

Executive Summary

Major achievements:

The preparation of the CP involved renewed equity-based analysis and engagement with the new Government to galvanize political will to prioritize the realization of the rights of children and adolescents, particularly those most disadvantaged, as a central theme of the Government's multi-annual plan (PPA) for 2012-2015.

Important milestones were achieved in child rights promotion and protection through public policies and legislation, indicative of the Government's commitment to the CRC Recommendations. UNICEF influenced the National Policy and the Ten-Year National Plan for Promoting and Protecting Children's Rights, enhancing intersectoral coordination and public participation, including adolescents. Effective advocacy supported the approval of the law against corporal punishment and legislation establishing the national system of socio-educational measures for adolescents in conflict with the law. A monitoring framework on human rights indicators was initiated with UNICEF support. A *National Protocol for Integral Protection of Children and Adolescents in Disasters* was developed with UNICEF technical cooperation. High-level advocacy in support of the CCCs resulted in the positioning of child rights in Brazil's humanitarian cooperation agenda

Advocacy efforts rallied support for the renewal of the Pact for Children, a strategy of securing political will with state governments and civil society to set targets for intersectoral policy action for children and adolescents, especially those most disadvantaged. Through the "Municipal Seal" initiative, UNICEF worked with 80% and 96% of the municipalities of the Sem-arid and Amazon regions, respectively, in a continuous process of advocacy, technical assistance, capacity development and knowledge management. The Urban Centres Platform consolidated social inclusion methodologies for children and adolescents in Rio de Janeiro and Sao Paulo.

Culturally appropriate health care methodologies were developed for indigenous mothers and children and included in the national health care humanization policy.

As a result of UNICEF policy advocacy and leveraging, the state government of Piauí adopted the "Palavra de Criança" - a UNICEF-supported participatory learning initiative - as social policy for 150 of its 226 municipalities.

Most important collaborative partnerships:

Advocacy with key South-South Cooperation actors culminated in the development and signing of a global MoU between the Government of Brazil and UNICEF for child rights with equity. UNICEF further engaged with Brazil to advocate for child rights beyond its borders in important political international fora.

Shortfalls:

Changes within ministries and at state-level following the elections of 2010 delayed programme implementation in the beginning of 2011.

Opportunities:

"All rights for all Brazilians" is a major priority for the Government thus strengthening Brazil's social policy framework in alignment with international standards and human rights instruments, including the CRC. Furthermore, the launch of the "Brazil without Misery" initiative provides an unprecedented opportunity to leverage partnerships at all levels, to ensure child rights for every child in Brazil as well as beyond Brazil's borders.

With increased international focus on Brazil in the lead up to the sports mega events, UNICEF is building on the momentum to collaborate with partners to promote the right to safe and inclusive sport and strengthen child protection networks to prevent discrimination and violence against children and adolescents

Country Situation

The presidency of Dilma Rousseff, first female President in Brazil's history, started on 1 January 2011. President Rousseff continues to assert Brazil's growing influence and global role, with economic power and political influence internationally recognized. Brazil maintained position as the world's fifth largest country, by population and geographical area^[1], and achieved the ranking of sixth wealthiest economy^[2].

A new Plan "Brasil sem Miséria", aimed to lift 16.2 million people out of extreme poverty, was announced on 2 June 2011. It targets the population living in households with per capita income of up to R\$ 70,00 (equivalent to USD40) and promotes actions on income transfer, access to social services and productive inclusion^[3]. The multi annual plan (PPA) for 2012-2015^[4] is organized around nine objectives: i) reducing social/ regional inequalities; ii) increasing social participation; iii) promoting environmental sustainability; iv) appreciating cultural diversity/ national identity; v) management excellence to ensure provision of goods and services; vi) national sovereignty; vii) efficiency of public spending; viii) sustainable economic growth; ix) encouraging and appreciating education, science, technology. UNICEF's inputs to the plan on reducing disparities; achieving the most disadvantaged; and strengthening the national guarantee systems of children's rights are fully contemplated in the PPA^[5].

Preliminary figures of the 2010 National Census indicate that 190 million people live in Brazil's 5,565 municipalities, including approximately 57 million children and adolescents (51% boys and 49% girls)^[6]. Overall, income growth is faster among the poorest, mainly due to successful policies, like the Bolsa Familia cash transfer programme, which took 13 million people out of extreme poverty. Brazil has already reached its target for Millennium Development Goal 1: to reduce extreme poverty by 75%^[7].

Yet, Brazil faces large internal inequalities, and important challenges remain. Five dimensions determine who the most disadvantaged children are: (i) income; (ii) where they live; (iii) ethnic-racial origin; (iv) age (early childhood and adolescence are key moments of vulnerability); and (v) personal condition (especially disabilities). UNICEF's State of Brazilian Adolescence report highlights how adolescents are particularly stricken by poverty and inequality, and how the lack of discussion and better understanding on this particular stage of life affects the realization of adolescents' rights and prevents policies from bringing specific attention to the needs of this group.

Although 98% children (7 to 14) attend school, 535,000 remain out of school (57 % boys, 43% girls). Of these, 330,000 (62%) are Afro-Brazilians, and over 50% live in the North and Northeast. Children with disabilities also suffer exclusion: in 2007, 463,000 children with disabilities were attending primary school, and only 16,000 were in secondary schools.

Disparities can be observed in Brazil's progress towards MDG4 (reduce child mortality). While the national under-5 mortality rate dropped 57.5% between 1990 and 2008 (from 53.7 deaths per 1,000 live births to 22.8 per 1,000), disaggregated data show that progress is different for the poorest regions and population groups: while the South-East and South achieved the national goal in 2008, the North and North-East have not. Similarly, infant mortality rate among indigenous populations (41.9 per 1,000 live births) is more than twice the national rate.

Reaching MDG 5 target (three-quarter reduction in maternal mortality) remains unlikely. The maternal mortality ratio has dropped by almost half since 1990, from 140 to 75 deaths per 100,000 live births, but still remains high, particularly among the most vulnerable^[8]. It is estimated that mother-to-child HIV transmission is 6.8% in Brazil (13.8 in the Amazon region, 7.7 in the Semi-arid, 4.9 in the South of the country)^[9].

Homicide is the number one cause of death among adolescents, with an alarming increase in the numbers of girls victims: from 1997 to 2007, homicides among Afro-descendent girls aged 10 to 19 grew by 55%^[10]. In this context, UNICEF Brazil's partnership with the Human Rights Ministry in the construction of the Adolescent

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Homicide Index (IHA) is an opportunity for advocacy. According to IHA[11] the risk indicators associated with age group, sex, race, and environment show that lethal violence against adolescents is a phenomenon of life in large cities. The likelihood of becoming a homicide victim is nearly fourteen times higher among males than among females, and almost four times as higher among afro-descendants males compared to white males.

Positive developments should be highlighted: the proportion of children without birth registration declined from 23% in 2001 to 6.6% in 2010[12]. The number of institutionalized children decreased in the past two years, while the number of institutions offering these services grew. The incidence of early pregnancy (10 to 19) declined to reach the lowest level since 1994: in 2010, 19.3% of new mothers were women and girls in this age group, against 23% in the first years of the past decade[13].

Situation monitoring publications by UNICEF and partners in 2011 include:

- The State of Brazilian Adolescence: http://www.unicef.org/brazil/pt/br_sabrep11.pdf
- The Adolescent Homicide Index: <http://prvl.org.br/wp-content/uploads/2011/12/IHA.pdf>

UNICEF Brazil uses official data sources:

- IBGE, the National Statistics Institute: produces research such as the Census, Domestic Household Surveys and Social Indicators Syntheses. It is the official data source in the country: <http://www.sidra.ibge.gov.br/>
- Datasus: an official health data repository, including:
 - o Indicators on the National Pact for Health: <http://www2.datasus.gov.br/DATASUS/index.php?area=0201>
 - o Indicators on access to and quality of health services: <http://www2.datasus.gov.br/DATASUS/index.php?area=0202>
 - o Indicators on morbidity and epidemic diseases (especially HIV/AIDS): <http://www2.datasus.gov.br/DATASUS/index.php?area=0203>
 - o Life statistics (births and deaths): <http://www2.datasus.gov.br/DATASUS/index.php?area=0205>
 - o Demography and socio-economic indicators: <http://www2.datasus.gov.br/DATASUS/index.php?area=0206>

INEP: school census and quality of education: <http://portal.mec.gov.br/>

[1] World Bank, World Development Indicators: <http://data.worldbank.org/country/brazil>

[2] Centre for Economics and Business Research (CEBR): <http://www.cebr.com/wp-content/uploads/Cebr-World-Economic-League-Table-press-release-26-December-2011.pdf>

[3] <http://www.brasilsemmiseria.gov.br/conheca-o-plano/>

[4] Plan approved on 18 January 2012, Law 2.593

http://www.camara.gov.br/internet/comissao/index/mista/orca/ppa/PPA_2012_2015/Lei/Lei12.593-2012.pdf

[5]

http://www9.senado.gov.br/portal/page/portal/orcamento_senado/PPA/Elaboracao:R?p_ano=2012&p_ppa=2012

[6] <http://www.censo2010.ibge.gov.br/>

[7] UNDP, MDG National Monitoring Report, 2010:

<http://www.pnud.org.br/pdf/4RelatorioNacionaldeAcompanhamentodosODM.pdf>.

[8] Ministry of Health (MoH), Deaths Notification System (SIM), Births Notification System (SINASC)

[9] Interagency Network of Health Information and National Programme on STD/AIDS (PN-DST-AIDS), 2008

[10] Ministry of Justice, System for Childhood and Adolescence, SIPIA and "Disque denúncia", 2010.

[11] <http://prvl.org.br/wp-content/uploads/2011/12/IHA.pdf>

[12] http://www.secom.gov.br/sobre-a-secom/nucleo-de-comunicacao-publica/copy_of_em-questao-1/em-questao-do-dia/edicoes-anteriores/dezembro-2011/boletim-1427-09.12/aceso-a-registro-de-nascimento-aumenta-no-brasil?utm_campaign=Newsletteremquestao&utm_medium=Inclusao.Social&utm_source=Registro.Nascimento&utm_content=91211

[13] <http://www.gazetadopovo.com.br/vidaecidadania/conteudo.phtml?tl=1&id=1211902&tit=Gravidez-na-adolescencia-atinge-o-menor-indice-da-serie-historica>

Who are the deprived children in your country context?

Brazilian children are more vulnerable to poverty than adults. Looking into disaggregated figures, disparities are evidenced: while poverty affects 6.4% of all population aged 18 and above, 13.6% of children and adolescents live in poverty. The proportion of c&a in low income families[1] reaches 44.7%, against 28.7% among all population. Even among white children (less vulnerable than Afro-Brazilian children), the proportion of poor children is 32.6%, 3.8 points above the national average. Afro-Brazilians are hit by poverty harder than the white population. Thirty-three per cent of white children and 56% of Afro-Brazilian children are living in low income families. Although there is less poverty in the South and Southeast regions, racial inequality is an important issue. Afro-Brazilian children have about 70% more chances of being poor than white children. Regional disparities also exist: out of the total 7.7 million c&a living in extreme poverty in Brazil, 5.9 million live in the North and Northeast. Disability is another inequality factor: the 2000 Census showed that children with disabilities are 12% more likely to live in poverty than other children.

[1] Children in households with net monthly per-capita income up to 1/2 minimum wage. Source: IBGE/PNAD 2009. The Ministry of Social Development and IBGE recently redefined the methodology for extreme poverty as population living in households with net monthly per-capita income up to BRL 70.00 (\$40) Source: MDS, May 2011.

Data/Evidence

UNICEF Brazil does research, studies and data analyses on the situation of children and adolescents in the country, and supports partners to do their own analyses as well. Brazil is a country with good practice in data generation and management, where official sources are reliable and have a high standard. UNICEF Brazil uses this data to understand how children and adolescents live, and where inequalities are – a major focus of the country programme.

UNICEF is recognized in Brazil as an institution that does innovative analyses: looking at and calling attention to problems that are rarely surfaced, or looking at particular groups that are usually not included in analyses as such. The results of these efforts are used in advocacy with policy makers, in order to make policies that promote the rights of children and adolescents, and that tackle inequalities.

In 2011, UNICEF Brazil took part in a global study on Out of School Children (to be concluded in 2012), examining the situation of the 2% of children who are out of school – who they are, where they live, what

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factors contribute for them to be out of school. This is an innovative study, as it will provide instruments for policy makers to understand where to invest additional effort, and what more can be done to bring these children to school.

Another example is the Report on the Situation of Brazilian Adolescents, an innovative piece of research published in 2011, looking at how adolescents from 12 to 17 years old live in Brazil, and what their key opportunities and challenges are. This study was unprecedented in the country, as this age group had never been targeted in previous studies, nor is highlighted in the official statistics. For the analysis, UNICEF used micro data from official sources, as no aggregations specifically covering this age bracket existed before.

Finally, UNICEF supports partners in their own data and analyses systems, and permanently advocates for the use of disaggregated data, and for evidencing inequalities. For instance, in 2011, UNICEF Brazil supported the third edition of the Index of Adolescent Homicide (IHA). The IHA is used to estimate the risk of death by homicide among adolescents living in a given territory. It covers all Brazilian municipalities with populations over 100,000, and was created to demonstrate the impact of lethal violence on this social group, and to raise awareness of the extent and gravity of the problem, estimating risks according to age, ethnicity, gender and other parameters. The IHA is an awareness raising and mobilization strategy that stimulates public managers to reflect on the design of public policies for effectively addressing homicides.

These different analyses, covering various thematic areas and social groups, are key in UNICEF Brazil's own planning processes. In 2011, the preparation of the new Country Programme (2012-2016) took the results of these studies into consideration, in order to formulate objectives and intended results to tackle the problems unveiled.

Monitoring Mechanism

UNICEF Brazil's Integrated Monitoring and Evaluation Plan includes different types of activities, such as studies and surveys, monitoring of social indicators, evaluation and support to partners' systems. In particular, M&E activities include permanent monitoring of social indicators on the situation of children and adolescents, monitoring and evaluation of UNICEF's programme and initiatives in the country, and support to the evaluation of public policies. In 2011, UNICEF Brazil was deeply involved in producing analyses and studies to guide the formulation of the new Country Programme (2012-2016).

Achievement of results for the most deprived children is monitored within the programme and its initiatives through the use of disaggregated data and participatory evaluation. The UNICEF Municipal Seal of Approval programme, for instance, uses a combination of official data analysis, analysis of data provided by municipal managers, and participatory evaluation done by civil society, who take part in a social forum to evaluate what their municipalities have done to promote the rights of children and adolescents, and to improve their situation. It is based on these three pillars that the programme decides on which municipalities earn the Seal of Approval. In 2011, UNICEF Brazil worked on tools and instruments to facilitate the collection of data, and the analysis of the accomplishments by municipalities, in order to determine the winners of the current edition of the Seal (2009-2012).

In terms of evaluation, UNICEF Brazil was involved in the evaluation of a joint UNCT programme on citizenship and security, contributing with data on the child/adolescent perspective, and offering insights on vulnerabilities and inequalities. In the future, UNICEF Brazil intends to strengthen its evaluation function, doing evaluations on its own programme and supporting the evaluation of public policies. Discussions have already started with the Government of Brazil, and there is a great potential to further this collaboration, and to advocate for an equity-focused approach to policy evaluations.

