the campaign and brought a great power of mobilisation that made it possible to expand the effort nationally.

**Strategy and Implementation**

The campaign was developed through a partnership with Communication agencies Ogilvy and AW, whose work was pro-bono. The campaign’s film was developed by X-Brasil agency. Ogilvy created the blog, which was part of a strategy based on joint action to disseminate campaign messages and mobilisation activities carried out by UNICEF, and by persons and organisations that are interested in the subject.

A virtual platform, consisting of UNICEF’s integrated social networks (Twitter and Facebook), the site and YouTube channel of UNICEF in Brazil and including the blog developed exclusively for the campaign, serves as a permanent space for interaction. The campaign film was narrated by actor and UNICEF Ambassador Lázaro Ramos and was a strategic dissemination tool in several platforms, especially on the YouTube channel.

The campaign is being developed in several stages: the first was the launching of the first posters and other materials, such as t-shirts, a photo-viewing device and flyers, along with the publicity for the film; the second will introduce new posters, and most likely, a documentary that is currently under discussion. The aim is to maintain the online content regularly updated.

**Progress and Results**

During the first month of the campaign, more than 18,300 YouTube visitors watched the video and more than 5,300 people visited the blog. There were also approximately 12,800 page views lasting an average of 3 minutes, an indication of the interest.
generated by the theme and content. More than 6,000 Facebook users shared the link to the campaign video

**Next Steps**

An online campaign dissemination strategy is being planned; it will be based on partnerships with bloggers and influential social network individuals, and with prominent sites.

**Title:** Water in School  
**Contact Person:** Maria de Salete (mssilva@unicef.org)

**Abstract:**

UNICEF’s advocacy for water and sanitation in Brazil has taken place since 2007, when we confirmed the existence of thousands of schools without access to water, the majority of which were located in the Brazilian Semi-arid region (a priority area for UNICEF action). Water in Schools focuses on actions that promote concerted efforts to engage government agencies, social organisations, the Semi-arid Pact, A World for Children and Adolescents and other initiatives working for the improvement of school infrastructure and gender-sensitive sanitation facilities.

In November 2010 the Brazilian government declared this component eligible for direct funding based on a resolution issued by the FNDE, the Ministry of Education financial manager. This resolution will ensure that the majority of schools in Brazil have water and gender-sensitive sanitation facilities. This is a policy-based approach to WASH at the state and national levels, directly impacting on children.

**Innovation or Lessons Learned**

Advocate for public policies that fund interventions at the school level and promote water supply and gender-sensitive sanitation in schools.

Approaches to water and sanitation issues should be different in a country such as Brazil and must include the expansion of work that is already being done by government at the municipal, state and federal levels. Some of the main lessons learned through this effort were:

- Strengthening of national and local capacities through the cross-cutting nature of this action, which encompasses three Ministries and some previously existing programs;
- Building of a regional strategy for the Semi-arid region that addresses local problems (small or medium size schools, the majority of which are in rural areas);
- Promoting and enhancing partnerships for children by coordinating with the Semi-arid Pact to support mobilisation and actions of sectors and different levels of government;
- Creating social dialogue and leveraging resources by mobilising consolidated social organisations with expertise in addressing water issues in the region (especially through rainwater cisterns).
Potential Application

- Expansion of the project to other regions with a high incidence of schools without water supply, especially in the Amazon, a priority area for UNICEF action in Brazil;
- Using the mobilisation potential of Agenda Criança Amazônia (Amazon Child Agenda), similar to the process developed within the scope of the A World for Children and Adolescents in the Semi-arid Pact, to implement policies and programs aimed at providing quality water and sanitation to all schools;
- Sharing experiences with social organisations from other regions, to strengthen social participation in ensuring the right to quality water and sanitation at schools, especially in rural areas.

Issue/Background

- The annual School Census revealed a lack of appropriate infrastructure in a large number of public schools, especially those located in rural areas
- Children studying at schools without access to water and gender-sensitive facilities face health risks that affect their learning, and raise chances for absenteeism and evasion
- Leverage resources through coordination of actions with the federal government, some already under way or currently being planned, to guarantee the achievement of better results
- Willingness and capacity of ANA, the Brazilian National Water Agency, to initiate a mobilisation and concerted action process, with UNICEF’s participation.

