

### Update on the context and situation of children

The National Party candidate won the presidential elections after 15 years of government by the *Frente Amplio* (a coalition of left and centre-left parties).

A referendum was held in August aiming to repeal a [groundbreaking law to protect trans people](#). However, the referendum did not get the necessary votes. Nor did a subsequent plebiscite calling for a reform in the constitution called 'Living without fear'. The reform proposed, among other things, the establishment of a national military guard and the authorization of night raids.

In 2018 GDP grew by 1.6%, while in 2019 it grew by 0.2% year-on-year as at September 30th. Unemployment as at October 31st was 8.8%.

In 2018 (data for 2019 will only become available in March 2020), the proportion of people living below the poverty line was 8.1% (the same than in 2017), while the Gini Index remained at 0.38. However, the percentage of children under six living in poverty was 17.2% in 2018, while of those over 65 it was 1.4%. Poverty among children and adolescents of African descent aged under 18 reached 27.1%, compared to 13.4% among non-Afro descendants. While poverty among those under 18 was 23.4% in Montevideo and 20.6% in Rivera, child poverty in Maldonado was 4.3%.

According to a new census in 2019, there is an increase of 18.4% of people living on the street in Montevideo (the capital city) compared with 2016. There are no children living on the street.

While 43,036 children were born in 2017, 40,139 children were born in 2018, confirming a decreasing trend. In 2018, the fertility rate was 1.60/1,000 among women aged between 15 and 49, compared to 1.71 in 2017. A new reduction in the birth rate of younger mothers is a highlight. The fertility rate of adolescent girls up to 19 years of age fell from 55/1,000 in 2014 to 36/1,000 in 2018. This is an unprecedented advance and an example for the region. Child mortality in 2018 was 6.7/1,000.

According to partial data made available in 2019 from the 2018 Nutrition, Child Development and Health Survey (ENDIS), excess weight is the main nutritional problem in children up to 5 years of age. For instance, in 2018, 12.6% of children were overweight or obese. Although children in higher-income households have a higher prevalence of overweight or obesity (14.2%), children in the poorest third of households are also affected (10.5%). The development tests applied in the survey showed that 13% of children up to 5 years of age have a level of development lower than expected for their age in one of the evaluated areas.

School attendance by children aged between two and five years has increased steadily. In the lowest income quintile, attendance increased from 26% in 2013 to 69% in 2018, while in the highest quintile, it increased from 41% in 2013 to 86% in 2018.

Among young people aged 15 to 19, 86% attended classes in 2018, compared to 78% in 2013. The main educational challenge is the number of adolescents below the level of the normal grade for their age. In 2018, only 36% of 19-year-olds had completed compulsory education, while 51% of the 23-year-old population had left the education system without finishing high school.

However, according to preliminary data published in 2019 from the National Survey of Adolescents and Youth, 67% of young people between 14 and 29 years of age continue to have a high level of confidence in educational institutions and 53% in student movements. This contrasts with less than 30% who have trust in public institutions such as the national government, provincial governments, parliament and the judiciary.

The survey revealed a positive change in gender perceptions between 2013 and 2018. The proportion of young people who believe that raising children should be the primary task of women fell from 31% in 2013 to 16% in 2018. The proportion that believes that women can select careers that do not hinder family plans went down from 29% to 23%. However, the weight of household chores continues to show differences. While 46% of women between 14 and 29 take care of children, only 28% of men do so. Twenty per cent of women stated that they were unable to work because they were taking care of children under twelve; none of the men surveyed did so.

The survey also showed that the percentage of young people who ceased activities due to sadness or depression for at least two weeks rose from 14% in 2013 to 16% in the lowest income quintile, while in the highest income quintile from 7% to 11%. The survey also shows that 29% of women aged 14 to 29 had been sexually harassed. In the case of men, this percentage was 6%.

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In terms of violence against children, according to ENDIS, 52.5% of children aged 2 to 4 were subjected to some form of violent discipline in the month prior to the survey. This includes situations ranging from psychological violence (34.8% of children) to physical violence (43.5%).

UNICEF research on the homicide of children between 2012 and 2018 showed that about 8% of victims of homicide annually are children and adolescents aged under 18. Twenty-four per cent were children of 5 years old or younger, ten per cent were aged between 6 and 12 years and 66% were adolescents aged from 13 to 17. In children from 0 to twelve years old, deaths are linked to domestic violence and gender-based violence and the perpetrator was generally a relative. In adolescents from 13 to 17 years old, 84% of the victims were boys, 50% of the perpetrators were unknown and, in general, murders took place in public spaces.

In terms of migration, UNICEF supported the *Universidad de la República*, the main public university in Uruguay, in conducting a study on migrant children, using data from the Continuous Household Surveys (National Statistics Institute) from 2013 to 2017. According to the research completed in 2019, there were 11,000 migrant children and adolescents in Uruguay in 2017, and migrant women gave birth to 1,116 children. School attendance, health insurance coverage and beneficiaries of cash transfers show that migrant children have the same levels of government support as children born in Uruguay.