Support to National Planning

The culture of Monitoring and Evaluation in Brazil is something that has started to consolidate itself in the past decade, with the introduction of laws and instruments to promote transparency, greatly influenced by civil society groups interested in social control. Brazil does not have a tradition in M&E, and the level of knowledge and capacity in the area varies greatly among institutions. UNICEF has been working with these partners to support their practices, to enhance their capacities and to promote new ways of doing M&E, sharing international know-how with Brazilian counterparts, at both national and local level.

UNICEF Brazil's programmes and initiatives are totally aligned with the Government's strategies and policies. Programmes such as the UNICEF Municipal Seal of Approval, for instance, have M&E as a key pillar, with monitoring of social data as one of the most important strategies to follow up on what the municipalities are doing to promote children's and adolescents' rights. On the other hand, participatory evaluation is another essential component of the programme, and is a crucial opportunity to build capacities of both public managers and civil society to exercise social control, to understand data and to follow-up on the implementation of social policies. The Seal strategies are empowering and bring the issue of data to the centre of the discussion on evidence-based policy and decision-making.

UNICEF Brazil also supports partners in their M&E efforts through other initiatives. In 2011, UNICEF supported the formulation of the third edition of the Index of Adolescent Homicide, and started discussions with the Human Rights Secretariat on how to create a National Human Rights Indicator Systems. Other plans for the future include the support to a National Evaluation System, as well as a partnership with the Strategic Affairs Secretariat on the monitoring of early childhood indicators. In this context, UNICEF Brazil is a permanent advocate for the use of disaggregated data, and for highlighting vulnerabilities and inequalities.

Any other relevant information related to data/evidence?

The new poverty line in Brazil:

Brazil has traditionally used the internationally accepted standard to measure poverty and extreme poverty: families living with a per-capita income of up to 1/2 minimum wage were considered poor, while families living with a per-capita income of up to 1/4 minimum wage were considered extremely poor. However, in 2010, the Ministry of Social Development, together with IBGE, redefined the methodology for extreme poverty as population living in households with net monthly per-capita income up to BRL 70.00 (\$43) plus population with no declared income matching specific criteria.

Disaggregated data using the new extreme poverty measure will be available in 2012, with the official launch of the Census 2010 data.

Source: MDS, May 2011.

Country Programme Analytical Overview

The new 2012-2016 country programme will contribute to results and strategies for Brazil's progress towards the universalization of children's rights and achievement of MDGs with equity in support of the national priority to eradicate poverty in Brazil and globally. All programme components will focus on the most disadvantaged children and adolescents, in terms of: where children live – the Amazon, Semi-arid and poorest areas in large urban centres; ethnic-racial origin - afro-Brazilians and indigenous; personal condition - children and adolescents with disabilities, those living with HIV and those victims of prejudice and discrimination

practices; gender; and vulnerability to emergencies.

The CP development process provided the opportunity to reassess the existing programming strategies and sharpen UNICEF's focus on equitable outcomes for the realization of the rights of all children, with special attention for identifying and addressing bottlenecks and barriers that prevent those most marginalized and their families from the solid framework of social policies and services put in place in Brazil. Emphasis will be placed on communication for development to promote behaviour and social change against violence and discrimination.

Policy development advice to the Brazilian government will seek alignment with global normative standards concerning the rights children and adolescents and in line with CRC recommendations. UNICEF will provide technical evaluation expertise to assess equity driven government social programmes.

UNICEF will adopt the approach which combines "up-stream" evidence-based advocacy to influence policies, laws, budgets and national planning processes with "down-stream" operational engagement to fuel advocacy work with knowledge of what works for children at community level. This essentially involves work at all three government levels through advocacy and leveraging of resources at federal and state level; capacity development, strengthening of institutions, social mobilization and convening of key actors at municipal level.

Given the significant number of innovative and successful approaches in addressing the rights of children, adolescents and women, UNICEF will continue its efforts towards influencing and mobilizing partners and networks, building institutional capacity and disseminating of information and knowledge (good practices, lessons learned, and innovations), at the municipal and local level as well as internationally, to ensure sustainable results for children in Brazil and globally, through South-South horizontal collaboration networks and forums. In addition, communication for development will support all programme components and partnerships and gender will be mainstreamed throughout the programme strategy.

With the increased international focus on Brazil in the lead up to the sports mega events (World Cup and Olympics/Paralympics), UNICEF will build on the momentum to leverage resources and strengthen strategic partnerships for children, including with private sector and civil society, to facilitate and strengthen social dialogue with the participation of rights-holders, especially adolescent networks to prevent and respond to discrimination and violence against children and adolescents prior to, during and after the mega-events. Safe and inclusive sports will be used as a catalyst for addressing inequities that affect children's well-being, raise awareness and promote social change.

Effective Advocacy

Fully met benchmarks

UNICEF continued to support multi-level upstream evidence-based advocacy to influence equity-driven and gender-sensitive policies, laws, budgets and results-based planning processes at federal, state and municipal levels. Advocacy represented a key element of UNICEF's activities in Brazil centred on the realization of the rights of each and every child throughout the country, particularly the most vulnerable and excluded. UNICEF's legitimacy in undertaking advocacy is primarily derived from its mandate and normative role. The credibility of UNICEF's voice has been based on demonstrated evidence grounded in its programmatic knowledge achieved over sixty years of permanent presence in Brazil. UNICEF's sub-national presence has proven essential to advocate and influence a wide spectrum of partners for the development of public policies for children and social monitoring of their impact. In addition, such a presence has ensured increased knowledge about local

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realities and has strengthened upstream advocacy as well as our institutional role as a broker among different stakeholders.

The preparation of the new CP involved an in-depth situation analysis on children and adolescents which supported advocacy efforts. UNICEF engaged with the new Government to galvanize political will for placing priority attention to the realization of the rights of children and adolescents, particularly those most disadvantaged, as a central theme of the Government's multi annual plan (PPA) for the period of 2012-2015. Within the UNCT, advocacy on behalf of the equity approach influenced the UNDAF's strong focus on MDGs with equity.

Important milestones were achieved in child rights promotion and protection through public policies and legislation, indicative of the Government's commitment to the CRC Recommendations. UNICEF high-level advocacy in support of the Core Commitments for Children in Humanitarian Action (CCCs) resulted in the National Protocol for the Integral Protection of Children in Emergencies as well as the positioning of child rights in Brazil's humanitarian cooperation agenda. Advocacy with key South-South Cooperation actors culminated in the development and signing of a global Memorandum of Understanding between the Government of Brazil and UNICEF. UNICEF further engaged with Brazil to advocate for child rights and equity beyond its borders in important political international contexts and forums, such as the UN, G20, and BRICS among others. In 2011, Brazil's instrumental role in the UN General Assembly (GA) Third Committee included support for promoting the rights of children with disabilities and the guidelines on alternative care for children without parental care. Brazil also played a key role in connection with the GA's recent adoption of the new Optional Protocol to the CRC, allowing the CRC Committee to receive and examine complaints of child rights violations from children.

With the newly elected Governors, advocacy efforts rallied support on behalf of the renewal of the Pact for Children, a strategy of securing political will with state governments and civil society to set targets for intersectoral policy action for the most disadvantaged children and adolescents. At the municipal level, UNICEF worked with municipal governments in a continuous process of advocacy, technical assistance, capacity development and knowledge management through the "Municipal Seal" initiative.

Changes in Public Policy

In 2011, the Brazilian parliament initiated a new legislature (2011-2014) which called for a process of dialogue to reorganize the National Coalition of parliamentarians for children's rights. UNICEF supported the planning process which established the following priorities: monitoring of policy making to promote more equitable and effective budget allocations; propose public policies and reinforce legislation against child labour, sexual exploitation, corporal punishment and violence; and approve the national system of juvenile justice.

Through a strong process of social mobilization of partnerships, UNICEF influenced the approval of two national laws: the law against corporal punishment and the law which establishes the national system of socioeducative measures for adolescents in conflict with the law.

Major progress was made in defining the National Policy and finalizing the Ten-Year National Plan for Promoting and Protecting Children's Rights (NPA). These documents were a direct result of UNICEF's advocacy, mobilization of partners, and direct technical cooperation with the Brazilian government. They represent an important Government cross-sectoral political commitment and participatory process for integral promotion and protection of the human rights of children and adolescents. Its content was included in the government's Multi-year Programme which is about to be approved by Congress to ensure required financing for the actions contemplated in the 10-year NPA.

Emblematic evidence-based advocacy for public policy development in 2011 consisted in the Report on the

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Situation of Brazilian Adolescents, which represents an unprecedented study on this age group and consolidated UNICEF's advocacy in support of multi-sectoral policies for adolescents, influencing stakeholders to focus on related policy priorities, i.e. generating more educational and professional opportunities; reducing health risks related to early age pregnancies and substance abuse; and increased access to basic services and cash transfers.

Moreover, in 2011 UNICEF supported the third edition of the Index of Adolescent Homicide (IHA), a powerful awareness raising and mobilization tool that stimulates public managers to reflect on the design of public policies to effectively address homicides, based on disaggregated data by age, ethnicity and gender.

The new National Plan for Racial Equality in Education, supported by UNICEF and partners, was implemented in all states and municipalities. UNICEF also joined the Global Action Week in Brazil, which focused on non-discriminatory education and was coordinated by the Brazilian Campaign for the Right to Education.

In 2011, UNICEF Brazil took part in a global study on Out of School Children (to be concluded in 2012), examining the situation of the 2% of the Brazilian children who are out of school to come into terms with who these children are, where they live, and why they are out of school (i.e. what are the key causal factors). This is an innovative study, as it will provide instruments for policy makers to understand where to invest additional effort, and what can be done to bring these children to school.

Leveraging Resources

Political will combined with resources were leveraged by UNICEF to support innovative strategies and methodologies adept for effective implementation of public policies and programmes for children and adolescents, particularly those most disadvantaged.

In December 2011, as a result of UNICEF social policy advocacy, the state government of Piauí adopted the "Palavra de Criança" (Word of Children) initiative as public policy and consequently authorized the allocation of R\$ 1.600.000,00 (approximately US\$ 900.000,00) to include 150 out of the 226 municipalities throughout the state. The aim of the initiative, largely supported by UNICEF over the last years, is to ensure literacy of children in the initial three years of elementary school. It encourages families, schools and children to perceive learning as a right of every boy and girl, sharing responsibility for creating the best conditions for the development of a lifelong learning process.

UNICEF supported leveraging resources on behalf of the National Plan of Action to 'Foster the Rights of Children and Adolescents to Live in a Family and Community'. In the state of Ceara, for example, 6,800 families in 68 municipalities with the highest social vulnerability indices were individually assisted in their homes to ensure the integral protection of children. The State government provided U\$ 600,000 to support families covered by the programme, which is coordinated by the Social Assistance Secretariat of Ceará in partnership with local civil society.

Besides bringing financial support to the UNICEF Semi-arid and Amazon Platforms, the long-term strategic partnership with Petrobras allowed the UNICEF Brazil office to influence significant resource allocations to benefit vulnerable and disadvantaged children in the area of sports for development. In 2011, UNICEF became a Board member of the Petrobras Citizenship and Sports Programme endowed with the equivalent amount of US\$ 140 million to be invested in NGOs nationwide by 2014.

In 2009, water security in schools was included as one of the priorities of the Pact for Children and Adolescents of the Semiarid region. As a result two Semiarid states, Bahia and Pernambuco, are developing specific programs focused on this issue. In the state of Bahia, the equivalent amount of US\$ 4.4 million was invested by the state government for the "Water in Schools" programme, benefiting schools in 51 municipalities. In the state of Pernambuco an amount of US\$ 10,8 million was invested in schools of 184 municipalities. In addition,

in 2011, under a programme carried out in the Semi-arid region by the Ministry of Social Development, the Semi-Arid NGO Network "ASA" (both of which are parties of the Pact) and the Spanish Cooperation Agency, cisterns were built in 843 schools in 146 municipalities, benefiting 46,437 children, at a cost of US\$ 920.000.

Capacity Development

Fully met benchmarks

UNICEF's presence at the sub-national level, through its eight Zone Offices, continued to be essential for influencing and strengthening local capacities to implement public policies for children, through improved knowledge about local realities, identification of data gaps, tackling inequalities through multi-sectoral approaches, and strengthened institutional commitment and roles for duty-bearers. More specifically, the Municipal Seal and the Pact for Children - strategies for securing political will with local governments and civil society - served to set targets for intersectoral policy actions for the most disadvantaged children and adolescents.

UNICEF provided technical assistance to priority municipalities to contribute to strengthen capacities of communities to participate in the planning, execution and monitoring of multi-sectoral policies and plans in articulation with the public policies for children and adolescents. Throughout 2011, UNICEF efforts resulted in capacity development of 1,368 mayors and officials of 395 municipalities in the semiarid region of the states of Ceará, Piauí and Rio Grande do Norte. With new knowledge and by using the municipal plans of actions for children and adolescents - developed by the municipalities as part of the Seal methodology - as tools, local stakeholders supported conferences on the rights of children and adolescents held in the municipalities and collaborated in the inter-sectoral management of local public policies for children and adolescents.

Through the Itaú Bank-UNICEF Award, actions of capacity development included strengthening of integral education initiatives, especially with NGOs engaged in complementary and joint actions with schools, through training, analysis and development of joint initiatives.

Based on the experience of the Early Childhood Education Quality Indicators and the National Curriculum Guidelines for Early Childhood Education, UNICEF supported activities to build capacity and disseminate evaluation and planning methodologies with public officials and social actors in the Semi-arid and Amazon regions and in major urban centres.

With the aim to strengthen initiatives on education for racial equality, UNICEF monitored the enforcement of Laws 10,639 and 110-645, particularly in municipalities located in the Semi-arid and Amazon regions and in major urban centres.

UNICEF also continued to cooperate with partners to strengthen the juvenile justice system and contributed to the training of public prosecutors, judges, rights and protectors advisers, as well as of technical public policy officials at municipal and state levels.

Under the South-South Cooperation initiative of Laços Sul-Sul (LSS), special mention should be made in relation to the STD/AIDS prevention actions carried out in schools throughout 2011 in the states of Pará, Ceará, and Rio de Janeiro, with emphasis on the participation of young people. These actions benefitted 3,500 students and ensured training of 40 peer educators.

Communication For Development

Fully met benchmarks

In 2011, communications for development strategies (C4D) were implemented by UNICEF to target and reinforce direct communication with key groups of the Brazilian society in order to increase the impact of development programmes in support of child and adolescent rights, particularly those most disadvantaged and facing challenges in the exercise of their rights due to social discrimination.

The "**For a Childhood Free from Racism**" campaign adopted a joint action mobilization and an Internet-based strategy to promote national debate and greater awareness about this main driver of inequity. The messages and materials of campaign were disseminated by governments, NGOS, schools and individuals during events and communications initiatives. 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 the UNICEF in Brazil YouTube channel. Together, this integration created synergy for information dissemination and galvanized a wide and dynamic social mobilization process. In addition, the campaign made use of traditional media. During 2011, more than 30,000 people visited the blog's campaign, which helped to give visibility to stories and testimonies of individuals and organizations all over the country. One of the communication pieces of the campaign won a **Bronze Lion Cannes Award** in the "Outdoor" category, confirming the high impact of the messages disseminated in Brazil. <http://www.midiarj.org.br/content/cannes-anuncia-vencedores-de-media-outdoor-e-radio-lions-1>

The "**Radio for Children**" project sought to mobilize radio professionals and broadcasters nationwide by developing communication materials that focused on the right to learn. Through a cooperation agreement, UNICEF's partner Escola Brasil produced a monthly electronic newsletter spotlighting themes related to the right to quality education in the country. The materials empowered radio professionals and mobilized them to broadcast education related material for the general population and policy makers, advocating for the right of every child to learn. The material produced was uploaded to a web site and sent to a mailing list of 2.400 radios professionals nationwide.