Strategy and Implementation

- Use UNICEF’s convening and mobilisation capacity to stimulate debate and promote concerted action among several ministries and agencies affiliated with the federal government on the issue of schools without water
- Promote and enhance partnerships for children by adding the outcomes of these initial contacts among entities engaged in the Semi-arid Pact for state-level mobilisation of new partners
- Advocate for pro-child and gendered policies by promoting the engagement of the President’s Chief of Staff on behalf of a stronger institutional coordination and the promotion of harmonic and complementary action among existing programs in order to overcome overlaps and gaps
- Provide institutional and financial support to the two major social organisations in the Semi-arid region, responsible for water supply programs (the One Million Cisterns program) and for contextualized education
- Strengthen local capacity by encouraging states and municipalities (through the Pact State Committees) to draft and implement concerted action in areas under their responsibility, to ensure water supply to schools
- Search for funding solutions for interventions required to make water available to schools.

Progress and Results

- Exchange of knowledge by making the database available to Semi-arid states and municipal managers
- In situ checking of conditions recorded by the School Census, to be performed as a pilot experience in one of the Semi-arid states (Sergipe), by means of an action coordinated by the Pact and carried out by ANA, State Secretariats for Education and Water Resources, and the state section of UNDIME, the National Union of Municipal Education Managers
Inclusion of the building of 700 cisterns in Semi-arid region schools as part of a major programme sponsored by the Brazilian government and the Spanish Agency for International Cooperation to construct home-based cisterns, with the participation of ASA - **Concerted Action in the Brazilian Semi-arid**

Knowledge sharing through distribution of a DVD on preserving water and caring for cisterns, produced by ASA and RESAB (Brazilian Semi-arid Education Network) to schools in the region, especially those that will receive cisterns, and municipalities enrolled in the 2009-2012 edition of the Seal initiative capacity building program for the school community

Regulation by MEC/FNDE of specific funds, under the Direct Money for Schools Program, to create solutions for proper water supply to Brazilian public schools.

**Next Steps**

- Consolidation of the programme 'Every Brazilian School with Quality Water, Bathroom and Sanitation Facilities', as a strategy for the Pact, defining instruments for follow-up and management
- Expansion to the Amazon Region, within the scope of the Agenda Criança Amazônia program
- Coordinated institutionalisation of the programme at the ministerial level - Ministries of Education, Health and Social Development – to be coordinated by the Office of the Chief of Staff (Casa Civil) and ANA
- Strengthen partnerships with social organisations in the Semi-arid and Amazon regions, within the framework of the Pact and the Agenda
- Promote coordination with school curricula (contextualized education) and sustainable action at the school level for the proper use of water.

**Title:** Baby Week Strategy  
**Contact Person:** Cristina Albuquerque (calbuquerque@unicef.org)

**Abstract**

The Baby Week initiative has been held in the municipality of Canela (Rio Grande do Sul state) since 2000. Every May, for an entire week, the municipality has the opportunity to mobilise and share strategies that address issues related to the rights and well-being of children, especially those below the age of three.

UNICEF tracked the project and identified it as a strategy for promoting crucial matters, such as breastfeeding, vaccination protocols and early child development, and most importantly, equity in access to services. UNICEF, with the support of partners, published the 'How to Organize Baby Week in your Municipality' pamphlet, which was also made available on the UNICEF in Brazil website. The publication was used as an advocacy tool for children’s rights and as a dissemination strategy in our work with the National and State Children Rights Networks, the Ministry of Health and the Seal initiative.

**Innovation or Lessons Learned**

Communication for development, culture and leisure activities take place during Baby Week, along with capacity building for professionals, students and families. These activities are developed in health-care units, schools, social protection facilities, in theatres, clubs, in the streets and parks. The multiplicity and diversity of activities engage all residents, from the mayor to public administrators; the academic community; elementary and secondary school students; child-care service professionals, including those who work in public and private day-care centres; business representatives; ecclesiastic entities; radio personalities; families and other local, national and
international partners. The goal is to ensure and enhance focus on all issues that impact babies and mothers’ health, such as nutrition.

**Potential Application**

Baby Week is held in 25 Rio Grande do Sul municipalities and in four cities in Portugal, Argentina and Uruguay. Recently, with UNICEF support, Baby Week was also held in the municipality of Acará, a town in the interior of the Amazon region. Many UNICEF Seal towns have joined in the initiative and will hold their Baby Week events in 2011.

The replication of the Baby Week strategy is not dependent on UNICEF’s direct support. Participation by municipalities is related to UNICEF’s visibility and its connections to organisations that promote public policy and the rights of children. The Ministry of Health’s Brasileirinho and Brasileirinha Saudáveis initiative (Healthy Young Brazilian Boy and Girl) has adopted Baby Week as a component of its social mobilisation in support of the rights of children. Baby Week will serve as an opportunity for towns to discuss and develop municipal policies that are based on National Plan guidelines and objectives, in partnership with the National Committees on the Rights of Children and other state-level groups.