By supporting the project "**Amigos da Escola**" (School Friends project), UNICEF helped to mobilize more than 5,700 public schools with more than 3.5 million students and 60,000 volunteers. In 2011, this initiative carried out by Globo Network and UNDIME organized four different events or "thematic days", mobilizing 138,000 people (teachers, students, parents, educators and volunteers). The "thematic days" addressed the following issues: bullying, education with values and volunteerism.

Service Delivery

Fully met benchmarks

Although UNICEF in Brazil is not directly involved in service delivery, high-level advocacy, capacity development and leveraging of resources through partnerships has resulted in improving access to equitable, gender-sensitive, culturally and age-appropriate quality services. Research was undertaken by UNICEF in 2011 to identify bottlenecks and barriers for access to quality services in health and education.

In 2011, UNICEF dedicated efforts to enhance institutional capacities for pertinent healthcare policies and

practices for indigenous children and women. A study on how rights are perceived among indigenous women and children was carried out in the Amazon regions under the Joint Food and Nutrition Security Programme for Indigenous Women. The findings will be used to develop improvements plans with the participation of adolescents and youth who are being trained on communication methods to express their rights and voice their claims.

As a result of capacity-building efforts in municipalities in the state of Amazonas, municipal work plans were drawn up to strengthen the Food and Nutrition Surveillance System. To make it operational for the ethnic groups and in respect of their rights, UNICEF supported specific workshops in indigenous communities and acquired anthropometric equipment for health stations to train communities and health workers on their use.

To empower families, communities and members of the Rights Guarantee System to claim their rights for quality health care services, UNICEF developed the "Guide on the Rights of Pregnant Women and their Babies. The Guide was incorporated into the Presidential National Strategy of the *Cegonha* Network and was launched by UNICEF and the Ministry of Health.

Similarly, the study on Out of School Children will support evidence-based policy advocacy to address the underlying causes that are preventing girls and boys from going to school and exercising their constitutional right to education. Preliminary findings are pointing to education services lacking pertinence for children with disabilities.

Under the Municipal Seal of Approval initiative, capacities of rights holders to claim their rights for quality social services are systematically addressed through the development of policy management social auditing and monitoring skills as well as increased transparency in public budgeting.

Strategic Partnerships

Fully met benchmarks

A major strength of UNICEF in Brazil is its capacity to establish inter-sectorial partnerships, convening different partners around common goals and shaping these relationships to achieve effective impacts in the lives of girls and boys. UNICEF is developing mechanisms for managing these relations, based on the principles of horizontality, trust, common values, sharing of knowledge and clear feedback on results achieved. Entities from the private sector are viewed by UNICEF as full-fledged partners and not just as donors.

In 2011, strategic partnerships with the corporate sector continued to play a key role for UNICEF advocacy and policy work in Brazil. Strategic alliance developed with the Itaú Bank, a successful long-term corporate partnership involving social investment in education, continued through the UNICEF- Itaú Bank award to NGOs on integral education projects. Other examples comprised the partnerships established with four utility companies that facilitate the access and engagement of thousands of clients.

UNICEF developed strategic partnerships that promote dialogue between national government and social organizations – such as the Ministry of Education and private sector foundations and institutes – as well as NGOs with strong experience in local actions and institutions that represent and mobilize local managers. Such partnerships are largely co-responsible for many of the achievements and results of the country programme.

An innovative strategic partnership of 2011 was the partnership forged with Flamengo, Brazil's most popular soccer team and athletic club. The partnership aims to promote and protect the rights of children and

adolescents in and through sports, thus contributing to ensure that every girl and boy has access to safe and inclusive sport, and that sport is used as a vehicle to guarantee other rights and to reduce social, economic, cultural, physical, ethnic/racial and geographic inequities. The partnership is based on the club's adhesion to the "My Team is Top Notch" commitment, a set of ten principles related to the protection and promotion of the rights of athlete boys and girls. With UNICEF's support, Flamengo also developed a one-year child protection action plan to promote and protect the rights of children and adolescents inside and outside of the club, with specific results to be achieved by the end of 2012. Joint actions will be undertaken in the areas of health, education, protection, family and community based care, sports and leisure. Moreover, with support from the advertisement agency AFRICA, the two organizations will carry out joint communication campaigns against violence, discrimination, racism, and to promote the right safe and inclusive sports for every child and adolescent in the country, with the active participation of Flamengo Olympic athletes and 35 million fans.

Mobilizing Partners

The strong support of Brazilian citizens is consistently growing. In 2011, UNICEF Brazil relied on the commitment of 100,749 individual donors, out of which 97% supported UNICEF through monthly donations. This brings predictable, flexible and sustainable resources to the programme. Together with artists, athletes, religious leaders, communicators, parliamentarians and other professionals, these donors are part of our partnership with civil society, thus becoming true stakeholders of the UNICEF cause in Brazil.

Knowledge Management

Fully met benchmarks

Over the past year, UNICEF Brazil has been discussing how to implement a more systematic approach to knowledge management, and considered three interrelated strategies to deal with the issue in the country: (i) generation, (ii) dissemination, and (iii) use of knowledge. In 2011, UNICEF Brazil developed important knowledge products that have been used for policy advocacy, programme planning and operational issues to improve the situation of children and women in Brazil.

Examples of knowledge and data products generated under this premise include a National Report on the Right to be an Adolescent; contributions to a global study on Out of School Children; a web-based application to reconcile the 2010 National Census data with the situation of children and adolescents in Brazil (underway); and discussions with the National Human Rights Secretariat on how to establish a national Human Rights indicator system (planned for next year). All these initiatives had in common the idea that data and information needs to be carefully understood, disaggregated, analyzed and made available to the public, so as to provide a clear picture of the situation of children and adolescents in the country, and thus to influence positive changes in culture, policies and measures to guarantee their rights.

Accountability and transparency continue to be an important issue in knowledge management, and, in this context, adopting Vision as a programming and implementation tool will be an important step for UNICEF. The Brazil office has prepared for the transition, with all its staff trained and processes streamlined to migrate to Vision as of 2012. UNICEF also continued to work with the UN Country Team, not only as part of its knowledge-sharing thematic groups, but also leading an initiative to map the activities of the UN in Brazil, using DevInfo as the main system. This information has been produced and shared with the UNCT, and will continue to expand in the future.

Human Rights Based Approach to Cooperation

Fully met benchmarks

UNICEF continuously advocated for, and offered technical cooperation to the Government of Brazil in complying with its international child and women rights commitments, notably the CRC, its Optional Protocols and the CEDAW. A Memorandum of Understanding which was signed in July 2011 between UNICEF and the Secretariat for Children and Adolescent Rights includes, among other topics, UNICEF's technical cooperation with the Government of Brazil for better compliance of State obligations related to international treaties relevant to children. Brazil was one of the first countries to translate the Convention on the Rights of the Child (CRC) into national legislation through the approval of the Child and Adolescent Statute in 1990. To date, the Brazilian Government has submitted one progress report on the CRC, delivered in 2002. Over the last two years, the *Human Rights Secretariat* has prepared the combined periodic report, which includes the second, third, and fourth reports, as well as the initial reports to the two CRC Optional Protocols. The drafts are currently under review and translation by the Ministry of External Relations.

During 2011, UNICEF continued to support the mainstreaming of a human rights-based approach to cooperation and played an active role in supporting policy development and monitoring by actively engaging in developing human rights capacities at the community and municipal levels in support of the most marginalized populations.

A diagnosis on how rights are perceived among indigenous women and children in the Amazon regions of Dourados and Alto Solimoes was carried out by UNICEF within the Joint Food and Nutrition Security Programme for Indigenous Women and Children with the aim of strengthening the protection network for indigenous children and women. The study showed that most social services directed to those populations were designed without taking into consideration cultural identities and local realities of the indigenous populations. The study showed that especially the young population is much aware of this situation, both inside and outside of their villages, and they are demanding that policies are adapted to their realities to guarantee their quality of life and maintain their culture. As a result, the campaign for a childhood without racism is being implemented by UNICEF in these regions to raise further awareness among social and political actors regarding the importance of respecting indigenous culture in designing public policies. In addition, young people are being involved by UNICEF in communication workshops to discuss important topics for their lives and to learn how to use communication tools to express and articulate their demands for the respect of their rights through photography and newsletters.

Gender

Fully met benchmarks

Strengthening gender mainstreaming in UNICEF programming was a priority for UNICEF Brazil during 2011 in the context of the development of the new country programme (2012-2016). A process of reflection and training on mainstreaming the promotion of women's rights and gender equality across sectors and programmes took place within UNICEF, involving partners. This resulted in increased levels of awareness, knowledge and applicability of the gender equality approach as a way to better promote the realization of equity-centred child rights and enhance results for girls and boys. New partnerships and strategies were established throughout the year with evident focus on gender equality.

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In the area of sports for development, a strategic area with increasing importance and relevance in Brazil, there is a clear gender sensitive focus regarding the right to inclusive sports for boys and girls.

The Joint Programme on Race and Gender proved to be an important strategic platform for advocacy and strengthened partnership with ministries and other partners in support of gender sensitive public policies. In addition, another global initiative focusing on safe cities for women and girls has recently been initiated between UNICEF, UN Women and UN-habitat in Rio de Janeiro.

A national situation analysis focusing on adolescents included a strong assessment of the dynamics surrounding gender equality in adolescence and adolescent participation in programme and policy development was also strongly promoted by the BCO.

The BCO also actively contributed to the UNCT report on the progress of the implementation of the CEDAW convention.

The inauguration of President Dilma Rousseff represented a major opportunity to further strengthen and extend the gender equality agenda nationally as well as within the South-South Cooperation (SSC) agenda.

With regards to SSC, the recently signed global Memorandum of Understanding promotes specific South-South technical cooperation policies and programmes with an integral focus on gender equality, which is also integrated into the partnership agreement on international humanitarian cooperation with the Ministry of External Relations. In addition, UNICEF contributed to ensure that gender mainstreaming within Brazil's humanitarian cooperation programme.

Furthermore, in follow-up to the 2009 gender assessment and to further implement the global gender policy, the new regional gender advisor visited the BCO. A large part of the staff was trained in gender mainstreaming before and during the visit and a gender action plan for the next country programme was developed. The office developed a gender equality guide and training will be replicated in each of the sub-national offices and with partners throughout 2012. Furthermore, all staff members have been encouraged to carry out the online E-learning course on Gender Mainstreaming, UN Coherence and this is measured as an E-PAS learning indicator.

With an aim to ensure mechanisms for accountabilities regarding integration of gender equality within all programme components and internal management systems, it was agreed to have the CMT as the gender focal point team. This is part of the CMT members E-PAS objectives and will be measured throughout 2012.

Environmental Sustainability

Fully met benchmarks

The impact of the floods in the Southern region in January 2011, which resulted in over 800 deaths, a phenomenon never faced by Brazil before, served to raise public awareness on the need to guarantee the rights of children before, during and after disasters, as defined by global norms and standards of the Core Commitments for Children in Humanitarian Action. In that light, UNICEF provided technical cooperation to an inter-ministerial group chaired by the Human Rights Ministry in developing policies and guidelines for protecting children and adolescents in emergency situations, in particular natural disasters. The document named, "National Protocol for Integral Protection of Children and Adolescents in Disasters" covers principles and actions related to preparedness, response and recovery across sectors – and mechanisms to implement them at national and subnational levels. It also calls for a mapping of risks; strengthening of existing networks and

accountabilities of different stakeholders; and youth participation. The protocol which will be formally launched by the President in 2012, is already paving the way for increased awareness and capacity development on behalf of child rights in emergencies by key institutional players at national and sub-national levels. In 2011, in order to develop a baseline for the Protocol's implementation, a survey was developed by UNICEF in coordination with the Ministries of Human Rights and Education to collect information nation-wide on programmes and initiatives in place for disaster risk reduction, particularly in schools. Moreover, in partnership with the Ministry of Education, it was agreed that activities in 2012 would focus on climate, participation in the Rio+20 Conference, and actions to include emergency- and DRR-related topics in the school curriculum.

At national level, UNICEF supported the participation of adolescents in the public debate regarding the social and environmental impact of mega projects and infrastructures, including those planned for the 2014 World Cup and 2016 Olympic Games). With UNICEF's support, adolescent networks, involving indigenous and afro-descent adolescents, have engaged in upholding their rights and voicing concerns to ensure an environmentally-friendly legacy. In communities of Rio de Janeiro, 125 adolescents mapped out areas exposed to socio-environmental risk using cell phones and a camera attached to a kite, as part of a methodology developed by UNICEF and the Massachusetts Institute of Technology.

In 2011, the Early Warning Early Action (EWEA) system, combining the Emergency Preparedness and Response Plan (EPRP), Business Continuity Plan (BCP) and Security planning processes were revised and updated by the UNICEF Brazil team. The main results of the EWEA system included: heightened awareness on the risk and security assessment functions in contingency preparedness planning; enhanced information management capacity; improved familiarization with BCP and an opportunity to make adjustments to the EPRP. A Core Group for Emergencies has facilitated the integration of the work among Brasilia office, the Zone offices and partners in the development and execution of training and technical assistance on the Commitments for Children in Humanitarian Action to the Ministry of Human Rights, the Civil Defence at State level and other national actors.

South-South and Triangular Cooperation

The Brazil Country Office (BCO) strengthened partnerships with several Governmental key partners, in particular with CGFome, the department that coordinates Brazil's international Humanitarian Cooperation, and the Brazilian Cooperation Agency, which coordinates Brazil's multilateral and bilateral technical south-south cooperation (SSC). Key outcomes for 2011 were 1) a global partnership consultation between UNICEF and the Brazilian Government regarding international humanitarian cooperation, which resulted in a joint action plan for 2012, and 2) the signing of a global MoU regarding SSC, which was signed by the UNICEF executive director during his visit to Brazil and aims to establish foundations for a coordinated South-South technical cooperation programme between UNICEF and the Brazilian Government on issues related to the equitable advancement of children's, adolescents' and women's rights, promoting specific South-South technical cooperation programmes and activities; and 3) the inclusion of SSC as a key element of the new Country Programme (2012-2016), designed as a cross-cutting strategic programme component result.

As a member of the UNCT SSC Theme Group, the BCO actively contributed to the development of the UNDAF for 2012-2015, which includes SSC as one of the four key outcomes, as well as to the elaboration of the UN concept paper regarding the UN system and SSC in Brazil, which will serve as a baseline for further interagency coordination regarding UN's engagement in SSC.

The BCO also facilitated peer-to-peer learning processes (study tours) with Mexico, regarding Early Childhood Development (ECD), and Lesotho, regarding cash transfer programmes.

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The BCO also facilitated participation of the Brazilian Government in the 2nd International Child Friendly Asia Pacific conference, in which Brazil shared lessons learned and good experiences from the Platform for Urban Centres (PCU). The PCU sparked interest amongst participants from various countries, which led to discussions regarding possibilities of a follow-up meeting in Brazil and a potential parallel Child Friendly Latin America organization.

The Brazilian Government also participated, on behalf of UNICEF, in this year's Global Platform on Disaster Risk Reduction, making important contributions to the discussions on school safety and the multidimensional impact of disasters on children and their education, encouraging participating countries to explore possibilities of cooperation arrangements around this issue to more effectively respond to key challenges and promote sustainability, sharing of good practices and efficient usage of resources and knowledge.

Due to intergovernmental constraints regarding the organization of a key event in Nicaragua, the LSS initiative (Laços Sul-Sul) was somewhat halted in 2011. Apart from facilitating donations of antiretroviral drugs from Brazil to the LSS countries – amounting to a total of US\$ 4,376,745.46 – UNICEF BCO has therefore concentrated on the LSS Youth initiative, aiming to strengthen the adolescents' network throughout the LSS countries and increase adolescents' participation in HIV/AIDS prevention activities within their schools.

As agreed in the MoU signed in 2010, the BCO provided technical support regarding children and adolescents living on the streets throughout the initial exchange of experiences between Brazil and El Salvador and the initial development of the social protection system of El Salvador.

Country Programme Component: Survive and develop
PCRs (Programme Component Results)

PCR	EQRank	OTDetails
By the end of 2011, Child Survival and Development improved in the Semi-Arid, Amazon and large pockets of poverty in Urban Areas, thereby reducing inequities among regions and disadvantaged groups (indigenous, afro-Brazilian descendants and children with disabilities and/or living with HIV/AIDS).	3	FA1OT8, FA1OT10

Resources Used in 2011(USD)

Resource Type	Planned for 2011 (as per CPAP ceiling)	Allocated in 2011	Estimated Year-End Expenditure	%Spent (4)/(3) * 100
OR-E				
OR-R	3183315.00	1425404.55	1423711.45	99.88
RR				
Total	\$3,183,315.00	\$1,425,404.55	\$1,423,711.45	

Results Achieved

In support of the new Presidential *Cegonha* (stork) Network Programme aimed to reduce neonatal and child mortality and foster maternal health, UNICEF developed the "Guide on the Rights of Pregnant Women and their Babies" to empower families, communities and members of the Rights Guarantee System to claim their rights for quality health care services. The Guide was incorporated into the national strategy of the *Cegonha* Network and was launched by UNICEF and the Ministry of Health. UNICEF and its partners in Brazil's Legal Amazon and semi-arid regions as well as in low-income communities in Rio de Janeiro and São Paulo, used the guide to train 2,460 multipliers in 475 municipalities. In the Amazon region, the guide is being used by trained professionals to target 700,000 women in childbearing age and 350,000 children (0 to 4 years old).

With UNICEF support, the Babies' Week (a mobilization strategy for the rights of small children created by the Canela municipality in 2000), was documented and disseminated by UNICEF for replication by 127 priority municipalities in the Legal Amazon and Semi-Arid regions and municipalities of the States São Paulo and Rio de Janeiro. The Government of Ceará state and various municipalities also created a Babies' Week, lending sustainability to its actions.

As a result of capacity-building efforts in municipalities in the state of Amazonas, municipal work plans were drawn up to strengthen the Food and Nutrition Surveillance System (SISVAN). To make it operational for the Xavante ethnic group in the State of Mato Grosso, UNICEF supported specific workshops in indigenous communities and acquired anthropometric equipment for health stations. Almost 6,000 families are benefitting from these efforts, including 4,350 women in childbearing age and 5,347 children from 0 to 6.

For the first time, indigenous health care teams in Maranhão and Mato Grosso were trained to treat the integrated management of childhood diseases. These teams worked with over 10,200 families and 13,000 children, from 12 different ethnic groups.

In the context of the Joint Food and Nutrition Security Programme for Indigenous Women and Children, UNICEF developed health care methodologies for indigenous mothers and children which have been included in the national health care humanization policy, with the aim of giving priority to the exchange of knowledge

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and incorporating indigenous and non-indigenous health care practices. Indigenous health is being addressed in courses delivered to supporters of the PNH in all Brazil's indigenous areas. To date in 2011, 147 women, 108 girls and 147 boys from indigenous groups, as well as 57 institutions participated directly in the activities developed by the Programme.

As a result of a partnership with the State of Alagoas, over 1,000 health care, education, and social work professionals from 102 municipalities of the Semi-Arid Region were trained in 2011 with materials developed by UNICEF to work with 854,000 most disadvantaged families of the region and specifically targeting the reduction of child mortality among over 280,000 children from 0 to 6 years.

Most Critical Factors and Constraints

In light of the changes in ministries and state-level secretariats, UNICEF initiated new partnerships with key governmental partners. This, in part, delayed the commencement of programme implementation.

The process of organizing the Babies' Week stimulated integrated actions in the municipalities. However, ensuring the continuity of the inter-sectoral nature of interventions and advances in public policies for small children requires technical coordination and monitoring.

Child survival and development services require enhanced inter-sectoral work and the formulation and implementation of public policies need to ensure citizens' participation that take into account the huge cultural diversity of its indigenous population.

Key Strategic Partnerships and Interagency Collaboration

The Child Survival and Development Component has been working in closer partnership with the Ministries of Health, Education, Social Development and Hunger, National Indigenous Foundation, National Secretariat for Indigenous Health, State and Municipal Governments, Institute for the Promotion of Nutrition and Human Development, Children's Pastoral, National Network for Early Childhood, the Brazilian Pediatrics Society, Regional Medical Boards, Dom José Brandão de Castro Centre, UN agencies (FAO, ILO, PAHO and UNDP), boards on the rights of children and adolescents, protection councils, public prosecutors, courts, universities, indigenous organizations, and other NGOs.

In relation to the Joint Food and Nutrition Security Programme for Indigenous Women and Children^[1], UNICEF facilitated closer links between the Special Secretariat for Indigenous Health (SESAI/MoH) and the Coordinating Board of the National Health Care Humanization Policy (PNH/MoH). Partners included:

National Level

§ Ministério da Educação; Ministério do Meio Ambiente; Ministério do Desenvolvimento Agrário; Ministério de Pesca e Aquicultura; Conselho Nacional de Segurança Alimentar e Nutricional (CONSEA).

Local/State Level – Alto Solimões-AM

§ Governo do Estado do Amazonas; Prefeitura Municipal de Benjamin Constant; Prefeitura Municipal de São Paulo de Olivença; Prefeitura Municipal de Tabatinga; Hospital de Benjamin Constant; Hospital de São Paulo de Olivença; Hospital de Guarnição de Tabatinga; Distrito Sanitário Especial Indígena - Dsei Alto Rio Solimões; Câmara Municipal de São Paulo de Olivença; Universidade Estadual do Amazonas (UEA-TBT); Universidade Federal do Amazonas (UFAM-TBT); Instituto Federal do Amazonas (IFAM); Organizações indígenas (OGPTB, CGTT, CONDISI, FOCCITTI, OGMITA, entre outras); Defesa Civil Regional; Pastoral da Criança; Ministério Público; Conselho Tutelar.

Local/State Level – Dourados-MS

§ Governo do Estado do Mato Grosso do Sul; Prefeitura Municipal de Dourados; Distrito Sanitário Especial Indígena - Dsei Dourados; [Centro Universitário da Grande Dourados \(UNIGRAN\)](#); Universidade Federal da Grande Dourados (UFGD); Universidade Federal de Mato Grosso do Sul; Universidade Católica Dom Bosco (UCDB); Ministério Público; CRAS; Conselho Tutelar; [Ação de Jovens Indígenas de Dourados \(AJI\)](#); Conselho Indigenista Misionario CIMI

The main donors of the Child Survival and Development Programme included: Procter & Gamble, Rio Grande Energy, and Pará Central Utilities.

[\[1\]](#) Carried out by UNICEF, PAHO, ILO, FAO AND UNDP.

Summary of Monitoring, Studies and Evaluations

A diagnosis on how rights are perceived among indigenous women and children was carried out in both Dourados and Alto Solimoes Regions by UNICEF within the Joint Food and Nutrition Security Programme for Indigenous Women and Children (PC SAN). The study presented some similarities in both regions in four different areas – Education, Health, Citizenship and Public Security and Violence. Highlights of findings in Education and Health include:

Education: There is a consolidated movement of indigenous teachers and associations, as well as on-going training courses for this specific group within the National Indigenous Education Curricula. However indigenous children still face problems in their daily education system, such as limited physical structures, lack of spaces, limitation in school meals etc. And the most important is the low effectiveness of indigenous education, being specific, differentiated, intercultural, bilingual and communitarian.

Health: In both regions it was mentioned that health services improved the conditions of indigenous people. However, allopathic methods of health services are not aligned with indigenous traditions, which are more accepted. In both regions, there is more difficulty in supporting pregnant women, as well as preventing and treating alcohol and drugs abuse. In addition, the diagnosis found that STD/HIV prevention programmes were lacking for young people.

Future Work Plan

Based on the new CP, the main activities in 2012 centre on: Mobilization of municipalities for the rights of small children (Babies' Week and support to the preparation of municipal plans); Support to technical health care staff in indigenous areas (SISVAN system, humanization of health care services); Strengthening of the Rights Guarantee System in indigenous areas; empowerment of families and communities (Guide on the Rights of Pregnant women and their Babies); Support to the holding of the First National and International Exhibition of Babies' Weeks; Support to WASH actions in schools and communities; support to a national survey of surgical deliveries x premature births and low weight at birth; and support to the communication strategy of the national programme of home fortification.

Country Programme Component: Learn

PCRs (Programme Component Results)

PCR	EQRank	OTDetails
By the end of 2011, inequity in access, permanence, learning, and completion of basic school at the appropriate age, especially with regard to place of residence, age, ethnic-racial group, and limited personal condition (with disability and/or living with HIV/AIDS) reduced.	3	FA2OT2, FA2OT3, FA2OT6, FA2OT7, FA2OT8

Resources Used in 2011(USD)

Resource Type	Planned for 2011 (as per CPAP ceiling)	Allocated in 2011	Estimated Year-End Expenditure	%Spent (4)/(3) * 100
OR-E				
OR-R	3797498.00	2302078.75	2302078.75	100.00
RR	224242.00	0.00	0.00	0.00
Total	\$4,021,740.00	\$2,302,078.75	\$2,302,078.75	

Results Achieved

Actions carried out in 2011 were focused on and gave priority to more vulnerable children and adolescents and were intended to reduce inequalities, particularly those related to the region where they live; to their race/ethnic origin; to their age; and to their gender and personal status.

In the Amazon and Semi-arid regions, where inequalities are particularly acute, the 2009-2012 edition of the UNICEF Municipal Seal of Approval is under way, mobilizing 1,342 municipalities around the need to improve strategic indicators related to the right to education, such as learning achievements (IDEB); drop-out rates; age-grade distortion; equal representation of students in school councils; school inclusion of disabled children; literacy at the right age; education for racial equality and empowerment of local councils.

Actions in 2011 with outstanding results in reducing inequalities included:

- Since 2009, UNICEF has been leading a mobilization effort around the Semi-Arid Pact to ensure that all schools have safe water. In 2011, under a programme carried out by the Ministry of Social Development, the Semi-Arid Articulation (both of which are parties to the Pact) and the Spanish Cooperation Agency, cisterns were built in 843 schools in 146 municipalities, benefiting 46,437 children aged from 0 to 14. Schools and communities have been made aware of the importance of controlling water quality through a video produced with UNICEF's support.
- Since 2005 the "Literacy at the Right Age" programme was developed and coordinated by UNICEF, the Legislative Assembly and Government of Ceará, focusing on capacity development of municipal professionals working with literacy in primary schools. Later it was adopted by the state of Ceará as a public policy and has contributed a drop down of 56 per cent of illiterate children up to the age of eight in the state between 2006 and 2009. The Ministry of Education has now adopted the programme as a national public policy for literacy in primary schools. It will be launched in 2012 for all Brazilian states and municipalities.
- In 2008, UNICEF started to develop the initiative "Palavra de Criança" (Word of children) in 10 municipalities of the state of Piauí and in the municipality of Sobral of the state of Ceará. In December 2011, the state government of Piauí adopted "Palavra de Criança" as public policy and consequently authorized the allocation of R\$ 1.600.000,00 (approximately US\$ 900.000,00) to include 150 out of the 226 municipalities throughout the state. The aim is to have 70% of all children literate when finishing third grade.

- 2,922 NGOs signed up in the current edition of Itaú-UNICEF Award (an increase of 62% in the number of participants comparing to the 2009-2010 edition), thus enhancing the chances of developing comprehensive education proposals in line with MoE policies, especially in the Amazon and Semi-arid regions.

Most Critical Factors and Constraints In Brazil's general context

- Efforts to ensure universal access to basic education are hampered by the lack of schools, transportation and infrastructure, particularly in the Amazon and Semi-Arid regions and in rural areas. In several municipalities, schools or appropriately trained teachers are lacking and fail to meet the educational demand in the proximity of children's households. Public policies for education in rural areas and in indigenous and Quilombola communities have not been strong enough to eliminate huge inequalities that affect children and adolescents in those areas or social groups.
- Disabled children face behavioural/cultural barriers - resistance from regular schools, from professionals of special schools, and even from their own parents - or physical/ technical barriers - lack of adjustments in regular schools to accommodate disabled children and lack of appropriately trained teachers to deal with them.
- Low citizen awareness of education as a right among families of particularly vulnerable groups jeopardizes mobilization and social control efforts to ensure this right, which should not be seen as a favour or gift from government.
- The intersectional approach to public policies is still incipient for addressing inequities as required, considering that inequities and exclusion processes are multidimensional. This intersectoral approach to public policies plays a strategic role in ensuring universal access to children's rights and their indivisibility. Actions to ensure the right to learn rely strongly on programs and policies implemented in other areas.
- Extreme poverty is one of the main barriers to the right to education, and sectorial policies are not all that is required for its eradication. Boys and girls who are not attending school or are at risk of exclusion belong to economically and socially vulnerable families. People in the poorest segments of the population have, in average, 5.5 years of schooling, while in the richest segments they can have up to 10.7 years of schooling.

In UNICEF's actions

- Brazil's federative model requires strong and coordinated actions at the three levels of government (federal, state and municipal), which is a difficult task, given the Country's size and territorial diversity.
- This federative model leads to a marked decentralization in the management of public policies, especially of the education policy, and as a result UNICEF must always come up with comprehensive proposals and analyses at the national and very local level.

Lesson Learned:

- In order to address both national and community-level issues appropriately, situation analyses are required with participation of agencies and officials in charge of tackling problems at the different hierarchical levels involved. This understanding has been guiding UNICEF's actions, from the production of situation analyses to the registration and dissemination of good practices. Advocacy for equity must necessarily contemplate and include different strategies and discourses tailored for agencies and officials in charge of each public policy at the different levels of the public administration.

Key Strategic Partnerships and Interagency Collaboration

In order to face the constraints described above, in a context of a federative model that distributes responsibilities among federal, states and municipal governments, UNICEF has developed some strategic partnerships that articulate national government and social organizations – MoE and private sector

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foundations and institutes – as well as institutions that represent and mobilize local managers – UNDIME, the national union of education municipal secretaries – and NGOs with strong experience in local actions, especially in the Amazon and Semiarid regions. These partnerships are largely co-responsible for the achievement of the programme component results.