The fact that Baby Week happens within diverse regional and cultural contexts is a testament to its growth potential at the national, regional and global levels. Considering this possibility, the ‘How to Organize Baby Week in your Municipality’ pamphlet has a CD-Rom with a full version in Portuguese and Spanish, and an abridged English version.

**Issue/Background**

The idea for Baby Week in Canela came about because of the need to improve early childhood indicators. Through the sharing of knowledge and scientific evidence available in different styles and formats, Baby Week changed the understanding of families and health and education technicians’ about decisive factors regarding infant care and the full development of children. This awareness has led to improved parenting and better relations between health workers and their patients, and has resulted in better indicators in the areas of health, education and protection.

**Strategy and Implementation**

The organisation of an event to promote innovative attitudes and practices demands mobilisation, effort, perseverance and buy-in and collective involvement of the people planning the actions. Baby Week happens in four phases: planning, mobilisations, execution and evaluation. The planning stage is coordinated by an executive committee made up of representatives from the municipal government, education institutions and Municipal Councils on the Rights of Children and Adolescents. Gradually, new players join in, including youth groups. It is during this phase that social indicators, partnerships and funding are established, and the program agenda is outlined.

Mobilisation is the second phase and it happens through a C4D campaign. It aims to call attention to the municipalities’ events and enlist residents’ participation. The third is the execution phase, which consists of student workshops, community meetings, knowledge-sharing workshops, competitions and award ceremonies, film screenings, artistic and cultural activities, and a baby parade that closes Baby Week. Evaluation, the last phase, is conducted immediately following the event and analyses changes in knowledge, approach and practice, as well as gains, challenges, community participation and collective work.
Progress and Results

The results of Canela’s Baby Week are evaluated by social indicators and behavioural changes that reveal advances in vaccination campaigns, promotion of breastfeeding as the sole source of babies’ nutrition, mother’s access to prenatal care, reduction in the number of babies without birth certificates and infant mortality rates. All these gains are a result of better access and improvement in the quality of health and education services.

The more than 200 interviews conducted during the systematisation phase showed behavioural changes as they relate to infant care in the municipality. Health-field academics and other professionals maintain that their participation in Baby Week changed the way they see the doctor-patient relationship. The collective work in schools and health clinics has led students and professionals to realise the need to work in unison, to value the community’s resources and recognise the potential of families.

Next Steps

UNICEF is committed to publicising Baby Week nationally, regionally and globally, in addition to encouraging the capitals and municipalities of the Brazilian Amazon and Semi-arid regions to organize their own Baby Week events. We estimate that there will be 100 new municipalities participating in the initiative each year. The ‘I National Baby Week Fair’ is planned for 2012 in Canela, with the aim of bringing together representatives from Brazilian and international municipalities.

In 2011, UNICEF will continue working with civil society and partners at different administrative levels so that Baby Week can become an opportunity for all municipalities to strengthen their collective work, and develop basic policies that guarantee the rights of every child below the age of six.

7 SOUTH-SOUTH COOPERATION

Relations with the Brazilian Cooperation Agency (ABC) and other key ministries were strengthened to effectively place children’s issues within Brazil’s South-South Cooperation (SSC) agenda. One concrete outcome was the Memorandum of Understanding signed in August, and the cooperation initiated between UNICEF and the Governments of Brazil and El Salvador in social development and integrated protection of the rights of children and adolescents in El Salvador. The Brazil Country Office has also supported the Brazilian Government on its Humanitarian Cooperation SSC agenda, facilitating bilateral dialogues and sharing of knowledge and technical expertise.

UNICEF has also had an important role as facilitator for peer-to-peer learning processes (study tours). Throughout 2010, the BCO actively engaged in SSC study tours with Bolivia, Bangladesh, Nepal and Uruguay.

As a result of the BCO’s engagement, the Brazilian government has begun planning concerted actions in, for, and during the 2014 World Cup and 2016 Olympic and Para-Olympic games to ensure that all rights of children and adolescents are respected and fulfilled.

The BCO has continued to support the LSS South-South Cooperation Initiative (Laços Sul-Sul) and the initiative on South-South Cooperation and HIV Prevention with Children and Adolescents living on the Streets.

The main results of the ‘Children Living on the Streets’ initiative are: (i) stimulating the preparation of work plans to face the epidemic in participating countries; (ii) having the theme included in the national policy of Peru; (iii) creating a reference document with
recommendations for actions related to HIV prevention, treatment and assistance. The document was produced jointly by the four countries involved in this cooperation.

The BCO is also an active member and participant in the UNCT SSC Task Force and is closely following on-going discussions on SSC, both within the UN, and within the government, civil society and academia.