The key strategic partners for this programme component include:

- **Government**, at national, state and municipal level, always trying to build comprehensive and articulated actions, considering decentralization and local responsibilities
 - o MoE, INEP (National Institute for Educational Studies and Research), Ministry of Social Development, SEPPPIR, SDH, CONSED and UNDIME
- **Civil society organizations**: including some with knowledge and expertise in areas that UNICEF prioritizes and with strong presence and social recognition in regions where the most deprived populations live.
 - o Campanha nacional pelo Direito à Educação - National Campaign for the Right to Education (partner on the development of the global initiative Out of School Children), Todos pela Educação - All for Education Movement (in depth discussions on strategic education issues) NGO Ação Educativa and Avisa Lá Institute (Early childhood education projects) Ipê-Campo (rural areas education), NGO CENPEC (integral and comprehensive education), NGOs SERTA and MOC (contextualized education in the semi-arid region), Formação Institute (secondary education and building of municipalities networks), Pro-Bem Institute (literacy at the right age projects), NGOs Ceafro and Se Essa Rua Fosse Minha (education for racial equality)
- **Private sector**: the education component partners with private sector social responsibility institutions that prioritize actions related to education issues
 - o Itaú Social Foundation (Itaú UNICEF Award and other initiatives related to comprehensive and quality education); Paulo Montenegro Institute (education for racial equality)
- **GPP**: UNICEF Brazil CO participates in the global initiative OOSC - Out of School Children, coordinated by UNICEF and UIS.
- **Media and knowledge partners**:
 - o Rede Globo - under the coordination of the Communication section, UNICEF participates as a strategic partner of Amigos da Escola (School Friends) a project that mobilizes 5,000 schools throughout the country to develop activities with families and communities.
 - o ANDI network: an NGO network developing communication initiatives related to children's and adolescents' rights. Rede ANDI was responsible for the local communication of the Itaú UNICEF Award activities.
- **UN Agencies**: Brazilian offices of ILO and UNESCO participate at the management team of the OOSC initiative in Brazil.

Humanitarian Situations

N/A

Summary of Monitoring, Studies and Evaluations

- **M&E**
 - o **Education Indicators of the UNICEF Municipal Seal of Approval- baseline and mid-term status**: M&E section has developed base-line and mid-term reports on the situation of the more than 1,3 thousand municipalities participating in the current edition, regarding impact and public policies management indicators. The reports were sent to all the municipalities and they mobilize and develop the local managers' capacities.
 - o **Updating of data of the 2007 Situation of Children and Adolescents, focused on the right to**

learn–SIAB: This publication was based in the 2007 National Household Sample Survey – PNAD and the data updating allowed to accompany the changes in situation described in the original study. This update validated the situation analysis conclusions and recommendations.

• **Studies and Research**

- o **OOSC:** Brazil is one of the 21 countries participating in this global initiative, according to a methodological framework that is being followed by all the participants, under the coordination of UNICEF and UNESCO Institute of Statistics - UIS. The country study has been developed with a strong participation of government and civil society organizations, so that the analysis and conclusions can strengthen public policies to universalize the right to learn for each and every child and adolescent in Brazil.
- o **Monitoring the utilization of Quality Indicators for Early Childhood Education:** since 2009, UNICEF in partnership with MoE and NGOs are developing a self-assessment instrument for early childhood education centres. The instrument was sent, by MoE, to 350,000 institutions and all the 5,564 municipal secretariats of Education. In 2011, the same partners developed a project to monitor the utilization of the self-assessment instrument by schools, municipal education managers and universities responsible for teachers' education. This monitoring project led to a MoE proposal, to have a special school financing policy based in the indicators that are part of the self-assessment. The national coordination for early childhood education conceived the proposal which is being analyzed by the financial and Basic Education departments of MoE.

Future Work Plan

With the aim of achieving the IRs of the Learn programme component, under the new CP, the following actions will be carried out in 2012:

- In relation to Out-of-School Children, mobilization and capacity-building for municipal officials and social actors in the Semi-arid and Amazon regions and in large urban centres to identify, locate, and know the situation of children out of school or at risk of exclusion.
- Capacity-building for public officials and families for ensuring school inclusion for disabled children, with a focus on BPC (Continuous Cash Benefit Programme) beneficiaries.
- Environmental education – emergencies: actions in partnership with the coordinators of the environmental education component at the Ministry of Education, activities with a focus on climate change (with Educamazônia), participation in the Rio+20 Conference, and actions to include emergency- and DRR-related topics in the school curriculum.
- WASH - development and strengthening of the "Every Brazilian school with safe water, gender-sensitive toilets and a kitchen" initiative under the SAB pact and Educamazônia project.
- Technical support to the National Forum for the Prevention and Eradication of Child Labour and dissemination of the study *Olhares sobre a inclusão escolar e trabalho infantil* to public officials and social actors in municipalities located in the Semi-arid and Amazon regions and in major urban centres;
- Development of the *Palavra de Criança* programme in 150 municipalities in the state of Piauí and in the Sobral municipality in Ceará state; technical and strategic support to the national literacy at the right age programme, particularly in the Semi-arid and Amazon regions and in major urban centres.
- Identification, documentation, dissemination and analysis of good practices to ensure universal quality standards in learning and for achieving the IDEB goals through research, studies, publications and participation in forums of public education officials.
- Itaú-UNICEF Award - Training Actions: Strengthening of comprehensive and integral education initiatives, especially with NGOs engaged in complementary and joint actions with schools, through training, analysis and development of joint initiatives;
- Actions to build capacity and disseminate good practices based on the experience of the Early Childhood Education Quality Indicators and of the National Curriculum Guidelines for Early Childhood Education with public officials and social actors in the Semi-arid and Amazon regions and in major urban centres.
- The Right to Play: Support MoE on the dissemination of the publication *Brinquedos e Brincadeiras* (toys

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and play) in municipalities located in the Semi-arid and Amazon regions and major urban areas and strengthening of the *Brinquedoteca* programme in municipalities in Ceará state.

- Actions to strengthen and consolidate the Educamazônia project as a qualified regional network for mobilizing and developing coordinated initiatives to ensure quality education for each and every child and adolescent in the Amazon region.
- Strengthening of education for racial equality initiatives by monitoring the enforcement of Laws 10,639 and 11,645, particularly in municipalities located in the Semi-arid and Amazon regions and in major urban centres.
- Follow-up on discussions in Congress, approval and developments of the 2012-2021 National Education Plan.

Country Programme Component: Protect oneself and others from HIV/AIDS

PCRs (Programme Component Results)

PCR	EQRank	OTDetails
By the end of 2011, vulnerable children protected from HIV/AIDS.	3	FA3OT1, FA3OT4, FA3OT6

Resources Used in 2011(USD)

Resource Type	Planned for 2011 (as per CPAP ceiling)	Allocated in 2011	Estimated Year-End Expenditure	%Spent (4)/(3) * 100
OR-E				
OR-R	1661344.00	407477.29	388358.86	95.31
RR				
Total	\$1,661,344.00	\$407,477.29	\$388,358.86	

Results Achieved

During 2011, UNICEF provided technical assistance to the Ministry of Health to strengthen the strategy to reduce vertical transmission of HIV and Congenital Syphilis in the Amazon and semi-arid regions.

In Ceará, the first state to implement the strategy, local health care officials were trained and the number of pregnant women who were tested for HIV increased by 300% between 2009 and 2011. In the State of Pernambuco, 500 health care officials and technical staff from 46 semiarid municipalities were trained to ensure appropriate prevention measures, testing, counseling and treatment for 56,726 pregnant women, their partners and their children.

In the Amazon region, UNICEF and the STD/AIDS coordinating board of the State of Pará began to hold negotiations to implement the strategy. Materials for preventing congenital syphilis were distributed to health professionals. Fifty-eight indigenous health care professionals were trained in the Syndromic Approach to STDs through the use of quick testing and counseling against Syphilis, HIV and Viral Hepatitis. Efforts will benefit around 9,800 families from 11 different ethnic groups. Among these groups there are more than 13,000 women of childbearing age.

As for prevention actions for adolescents, UNICEF and the Ministry of Education continued to implement the Health and Prevention in School Programme. The main action consisted of training 1,000 health care and

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education professionals as multipliers for actions to prevent STD and AIDS in schools. These multipliers have transmitted their knowledge to 10,000 other professionals and 50,000 students from all over the country.

Under the South-South Ties Initiative (Laços Sul-Sul - LSS), special mention should be made in relation to the STD/AIDS prevention actions carried out in schools, with emphasis on the participation of young people in three states: Pará, Ceará, and Rio de Janeiro. These actions benefitted 3,500 students and made it possible for 40 multipliers to be trained as peer educators. The projects benefitted from significant involvement of young people and positive integration with local governments overall. Similar experiences are being carried out by the countries taking part in the South-South Ties Initiative (Bolivia, Paraguay, Cape Verde, Guinea Bissau, and Sao Tome and Principe, and Timor Leste) with UNICEF's facilitating role. In 2011, efforts were taken to mobilize over 6,000 students in four of these countries.

UNICEF continued to support the Network of Adolescents and Young People Living with HIV/AIDS (RNAJVHA). In 2011, 120 adolescents and young people from all over Brazil attended the Fifth National Meeting of the Network, and enlisted political support and representation from major forums, such as in the UNAIDS Working Group and CNAIDS – National STD and the AIDS Committee.

Most Critical Factors and Constraints

The main factors or constraints were caused by changes in the teams and frameworks of major governmental partners at national level. There was also a reduction in funds allocated to the HIV Programme, hindering some actions. In the case of the South-South Ties Initiative, communication difficulties led to the postponement until 2012 of the international meeting that had been planned to take place in Nicaragua in 2011.

Key Strategic Partnerships and Interagency Collaboration

Key partners included the National AIDS Programme/Ministry of Health, the Ministry of Education, UNAIDS, UNESCO, UNFPA and UNODC. NGOs and SCOs: ENCINE, Pé no Chão, Bemfam, RNAJVHA, and Se Essa Rua Fosse Minha. Other partners are: state- and municipal-level Secretariats of Health and Education, the Dutch Embassy and Procter & Gamble.

Summary of Monitoring, Studies and Evaluations

The main study launched by UNICEF was the publication "Weaving Networks: An experience in the prevention of STD/AIDS among street boys and girls." This publication documents the main strategies adopted for this audience and implemented by civil society organizations in Recife, Rio de Janeiro, Salvador and São Paulo. The study is available in three languages – Portuguese, English and Spanish – , so that it can be a benchmark for other countries.

Future Work Plan

Under the new CP, programmatic priorities for 2012 included: expanding the plan for preventing vertical transmission of HIV and Congenital Syphilis in the Amazon and semi-arid regions; expanding the participation of adolescents in the Health and Prevention in Schools Programme; disseminating successful experiences in preventing STD/AIDS among street-dwelling boys and girls; expanding the participation of girls in the Network of Young People Living with HIV, strengthening the Network regionally; and strengthening the Youth LSS Initiative among participating countries (Bolivia, Brazil, Cape Verde, East Timor, Guinea Bissau, Nicaragua, Paraguay and Sao Tome and Principe).

Country Programme Component: Grow up free from violence
PCRs (Programme Component Results)

PCR	EQRank	OTDetails
By the end of 2011, children and adolescents from the most disadvantaged regions of the country - the Semi-Arid, Amazon and large pockets of poverty in Urban Areas - protected from all forms of violence, specially homicides against adolescents, sexual exploitation, child labour and adolescents in conflict with law, with particular attention on family, race, ethnicity and gender inequity reduction strategies.	3	FA4OT1, FA4OT2, FA4OT3

Resources Used in 2011(USD)

Resource Type	Planned for 2011 (as per CPAP ceiling)	Allocated in 2011	Estimated Year-End Expenditure	%Spent (4)/(3) * 100
OR-E				
OR-R	3375853.00	803493.70	802708.65	99.90
RR	224242.00	255347.11	255347.11	100.00
Total	\$3,600,095.00	\$1,058,840.81	\$1,058,055.76	

Results Achieved

In 2011, UNICEF continued to play a key role in advocacy based on evidence and legitimated by its normative role. Technical assistance was provided at national and subnational levels, contributing to the adoption and implementation of public policies in line with international standards and CRC recommendations to protect children's rights and strengthen a national commitment to ensure the rights of every child and adolescent.

Specifically, UNICEF contributed to the formulation of the National Policy and finalization of the Ten-Year NPA for Promoting and Protecting Children's Rights, which reflect the Government's political commitment to intersectoral coordination and public participation, including adolescents. These documents were included in the Government's PPA to ensure adequate financing for implementation.

A National Protocol for Integral Protection of Children and Adolescents in Disasters was developed under the leadership of the Human Rights Ministry with UNICEF technical cooperation.

The programme contributed to the development of strategies and methodologies to implement the NPA to 'Foster the Rights of Children to Live in a Family and Community' and to build the capacities of the different institutional stakeholders and civil society, for its implementation through networks countrywide. In Ceara, for example, 6,800 families in 68 municipalities with the highest social vulnerability indices were individually assisted in their homes to ensure the integral protection of children including the prevention of separation. Official data shows that the number of institutionalized children has decreased, mainly in the last 2 years from approximately 80,000 in 2004 to 36,929 in 2011 in 2,624 institutions in Brazil.

UNICEF continues to contribute to ensure children's BR and the Right to Identity nationwide including through an specific C4D campaign called "*Be the Hero of Your Child*" to promote paternity registrations and another experience to strengthening an online system for registering births, considered a "model" and involving 217 hospitals accounting for 70% of all births in the states Pernambuco, Alagoas and Paraiba. This experience was documented and shared nationally and internationally According with official data 2 747 373 children's were

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register in 2011 and the proportion of children without BR has declined, from 23% in 2001 to 6.6% in 2010.

Implementation of the Pact for Life programme began in all municipalities of the Bahia State. The programme consists in inter-institutional, coordinated and articulated actions to address lethality among adolescents. Methodologies for monitoring homicides and formulating public policies with a focus on skin colour in the states of Rio de Janeiro. Training for professionals working in community facilities was provided to set up networks against violence in Sao Paulo. Specific targets for the cities were established.

UNICEF continued to cooperate with partners to strengthen the Juvenile Justice (JJ) system to protect the rights of adolescents in conflict with the law. The states of Pará, Maranhão and Amazonas jointly created the Regional JJ and Restorative Network. UNICEF and local partners mobilized and trained operators and actors from SGD such as Public Prosecutors, Judges, Rights and Protectors Advisers, administrative managers and civil society at Municipal and State levels.

Most Critical Factors and Constraints

The significant renewal in the executive branch of states in the Brazilian Legal Amazon region (seven of nine governors were newly elected) led UNICEF and its partners to set up their advocacy actions to ensure the inclusion of issues related to Children and Adolescents in the government agenda. UNICEF continued to play a crucial role in ensuring the inclusion of the protection topic and, particularly, of measures to strengthen the rights guarantee system in the social agenda of state and municipal governments and in training and mobilizing different actors to implement policies to defend the rights of children and adolescents.

Violence has been historically addressed as a safety policy issue and a state-level matter, and tackling it at municipal level is still a recent management experience yet to be consolidated.

The participatory process of drawing up the Ten-Year Plan and the Protocol for protection in disasters with the judiciary system and Parliament afforded an opportunity for dialogue among the different stakeholders and for identifying gaps and opportunities for joint and/or complementary work.

The country will be hosting two important mega sports events in 2014 and 2016. The public and private investments that will be made and the efforts to mobilize governments at the three levels around organizing these events afford an opportunity to strengthen the rights guarantee system.

Key Strategic Partnerships and Interagency Collaboration

In July 2011, UNICEF signed a cooperation agreement with the Ministry of Human Rights of the Office of the President of the Republic for the 2011-2016 period. This agreement strengthened a collaboration arrangement on human rights issues in Brazil, meaning that UNICEF will have more room to contribute to advances for universalizing the rights of Brazilian girls and boys and in achieving the Millennium Development Goals with equity. Other relevant partners: the National Council for Children and Adolescents' Rights (CONANDA), the Ministry of Social Development and its representatives at state and municipal levels are the main partners. State and Municipal governments are also key partners in the work carried out at sub-national level. UNICEF is partnering with several UN agencies (UNDP, UNODC, UNICEF, UNESCO, ILO and UNHABITAT) to implement a three-year Joint UN Programme "Preventing violence and strengthening citizenship" in São Paulo, Bahia and Espírito Santo; different NGOs, Universities, indigenous and religious leaders at the national, state, and municipal levels.

In the Urban Centers Platform in São Paulo and the Human Security Project, an inter-agency initiative

involving UNICEF, UNESCO, PAHO/WHO and UNFPA, different political, social mobilization, monitoring and capacity-building strategies have been developed to strengthen the rights guarantee system and prevent violence at the community level. This includes the establishment of a multi-sectoral network to face violence in Itaquera (east of São Paulo), involving about 750 professionals in education, health care and social assistance, as well as youth, family and community members

Summary of Monitoring, Studies and Evaluations

UNICEF supported a process for building indicators to assess actions of small municipalities (with populations of 50,000 - 100,000) to face intra-family violence and sexual exploitation of children and adolescents involving 170 technical experts from 12 municipalities of Espírito Santo and Ceará states who are being trained to use them. In the future, all small municipalities in Brazil will be able to use these indicators. At the same time, UNICEF is contributing to the development of the National System of Human Rights Indicators led by the Ministry of Human Rights of the Office of the President of the Republic.

With the aim of ensuring the continuity of the process of mobilizing and strengthening civil society to defend the rights of children and adolescents, UNICEF supported the National DCA Forum by mobilizing about 56 affiliated civil society organizations (acting in the areas of education, social assistance, rights defence, etc.) linked to the 27 State Forums and/or Coalitions for the Defence of the Rights of Children and Adolescents, including all the member organizations, to discuss and monitor indicators for children and adolescents in the light of the Convention on Children's Rights (CRC) and the Statute on Children and Adolescents (ECA). This action is aimed at promoting a broad debate on the CRC and ECA within civil society and at creating spaces for discussing public policies and means for ensuring observance of the human rights of children and adolescents, including adolescents in this process. Beyond this, it ensures important inputs for drafting documents for monitoring Brazil's observance of the CRC and its optional protocols.

The third edition of Index of Adolescent Homicide (IHA) was released in 2011. The IHA is used to estimate the risk of death by homicide among adolescents living in a given territory. The index covers all Brazilian municipalities with populations over 100,000 in the year 2008. It was created to demonstrate in a simple and concise way the impact of lethal violence on this social group, and to raise awareness of the extent and gravity of the problem. According to IHA the risk indicators associated with age group, sex, race, and environment show that lethal violence against adolescents is a phenomenon that marks the life in large cities. The likelihood of becoming a homicide victim is nearly fourteen times higher among males as compared to females, and almost four times as high among afro-descendants males as compared to white males. As result of the strong advocacy promoted by all partners involved in the implementation of the National Programme for the Reduction of Lethal Violence, which elaborates the third edition of Index of Adolescent Homicide (IHA) in 2011, the index became an official indicator of the Government's PPA.

Future Work Plan

Under the new CP, as the leading agency for children's rights in Brazil, UNICEF will strengthen its work with partners (governmental and non-governmental partners, the private sector, and children and adolescents) in 2012 and will continue to work with a view to supporting measures to strengthen the rights guarantee system to improve the promotion and protection of the rights of children and adolescents. This will include support for the development and implementation of national and local public policies aligned with the Ten-Year Plan. Efforts will continue to strengthen the juvenile justice system. Supporting measures to strengthen the SGD to improve the promotion, protection of the rights of children and adolescents, including support to the development and implementation of national and local public policies aligned with the Ten-Year Plan. This includes continuing to make efforts to strengthen the juvenile justice system through technical cooperation and development of capacities of the Public Prosecutors, Judges, Rights and Protectors Advisers,

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administrative managers and civil society at Municipal, State levels as well as the context of south-south cooperation

Building on the momentum to collaborate with all partners, including the Brazilian private sector, to strengthen the work with different Child Protection Networks to prevent and respond to discrimination and violence against children and adolescents, in particular, with disabilities, indigenous and afro-descendants, sports will be used as a catalyst for addressing child protection inequities that affect children's life and promote social change for developing and implementing measures to prevent and reduce any possible violence, exploitation or abuse in mega economic projects and mega sports events in the country.

Jointly with the programme component for adolescents, advocacy efforts will promote positive adolescent development in different fields, particularly competencies for violence prevention.

Country Programme Component: Be first priority in public policies

PCRs (Programme Component Results)

PCR	EQRank	OTDetails
By the end of 2011, social indicators (MDG+) from the Semi-Arid and the Amazon regions and from the large pockets of poverty in Urban Areas improved at a higher pace than the Brazilian average; thereby reducing inequities among regions and disadvantaged groups (indigenous, afro-Brazilian descendants and children with disabilities and/or living with HIV/AIDS).		3 FA5OT6, FA5OT7, FA5OT8

Resources Used in 2011(USD)

Resource Type	Planned for 2011 (as per CPAP ceiling)	Allocated in 2011	Estimated Year-End Expenditure	%Spent (4)/(3) * 100
OR-E				
OR-R	7099640.00	7562409.19	7560115.63	99.97
RR	475516.00	430439.43	430439.43	100.00
Total	\$7,575,156.00	\$7,992,848.62	\$7,990,555.06	

Results Achieved

Platforms (Semi-arid, Amazonia and Urban Centres): In 2011, the Semi-Arid and Amazonia Platforms focused on building capacities among public officials and mobilizing communities to analyze the situation of children and adolescents and draw up work plans to reduce inequities. Various public policies were monitored, municipal management was improved, and Municipal Councils for the Rights of Children and Adolescents (CMDCA) and Guardianship Councils were strengthened. 1031 municipalities of the semi-arid region held community forums to promote the rights of children and adolescents. To achieve this outcome, about 2,700 people were trained, including approximately 700 adolescents. In the Amazon region, 311 municipalities held community forums, resulting in 1,940 people trained, including approximately 300 adolescents.

The UNICEF-supported Urban Centres Platform consolidated itself in São Paulo and Rio de Janeiro in 2011. Actions were taken to improve different public policies. As a result, the Social Assistance Reference Centres (CRAS), the Specialized Social Assistance Reference Centres (CREAS), and the Guardianship Councils were expanded. Networks for the rights of children were strengthened with participation of the private sector. 94 low-income communities conducted local actions to promote the rights of children and adolescents and took part in public forums for reducing inequities, including 200 adolescent boys and girls. Adults and adolescents got together in over 60 Community Forums to analyze actual changes that took place since the Platform initiative was launched. The final results of this cycle of the Urban Platform will be analyzed in 2012. The programme will be extended to other Brazilian capitals under the next country programme.

Racial, Ethnic & Gender Equality: UNICEF undertook advocacy initiatives to ensure broad social mobilization around the impact of racism on children through a national campaign against racism towards children. Support was provided to the Brazilian Government to reduce indigenous infant and maternal mortality rates in states located in the Amazon region. Health care methodologies developed by UNICEF for indigenous mothers and children were included in the national health care humanization policy.

Adolescent Citizenship: Over 1000 adolescents (60% girls), including indigenous and afro descents from the semiarid and Amazon regions, took part in training activities, participatory diagnoses and community forums that led to the drafting of 2000 municipal action plans. 600 of these adolescents attended specific training courses on rights awareness; the use of new media and communication technologies; conflict resolution skills, among others. In addition, 7 Communication Centres were set up in the most vulnerable areas of the semiarid region to be used by adolescents in order to develop specific life skills. In five communities in Rio de Janeiro exposed to socio-environmental risks, 125 adolescents mapped out the most at risk areas using cell phones and a camera attached to a kite, as part of a methodology developed by UNICEF and MIT. At national level, UNICEF supported the establishment of the following networks: the Adolescents' Network for the Right to Safe and Inclusive Sports to monitor the social legacy of mega sports events; the young parliamentarians' network of MERCOSUR, and the Adolescent and Young Communicators' Network.

Most Critical Factors and Constraints

The main limitations were related to the quality of disaggregated data in some areas, such as in Brazil's north region, and to the lack of information and data on indigenous populations and Quilombo communities.

Some difficulties for expanding the Amazonia Platform are related to communications, access and accessibility shortcomings in the region. The major lingering difficulty faced by the Urban Platform is the government's yet-to-be-fulfilled commitment to analyze disaggregated data and reduce intra-municipal inequities. At the community level, the challenge lies in keeping low-income communities engaged and active amidst the adversities imposed by their reality. With adolescents, the main difficulty is to keep them engaged after 2 years of activities, as they begin to feel the pressure to enter the labour market.

Key Strategic Partnerships and Interagency Collaboration

Partnerships under the Municipal Seal of Approval initiative were strengthened at local level mainly through the children rights local councils. New partnerships with Universities and research institutions have also been established under the Pact for Semiarid Children in order to help with capacity development of local partners. Local NGO partners such as JUSPOPULI; CDJBC; Oficina de Imagens; ASA; CEDCA; SERTA, among others, have continued to play a key role in the mobilization activities, in particular ensuring the link between UNICEF Seal of Approval initiative and the Children Rights Guarantee System at local level.

Partnerships for adolescent programming in 2011 included strategic governmental actors with regard to

approving and elaborating specific policies such as the National Plan for Education (Ministry of Education); the national guidelines for adolescent health policies (Ministry of Health); the inclusion of social legacy of the global sports events in children and adolescent's lives as an important political agenda (Ministry of Human Rights and the Ministry of Sports); the inclusion of adolescents in social protection schemes for extremely poor families (Ministry of Social Development). At the National Congress UNICEF convened for the creation of the new Parliamentary Front for the Human Rights of Children and Adolescents, and agreed to coordinate a working group to build a national framework for children and adolescent participation.

Partnerships to strengthen adolescent networks such as the *national network for safe and inclusive sports* and the *national youth communicator's network* were developed with key national civil society partners such as the International Institute for Citizenship development, the Institute for Social and Economic Studies and *Viração* (a youth media organization). Adolescent participation activities also included local NGOs working within UNICEF's subregional platforms such as *Oficina de Imagens, Bem TV, CIPO, Instituto Formação, Instituto Recriando, Instituto Tribo Jovens; Instituto da Juventude Contemporânea, Centro das Mulheres do Cabo, SERTA, Casa Pequeno Davi*. These local organizations have conducted life skills training for adolescents living in the country's most vulnerable areas to enhance young people's capacity on social and political participation.

As a joint initiative between the areas of Child Protection and Adolescent Citizenship, an interagency collaboration under the Joint Programme "*Preventing Violence and Strengthening Citizenship*" included adolescent participation as a crosscutting action throughout the joint programme activities. Under this partnership adolescents led social mobilization and mapping activities in order to contribute to violence reduction.

In racial, ethnic and gender equality, UNICEF's main government partners are the National Child Rights Council, the Ministries of Social Development, Ministry of Education, Health and Justice, the Special Secretariat for the Promotion of Racial Equality, Palmares Foundation, FUNASA, FUNAI, and several state governments. Civil society forums included various indigenous organizations and representation of quilombola communities

International partner agencies include UNIFEM, UNFPA, ILO and UNDP, UN-HABITAT under the Joint Programme on Gender and Race.

Summary of Monitoring, Studies and Evaluations

UNICEF launched a report on the State of the Brazilian Adolescence 2011, *THE RIGHT TO BE AN ADOLESCENT: An Opportunity to Reduce Vulnerabilities and Overcome Inequalities*. With this report UNICEF is proposing a new look towards the adolescence and a new milestone in terms of rights. The study presents how the vulnerabilities produced by the social context and the inequalities that result from historical processes of exclusion and discrimination still represent obstacles on the path to the full development and realization of the rights of the Brazilian adolescents. The report also brings a panoramic view and the current trends of public policies with advances and challenges towards realizing the rights of the adolescents to education, health, social protection, leisure, sports and culture, considering the particularities of the demands of the adolescents and the need for integrating these policies. A specific chapter analyzes initiatives, projects and programs that take adolescent participation as a right, as an opportunity for development and for overcoming vulnerabilities, showing how participation and citizenship are overlapping concepts in Brazil. At the end, the Report set up a new agenda of priorities in order to fulfill the right to be an adolescent and presents a historical series of 10 social indicators of relevance to adolescents and their evolution from 2004 to 2009. The results of this study will serve to influence public policy agenda and will guide UNICEF's advocacy and programmatic priorities in this area.

Future Work Plan

In the new Country Programme Adolescent Citizenship will become a specific new programme component called "*The Right to be an adolescent*" implemented in three strategic areas: proposition of multi-sectoral policies for adolescents; strengthening adolescent participation-based networks; and carrying out studies and surveys on adolescent specific issues.

The *Platform* and Racial, Ethnic & Gender Equality work will have specific IRs in the programme component - *Advocate, generate knowledge and communicate for children's rights*, and will also be included as cross cutting issues with specific Indicators in the different PCRs.

In 2012, UNICEF will assess and evaluate the results of its work in the Urban, Amazon and Semi-arid Platforms and award the Seal to municipalities that achieved pre-established goals. Also in 2012, a mapping of forms of communication in the Amazon region will be completed, as well as a survey of social organizations operating in the region.

Country Programme Component: Cross-sectoral costs

PCRs (Programme Component Results)

PCR	EQRank	OTDetails
Efficient programme planning; Communication for Development; Monitoring and Evaluation support for evidencing inequities.	3	FA5OT1, FA5OT2, FA5OT6

Resources Used in 2011(USD)

Resource Type	Planned for 2011 (as per CPAP ceiling)	Allocated in 2011	Estimated Year-End Expenditure	%Spent (4)/(3) * 100
OR-E				
OR-R	0.00	1022529.16	1022529.16	100.00
RR				
Total	\$0.00	\$1,022,529.16	\$1,022,529.16	

Results Achieved

UNICEF Brazil's cross-sectoral programme component consists of three main areas: efficient programme planning; communication for development; monitoring and evaluation support for evidencing inequities. These three elements are part of an integrated strategy to promote integration and programming excellence, as well as increased access to and use of knowledge on children and adolescents for evidence-based decision-making and for the establishment of strategic partnerships to support the strengthening of children's rights in the country. Gender mainstreaming and equality; UNICEF participation in all UNCT actions; UNICEF's engagement in South-South Cooperation and private sector fundraising and partnership are cross-cutting themes which have also been managed under this component.

In 2011, UNICEF expanded its work of generating and discussing data on children and adolescents in the Amazon and semiarid regions through the UNICEF Seal of Approval initiative. Indicators for the Impact and Management of the Seal were updated and working tools and guidelines were developed to support municipalities in their efforts to monitor the Action Plans drawn up during the first stage of the programme.

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At national level, UNICEF strengthened its partnership with the Brazilian National Institute of Statistics (IBGE) in developing a pilot project to disseminate the results of the 2010 Children's Census through the DevInfo system.

A co-operation agreement with the News Agency for Children's Rights (ANDI) offered online public budgeting courses to 50 journalists aiming to inform them of budgetary issues affecting children and adolescents; and also offered workshops on the impact of racism in childhood to 75 journalists in three cities: Porto Alegre (RS), Belém (PA) and Recife (PE). This partnership led to a help-desk service that assisted an average of 70 journalists each month, helping them to develop news articles on children's rights. In partnership with Escola Brasil (NGO) 2.400 professional radio broadcast were mobilized to promote children's rights in the Semi-arid and Amazon regions.

As for programming excellence, the preparation of the new CPD involved an in-depth situation analysis that identified key dimensions of inequities in Brazil for high-level advocacy with the new Government of Brazil, as well as within the UNCT, culminating in an UNDAF with strong focus on MDGs with equity; Green economy and decent work with focus on poverty eradication and sustainable development; Security and citizenship; and South-South Cooperation (SSC). Brazil's UNDAF's 2012-2016 will be the first globally to have SSC an area for strategic results. On this basis, UNICEF will further engage with Brazil to advocate for CRC for child rights and equity beyond its borders and in important political international contexts and forums such of the UN, G20, BRICS, among others.

The process of developing the CPD as well as the preparation process for VISION increased internal integration between the different programme areas as well as between the country office and the sub-national offices, and provided opportunities for enhanced programming and planning skills. Four visits by three different NatComs organized by the BCO in 2011 ensured important funds contributions to the country programme.

Most Critical Factors and Constraints

The main limitations are related to the quality of disaggregated data in some areas, such as in Brazil's north region, and to the lack of information and data on indigenous populations and Quilombo communities.

The high demands related the development of the new country programme (CCA, UNDAF, CPD and the CPAP) as well as preparations for the VISION rollout required dedicated efforts beyond the work load of previous years. Despite efforts made to lighten the country programme process, it still remains very demanding. Moreover, the UNDAF development incurred a lengthy process of negotiation with the Government. Its finalization and signature have been postponed to 2012.

Although major strides were made in consolidating the partnership between UNICEF and the Government in the field of SSC and Humanitarian Cooperation, the responsible bodies face major budget cuts in 2012, which will impact on implementation of SSC programmes. However the opportunity for UNICEF to leverage these funds and SSC programmes remains valid and will depend on having dedicated human resources available.

Constraints related to unplanned demands on officers in Brasilia and in the field are another important challenge that the CO has addressed on a systematic basis.

Key Strategic Partnerships and Interagency Collaboration

During the development of the CPD, UNICEF strengthened its partnership with all key ministries, UN agencies and other partners involved in the country programme.

With regard to the coordination of actions within the UN System, interagency collaboration was very strong in 2011, involving UNICEF participation in five joint programmes. Moreover, high level UNICEF participation in all UNCT initiatives was assured, including joint UN communication campaigns regarding several common key issues, such as gender based violence, disarmament, and discrimination based on sexual orientation, and thus contributed to coherent messages and positioning of the UN as one. In addition, the BCO supported several high level visits to Brazil throughout the year (including the Secretary General and 12 Under-Secretary Generals, amongst others). UNICEF was also very active during the CCA and UNDAF process which fully reflects UNICEF's global CRC and equity agenda.

Furthermore, UNICEF led the DevInfo-based mapping of the activities of UN agencies in Brazil, a tool that will improve communications, links and partnerships between the organizations, as well as the identification of areas and topics for future action.

UNICEF Brazil continues to work with strategic partners on data analysis and statistics, such as IBGE, Special Affairs Secretariat (SAE) and the Ministries of Health and Education. In terms of communications, partnerships with news agencies, mass media and other organizations interested in disseminating information on the rights of children and adolescents continue to be a key backbone of this programme component.

With regards to SSC, the BCO has strengthened the partnership with several key departments/ministries of the Brazilian Government, in particular with CGFome, the department that coordinates Brazil's international Humanitarian Cooperation agenda, and with the Brazilian Cooperation Agency (ABC), which coordinates Brazil's multilateral and bilateral technical SSC. These partnerships contributed to high-level advocacy for ensuring that priority issues related to children and the Core Commitments for Children in Humanitarian Action (CCCs) were high on the humanitarian cooperation agenda of the interministerial committee and CGFome. High-level advocacy also convened the key SSC actors and culminated in the development and signing of a global MoU between the Government of Brazil and UNICEF for SSC programmes focusing on children's rights with equity.

Humanitarian Situations

Over the last year, intense rains causing floods and landslides have resulted in emergency situations in various zones of the country. At such times, UNICEF Brazil has had frequent contact with Civil Defense and other local authorities working on the ground, closely monitoring how these situations have affected children and adolescents. Following large scale floods in the mountainous region of Rio de Janeiro in January 2011, which was considered one of the greatest natural disaster tragedies in Brazil's history, President Rousseff set up an inter-ministerial working group to address the Protection of Children in Disasters, under the coordination of the Ministry of Human Rights. UNICEF was invited to participate and prepared a first draft, based on the Core Commitments for Children in Humanitarian Action. This first draft informed discussions with each ministry, which resulted in a National *Protocol on the Protection of Children in Emergency*, with the CCCs serving as the framework, as well as the CRC and other international standards. Guidelines developed by UNICEF for the Rio response in January 2011 and outputs from a previous workshop held in November 2010 also informed the protocol. Judiciary, NGOs and universities contributed to the final version, which has been approved at ministerial level and will be launched by the President.

UNICEF also supported the Brazilian Government on its international Humanitarian Cooperation agenda, facilitating bilateral dialogues and sharing of knowledge and technical expertise. There are currently on-going negotiations between UNICEF and the Brazilian Government regarding a Memorandum of Understanding on International Humanitarian Cooperation, and a detailed action plan for 2012 has been developed.

Summary of Monitoring, Studies and Evaluations

Data monitoring products developed and/or strengthened by UNICEF Brazil and its partners during 2011 include:

- On-line application to improve access to and use of 2010 Census Data;
- DevInfo mapping of UNCT activities in Brazil, according to UNDAF areas and MDGs;
- SeloSys: an Excel-based system to support the collection of indicators and evaluation of results of UNICEF Seal programme;
- SOMA: On-line Orientation, Monitoring and Evaluation system for the municipalities engaged in UNICEF Seal programme in the Amazon region.

Future Work Plan

In line with the new CP (2012-2016), specific PCRs and IRs encompassing the cross-cutting themes and initiatives described above have been established under the Programme Component - *Advocate, generate knowledge and communicate for children's right*. As one of the focus areas of the UNDAF, SSC has been included as a programme component result. The work on SSC will be shaped around three activity streams: policy development and advocacy, triangular programmes, and knowledge management. Major focus will be on capacity development to ensure that all SSC programmes are in line with CRC principles and are contributing to the achievement of the MDGs with equity.

As part of this evolving South-South Cooperation agenda, building on already existing initiatives, UNICEF will explore the possibilities of establishing a Brazilian Government hosted center of excellence for applied research focusing on child rights and equity which will serve as reference center internationally. To ensure coordinated actions and measurable results, the BCO has developed a detailed action plan for 2012 together with CGFome. Major focus for 2012 of this partnership will be on the preparation and sponsorship of an ECOSOC humanitarian resolution for children with disabilities in emergencies.

As for UN Coherence, the focus in 2012 will be on ensuring that the UNDAF is signed as well as the definition of the UNDAF management mechanisms including broad Development Results Groups of the UNDAF priority areas, all of which UNICEF will be heavily involved in.

Jointly with the Ministry of Human Rights, UNICEF will contribute to building a national system of human rights indicators in 2012 and is currently holding discussions with the Strategic Affairs Secretariat on how to build a National Policy Evaluation System. UNICEF will also continue to support local partners in their efforts to collect, manage and disseminate data on social indicators and on management initiatives to promote the rights of children and adolescents, particularly through the Seal initiative. There are also plans to strengthen the evaluation component of UNICEF programmes (starting with preliminary studies to contribute to a full-fledged evaluation of the UNICEF Seal programme), as well as to structuring a more comprehensive knowledge management strategy between programmatic areas. Evaluation focus will be on equity analysis and on-going monitoring of the situation of the most vulnerable children in the country.

In terms of communications, plans are underway to conduct surveys on the Brazilian society's general knowledge, attitudes and practices towards children's and adolescents' rights, which will serve as an important baseline for the new CP to promote advocacy, design campaigns and to continue to strengthen UNICEF's agenda in Brazil.

Effective Governance Structure

Governance structures through the management committees of the Brazil country office (CMT, JCC, CRB, LTC, CRC, PSB and JCP), established by the Country Programme Management Plan (2006-2011), continued to function through a process of shared accountability in accordance with clearly defined terms of reference. The way by which these committees functioned contributed to consolidating management practices based on stronger staff participation in decision-making; increased participation opportunities for the General Service category; more transparency in collective decision making; and increased commitment and responsibility of each committee member, particularly of CMT members. Under the leadership of the Representative, the Country Management Team (CMT) members contributed to the development of the Country Programme Document and Management Plan for the new programme cycle 2012-2016.

In light of the decentralized political and administrative framework of Brazil, in order to ensure continued leadership for knowledge and evidence-based child rights policy advocacy and programming technical assistance to fight inequity at the federal, state and municipal levels, UNICEF maintains eight Zone Offices in addition to its main office in the capital city of Brasilia. During 2011, internal governance mechanisms were further strengthened to maximize synergies between the programmatic technical teams of Brasilia and the Zone Offices, as well as between programme and operations. Annual work plans were developed with increased articulation and more collaborative processes to identify programme requirements (e.g. technical standards, advocacy, policy advice, communications) for enhanced implementation. Oversight reporting systems were improved based on monitoring tools put in place to share and assess progress towards planned results. In addition, the new Deputy Representative, who supervises the Zone Office Coordinators and the Brasilia programme team, introduced indicators for programme management, quality assurance accountability, knowledge leadership and advocacy as part of the performance appraisal reporting. Programme Coordination meetings took place on a weekly basis and staff were engaged in VISION preparations on an on-going basis throughout the year. Mid-year and annual reviews of the country programme were carried out. The Integrated Monitoring and Evaluation Plan (IMEP), which was revised and updated on a quarterly basis to guarantee its implementation and coherence with country programme priorities, was used as a monitoring and strategic tool to promote knowledge generation and management.

Programme management performance was monitored based on results reporting and financial implementation and the timeliness and quality of donor reporting. Project documents were subject to a comprehensive technical review and assessment process prior to the approval of programme cooperation agreements. HACT implementation was closely monitored and implementing partners were qualified by the designated micro-assessment team. The CMT was regularly informed on key operations and programme management indicators, including the implementation of resources from all budget sources (Programme, PFP and Support Budgets), and decisions were made collectively on the allocation of un-earmarked funds raised by PFP, through an ad hoc committee, in accordance with programmatic and operational priorities.

Strategic Risk Management

The Brazil Country Office continued to support the integration of a structured and consistent approach for systematically identifying, analyzing and managing risks that affect the achievement of UNICEF results. The Action Plan to Improve the ERM Process of the Office, prepared in 2010, was integrated into the Annual Management Plan.

As part of the RCSA process (the risk profile and risk & control library), the identification of risks and opportunities was an important part of the planning process for the new country programme and was useful in developing and testing the Smartness of planned results and appropriateness of the related programme

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strategy and staffing needs in the CPMP. The RCSA results allowed the office to align its resources to key strategic areas for maximum results for children and manage concerns about not being quick enough to adapt to the competitive external environment or not being able to say no to partners. In addition, the CMT incorporated the actions arising and took remedial measures, notably in the area of clarity with respect to partnerships with the private sector and with respect to advocacy strategies with the new Government.

Key actions undertaken in 2011 to tackle internal management risks were: i) Enhancing the accountability of staff in programme management and quality assurance; ii) Strengthening accountability for reporting on the achievement/non-achievement of objectives/planned results; iii) Strengthening the office's human resources technical expertise; iv) Strengthening the Private –Sector fundraising leadership and capacity at country-level ; iv) Strengthening the use of the performance appraisal system and competency framework; v) Implementation of the Office's Improvement Plan recommendations (Personal Empowerment and Career Professional Development); and vi) Reviewing and streamlining business/work processes to remove non-added value steps.

In addition, the CMT regularly monitored the implementation of the action plan described in the Risk Control Self-Assessment – RCSA document prepared as a result of the ERM process, not only to ensure that recommendations are implemented but also to insure that actions are sustained.

Key risk control and self-assessment actions identified for 2012 will include: i) Further streamlining of the office's governance system and committees so they focus on monitoring significant risks and opportunities and there is clarity in the roles and responsibilities of each committee and how they complement each other; ii) Preparation for the external audit based on continued and effective ERM processes that are systematically monitored and updated; and iii) Further simplification of business/work processes based on the introduction of VISION –mapping of roles and new regulatory framework.

Evaluation

In 2011, UNICEF continued its partnerships with major players in the Brazilian development context, including in the area of data generation and production of high-quality disaggregated information. In particular, UNICEF advocated for the inclusion of children and adolescents as separate groups for whom information must be available, and for the generation and use of disaggregated data on the dimensions that determine inequality in the country.

One of the most important programmes in this context is the UNICEF Seal of Approval, which works with municipalities to invest in areas that can help guarantee children's and adolescents' rights. This programme has an important social control aspect, where communities are capacitated to observe and assess the governments' plans, progress and results for children and adolescents. Different types of evaluative tools (participatory processes, observer assessment, desk reviews, surveys, etc.) are employed in the methodology to define which municipalities will receive the Seal.

Within the Country Office, discussions are underway on how to enhance UNICEF Brazil's evaluation function, and how to provide better support to country-led evaluations of public policies. The Brazil team is in contact with partners who will need this type of support for the next years. UNICEF Brazil is also planning to do a full-fledged evaluation of the Seal initiative, according to procedures and standards defined by the United Nations Evaluation Group – UNEG. Finally, the team has also contributed to evaluations conducted by partners, such as the mid-term evaluation of the "Security with Citizenship" joint UN programme.

The Integrated Monitoring and Evaluation Plan (IMEP) for 2012-2016 was developed through a consultative

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process to plan and implement studies, surveys and publications in key programme areas.

The new Chief of Monitoring and Evaluation joined the UNICEF team in October 2011.

Effective Use of Information and Communication Technology

The main corporate 2011 Information and Communication Technology objectives were achieved. The Brazil Country Office was able to ensure that all laptops and desktops had at least the minimum hardware prerequisites for the implementation of the 2011 ICT core projects: Windows 7 and Vision/SAP. Also, as part of the VISION project preparation and as per ITDSS's recommendation, we replaced the SITA link by a local link through an Internet Service Provider. The recently installed link is five times faster than the previous one with SITA and the cost reduction was of approximately 45%. It will also provide an efficient access to Vision.

In 2011, the Virtual Private Network between Brasília and Zone Offices reduced its efficiency, due to the increased data traffic which affected Zone Offices' Internet navigation speed. As a result, a new bidding process took place in order to upgrade of this Secure Private Network. The activation of an improved and efficient link will be functional by the end of February 2012.

The use of the videoconference equipment between Brasília and the Zone Offices was also fully functional and well utilized. The use of this equipment represents enormous savings on travels.

The corporate use of Skype, authorized by HQ, was implemented in all UNICEF offices and its use has represented excellent savings in telephone bills.

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 Offices' ICT Focal Points.

One of our ICT staff was nominated to attend the UNICEF's Emergency Telecoms Training Workshop in Germany held in November. This workshop covered a wide range of emergency telecommunications subjects. During the one week training he took theoretical and practical tests and was provided with a certificate documenting his successful participation. The BCO now has an Advanced Emergency Telecom responder and he is considered a top candidate for Emergency Telecoms deployments.

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

Fund Raising and Donor Relations

As part of the new country programming process, in 2011, the UNICEF Brazil team developed an innovative fund raising and leveraging strategy which promotes the confluence of investments from a wide range of public and private sectors, including national business corporations, towards responsible actions that

contribute effectively to tackling the drivers of inequities that are preventing children and adolescents, particularly those most disadvantaged to fulfil their rights and develop to their full potential.

Strategic lines of action for resource mobilisation:

- The central approach maintains the need for a diversified funding base in order to assure predictability and sustainability. In this sense, the country team is pro-actively working towards long term partnerships with both in-country and external supporters, from different sectors such as: corporations, civil society (individuals), governments, foundations, joint programs, thematic funds, national committees and from the sales of UNICEF licensed products and cards.
- In line with global UNICEF recommendations, the goal is to continually increase fundraising levels for programme implementation in Brazil, especially by pledge fundraising through the use of innovative technologies such as telemarketing, Face to Face, SMS and also through utility bills which have strategic importance on the mix fundraising from Service companies for providing a sustainable, predictable and flexible source of monthly income.
- In order to maintain the interest and the commitment of current donor partners and allies, it is essential to provide clear feedback on the impact investments have on children, and keep them engaged as full-fledged partners and not just as donors.
- Continued leadership from the programme area is critical through the identification of funding themes/needs and the preparation of proposals to support resource mobilisation strategies for prospecting and attracting new partners and for the presentation of donor reports in order to maintain and strengthen existing partnerships.
- Communication is also a pillar of fundraising and contributes to strengthen UNICEF's name and brand, as well as people's knowledge about our mission and especially their recognition of the impact we help bring in the lives of children and adolescents.
- The strategy aims to increase the number of local partnerships in order to raise funds for specific themes. Building upon UNICEF's highly credible image and sub-national presence, local partnerships are being established to raise funds for specific themes, particularly in the Semi-arid and Amazon regions and urban centres of Rio de Janeiro and São Paulo.
- A renewed thrust is focused on Cause Related Marketing (CRM) with a view to increasing the volume of non-earmarked funds. CRM efforts will be based on expanding its research efforts beyond the traditional corporate giving directories and refer directly to potential business partners. In addition, UNICEF Brazil is promoting new themes, such as sports for development, and the mega sports events that will take place in Brazil (the World Cup in 2014 and the Olympics in Rio de Janeiro in 2016).
- Finally, it is important to note that the new licensing model for the sale of products was implemented in Brazil in 2011.

Management of Financial and Other Assets

The US\$ 1,124,506 operational costs for 2011 represented 6.5% per cent of the programme assistance throughput of US\$ 17,475,468. The UN exchange rate fluctuation from January to December negatively impacted the overall budget and resulted in a significant loss of purchasing power, leaving no room for practical measures to avoid the negative impact in local support and operational costs. In addition, the salaries of International Professionals were negatively affected by the dollar devaluation. The results of the salary survey for local staff also had an important impact on the 2011 budget, as the increase in local the salary scale were equal to 2.8% for National Professional staff and 6.5% for General Services staff. This increases in salaries applied retroactively as of November 2010, were paid to staff in 2011.

Resource Mobilization & Partnership staff costs have been completely absorbed by the BCO in 2010, when

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about US\$1,500,000 related to RM&P Operational Costs were transferred to the 2010 Country Programme Other Resources funds. Continuous support has been provided by the Operations/Finance group to RM&P activities in 2011. Processing of individual and corporate donations in Operations is a labor intensive and time consuming activity, but generated approximately US\$ 12,602,855 of income in 2011.

UNICEF Brazil is playing an active role in the HQ/TACRO Banking Project and is complying 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 12 micro-assessments and is now starting the assurance period planning activities. The new methodology should be put into use in the first semester of 2012. 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 converted to list]

DCT| 2008| 2009| 2010| 2011

Less than 6 months| 1,429| 1,353| 1,705| 2,060

Between 6-9 months| 28| 41| 51| 25

Over 9 months| 21| 17| 0| 0

Total| 1,478| 1,410| \$1,756| 2,086

Supply Management

In 2011, the supply component reached US\$ 706,077.80, representing a 9% reduction over the previous year. The total number of 130 supply requisitions and 144 purchase orders were issued. The majority of supplies and publications were procured locally. Only one offshore requisition was issued. As in previous years, the direct order procedure, mainly in ICT hardware equipment, was an important tool for reducing operational costs. The Brazil Country Office placed four direct orders for purchasing IT equipment totaling US\$ 75,977,84. This type of procurement represents savings of up to 20 per cent, when compared to local procurement.

Following management recommendations, the implementation of supply requisitions throughout the year has improved. The distribution was as follows: 17% in the first quarter, 23% in the second quarter, 29% in the third quarter and 31% per cent in the last quarter.

Since 2007, the UNICEF Brazil Office has supported the Brazilian Government in the acquisition of antiretroviral drugs (ARVs). In 2011, through UNICEF Procurement Services, the Government of Brazil was able to save the amount of U\$ 414,775.66 in the procurement of ARVs. The money saved was used by the Ministry of Health for other priority activities, such as the purchase of other drugs and trainings in the health sector. The support given by UNICEF in the procurement of ARVs has also yielded savings for the Brazilian Government to invest in its national production.

In addition, UNICEF in 2011 facilitated the donations of antiretroviral drugs by the Government of Brazil to other countries (Guinea-Bissau, Bolivia, Santa Lucia and São Tome & Prince) under the South-South Cooperation (*Laços Sul-Sul*) programme.

Human Resources

Since 2010, the Brazil Country Office has been making strong efforts to build and invest in a stronger Human Resources Unit. The arrival of an International Professional Human Resources Manager at the P-3 level in mid-2011 was crucial to increase our HR management capacity. Several HR goals have been successfully achieved in 2011.

The HR unit (with the support from TACRO) conducted 38 recruitment processes in the year. Twenty three recruitment processes were finalized (4 IP, 1 UNV, 7 GS and 11 NO), which resulted in 21 posts being filled and two offers being declined. Once every month, HR shares the recruitment plan with all staff, showing the current situation of all recruitment processes.

A more comprehensive and time-effective induction programme was designed and implemented in 2011. The objective was to provide to newly recruited national and international staff an appropriate orientation about the UN and UNICEF and also to show them the available tools to perform their new duties.

As preparation for the launch of Vision and SAP/HR, the office invested heavily in staff training. Three staff members, from Finance, HR and ICT, attended a one week workshop which covered the new SAP-HR/Payroll system. Eight staff were designated as Super Users and attended the Vision Super Users Training in Panama. The Representative, the Deputy Representative and the Chief of Operations also attended a three day Vision orientation session in TACRO. Our Vision Super-Users, with TACRO and HQ support, developed an in-house training capacity with the establishment of training groups specialized in different streams (Programme, Finance, HR). Over the months In November and December, all staff in the Brazil Office were trained in the various streams of Vision system depending on their functional roles.

Additional learning opportunities were offered such as Supervisory Skills, staff exchange (local and regional) and staff missions abroad.

The Office Improvement Plan is on-going and covers areas such as Work/Life Balance, Knowledge Sharing/Internal Communications and Career Professional Development.

Ongoing efforts in 2011 have taken place - and are foreseen for next year - from the Human Resources Unit to strengthen its collaboration with the Staff Association, the Programme Sections and Zone Offices. The focus is to increase its role as a strategic business partner to the BCO Country Programme, in order to support managers and the staff members with a greater focus on people management and counseling services.

Efficiency Gains and Cost Savings

The global context and financial scenario point to the need to reduce operational costs. In 2010, the Chief of Operations with the support of the Staff Association and the Green Group coordinated a discussion among the staff members with the purpose of finding alternatives to optimize our financial resources. The main idea of this discussion was to provoke a major change in the staff members' awareness and behaviour, so that this could strongly reduce operational costs.

The plan was shared with all staff and included measures to reduce the costs of long distance telephone calls, mailing and internal printing services, coffee-breaks and staff travel. Some of the measures were the reduction of the numbers of printers in the office (increased ratio of staff/printer), installation of Paper Cut software, use of Skype and Instant Messaging, better travel planning in order to get promotional air ticket fares, reinforce the use of UN pouch (instead of regular courier), reduce coffee-breaks, etc.

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The results of the implemented plan may be summarized in the following table:

[table converted to list]

	Op. Costs 2010 (US\$)	Op. Costs 2011 (US\$)	Difference %
GVT (telecoms)	55.328,35	32.263,36	-42%
OI (telecoms)	6.798,60	6.165,77	-9%
TIM (telecoms)	145.488,55	143.502,17	-1%
EMBRATEL (telecoms)	466.497,95	375.690,56	-19%
Postage & Pouch	35.559,57	24.585,34	-31%
Library books and Periodicals	1.353,57	337,45	-75%
Hospitality	5.919,82	5.175,44	-13%
Paper Xerox	4.288,03	2.535,12	-41%
Towel Paper	4.464,43	4.502,44	1%
Courier	16.033,18	16.221,20	1%
TOTAL	741.732,06	610.978,86	-18%
- - -			
Travel Expenses	1.105.810,87	839.207,05	-24%

The operational costs savings were approximately US\$ 130,000 or 18%. Other substantial savings were made by reducing travel costs by the amount of US\$ 310,000 or 24%.

In addition, efficiency was also sought through the execution of pooled actions with other UN Agencies. The inauguration of the UN Common Premises in the city of Salvador in December 2010 represented an investment of US\$ 107,485 for UNICEF. However, by sharing the premises with other UN Agencies, UNICEF is experiencing a significant operating cost reduction in this Zone Office. Initial discussions are currently being held for a UN house in Brasilia and Rio de Janeiro.

As of August 2011, the UNCT reactivated the Operations Management Team (OMT) group. Monthly meetings were held and UNICEF had an active participation in these meetings. The 2011 results of OMT include the following: i) A report was prepared on the current problems encountered with Flytour (the UN common Travel Agency in Brazil). This report will be presented in a meeting with the Vice President of this company and he will be requested to present an action plan to address the difficulties reported; ii) UN common service contracts are about to be signed for the purchase of fuel, the use of taxis and the purchase of office supplies.; and iii) UNICEF will also participate in the UN bidding process to select cleaning and security services for the office.

Changes in AMP and CPMP

The changes foreseen for the 2012 Annual Management Plan (AMP) will be aligned with the new Country Programme Document (CPD) and Country Programme Management Plan (CPMP) for the new programme cycle 2012-2016. The new country programme will be formally approved by the UNICEF Executive Board in its first session in February 2012. Subsequently, the country programme action plan developed by UNICEF and the government of Brazil will be signed.

In general terms, the configuration of the new CPMP represents the consolidation of the previous country

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programme. The Annual Management Plan will provide an enhanced strategic focus on resource mobilization and partnerships, as well as on the vision adopted for the new Country Programme to contribute to universalizing children's rights and achieving the Millennium Development Goals with equity in support of the national priority to eradicate poverty in Brazil and globally. In this sense, the new component "Advocate, generate knowledge, communicate and unite for children's rights" will also support the country's global cooperation agenda and there will be a prominent emphasis on universalizing child rights in Brazil's south-south horizontal cooperation and humanitarian cooperation agenda.

With the introduction of the new "Be an adolescent" component, which aims to support the development of a multisectoral public policy focusing on strengthening social inclusion and participation of adolescents to reduce inequalities that prevent their positive development in society, a dedicated team of staff has been established to effectively support this component.

Most of the new or revised positions established in the new CPMP were recruited or re-profiled in 2011, while key on-going positions will be given priority attention for early recruitment in 2012. These recruitments include the positions of Operations Manager and Communications Manager.

In view of the implementation of VISION and IPSAS in 2012, further simplification of business/work processes will be achieved in 2012 in the following areas: mapping and qualification of stakeholders for programme cooperation agreements; grant allocations and budget allocations; sourcing of individual and institutional consultants; business work flows related to purchase orders, asset management and travel. The effective implementation of VISION will constitute a priority and will require staff time for on-the-job training, and efforts will be devoted to updating staff knowledge on the new regulatory frameworks in programme and operations. Consequently, implementing partners receiving cash transfers from UNICEF will be trained in 2012 on new procedures.

Efforts will be undertaken to continue to orient UNICEF staff and implementing partners on the equity focus in programmes, building their knowledge and analytical skills to critically appraise, design, manage implementation and report on equity-sensitive policies and programmes for children. Moreover, it will be important to continue to develop skills and capacities in human rights-based programming; results-based management as well as in gender equality programming.

Governance structures through the management committees of the Brazil country office will be aligned with the new Country Programme Management Plan (2012-2016), in accordance with updated terms of reference.

Document Centre

Evaluation

Other Publications

	Title
1	Systematization of UNICEF Brazil Urban Centres Platform
2	State of the Brazilian Adolescence – 2011. The right to be an adolescent: Opportunity to Reduce Vulnerabilities and Overcome Inequalities
3	VIDEO: Sport as a Right
4	Tecendo Redes – Uma experiência de prevenção de DST/aids entre meninos e meninas em situação de rua/ Weaving networks: an experience preventing HIV/AIDS among boys and girls living in the streets
5	Culture and Identity: Communication for the Ethnic and Racial Equity – Orientation guide for the municipalities in Amazon -
6	Sports and Citizenship - Orientation guide for the municipalities in Semiarid - UNICEF Municipal Seal of Approval
7	Education for living with the semiarid - Orientation guide for the municipalities - UNICEF Municipal Seal of Approval
8	Index of Adolescent Homicide (IHA) - IHA http://prvl.org.br/wp-content/uploads/2011/12/IHA.pdf
9	PRVL: http://prvl.org.br/wp-content/uploads/2011/12/prvl.pdf
10	Booklet for the adolescents' debate on the right to safe and inclusive sports and the social legacy of sports mega-events
11	Culture and Identity: Communication for the Ethnic and Racial Equity – Orientation guide for the municipalities in Semiarid - UNICEF Municipal Seal of Approval
12	Sports and Citizenship - Orientation guide for the municipalities in Amazon - UNICEF Municipal Seal of Approval
13	Growing seeds (Cultivando Sementes)

Lessons Learned

	Title	Document Type/Category
1	"My Team is Top Notch" – Protecting and Promoting the Rights of Children and Adolescents in and through	Innovation
2	"Palavra de Criança" – Literacy at the Right Age	Lesson Learned

Programme Documents