In 2019, the same team released the findings of the Ethno Survey of new migration in Montevideo, which featured immigrants from Cuba, Peru, the Dominican Republic and Venezuela. The respondents were satisfied with the health of their children. The survey showed that the profiles of immigrants from these countries are quite diverse. While migrants from Venezuela are highly educated, have very low unemployment and higher quality jobs, migrants from the Dominican Republic and Peru are less educated and a higher proportion of their jobs are of a temporary nature or in domestic service. The housing conditions of people from these two countries are also worse (higher overcrowding). In the case of Cuban migrants, education and job characteristics are mixed. In terms of children and adolescents, around 80% of Dominican respondents and 50% of Peruvian have left some of their children in their home countries.

### Major contributions and drivers of results

UNICEF's work is aligned with the priorities established in the 'National Early Childhood, Childhood and Adolescence Plan' ([Plan Nacional de Primera Infancia, Infancia y Adolescencia 2016-2020](#))

#### Early childhood development/Strategy for NCDs/SDG3

UNICEF was instrumental in 2012 in the establishment of the *Uruguay Crece Contigo* - UCC (Uruguay Grows with You), the national early childhood policy within the Ministry of Social Development that currently benefits all children from 0 to four years old. The policy has specific interventions targeting 25% of children aged between 0 and two years living in poverty who need specific attention at home due to conditions, such as low weight, being born prematurely or poor nutrition.

Since 2013, mothers of more than 90% of babies born in public and private hospitals in Uruguay receive a welcome set from the Ministry of Social Development and UCC containing guidance from UNICEF. In 2019, UNICEF updated the material by preparing and publishing three booklets containing the latest guidance on pregnancy, breastfeeding, baby's first days, nutrition and child-rearing practices to help parents and caregivers of children between 0 and five years old. The guidance also includes basic health advice: [Hello Baby, Hola bebé](#) ; The first smells of cooking in my house, [Los primeros olores de la cocina de mi casa](#) and Too much, too little or nothing, [Mucho, poquito o nada](#). According to the 2018 Survey on Nutrition, Child Development and Health (ENDIS), 93% of the families that received the set valued it as either pertinent or very pertinent.

To improve the screening and follow-up of developmental disorders during early childhood, UNICEF supported the Ministry of Public Health in preparing the '[National Guide for Monitoring the Development of Children and Girls under five years of age](#)'. The guide is a mandatory tool applied by health services to children of 4 months, 18 months and four years to detect developmental impairments and to guide early interventions by health personnel.

In addition, UNICEF supported the re-accreditation of 23 Baby Friendly Hospitals, an ongoing process. Around 70% of babies are born in those hospitals. In alliance with PAHO, UNICEF supported the monitoring of the Code of Marketing for Breast Milk Substitutes and the National Survey on Breastfeeding, Nutrition and Anemia (the latter has been completed but has not yet been published). The results of the findings revealed, among others, that most milk substitutes still include wording or images in their labelling that idealize the use of the products. Also, the research showed that online sales of milk substitutes do not follow the requirements of the Code.

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In 2019 UNICEF prioritized the promotion of a healthy eating habits policy and launched a massive media campaign. Using social media, TV screenings in the main transport hubs (bus stations, the airport and the Montevideo-Buenos Aires ferry), billboards on streets and on buses as well as promotional material for families and private companies. The campaign was called *Cooking for Them Today Lasts Forever (Cocinales Hoy, es para siempre)*. Based on research conducted by the *Universidad de La República*, UNICEF designed the campaign to raise awareness with tailored messages on the importance of cooking at home and in schools and to reduce the consumption of ultra-processed food. UNICEF also prepared five booklets with guidance on healthy eating habits, recipes and practical advice adapted for children, adolescents, schools and families. The messages had more than 8 million impressions on social media, an engagement of 500 K, which led to more than 25K visits to the campaign's landing page.

UNICEF conceived the campaign as an 'integrated campaign' to achieve programmatic, communication and fundraising objectives and to strengthen cross-sectoral efforts. In addition, 33,200 potential pledge donors received the guides, generating an unprecedented number of leads. As part of the campaign, UNICEF reached around 10,500 employees of 26 companies using toolkits aimed at changing the eating habits of employees and their families.

### **Inclusive education/SDG4**

Since 2014, UNICEF has been working with national education authorities to promote 'inclusive education' models in Uruguay and has supported the Mandela School Network since its inception. Between 2014 and 2019 the Network grew from 10 to 80 public primary schools across the country and reportedly this year the model has reached 8 secondary schools and 7 technical schools.

In alliance with the Latin American Faculty of Social Sciences (FLACSO), in 2019 UNICEF supported the training in inclusive education of 158 teachers from primary, secondary and technical schools from all over the country. At the same time, the Inter-American Institute of Inclusive Development (IIDII) received support to work with the families and the communities of the schools to promote inclusion. The results of the evaluation of the Mandela School Network by the National Institute of Educative Evaluation (INEED) will be ready in 2020 and will be important to reorient UNICEF's work on inclusive education. It is important to note that INEED is an independent public institution with its own budget that was established by law to evaluate the quality of education in Uruguay.

Uruguay's legal framework guarantees free access to school for all children, including migrant children. To help ensure a better integration of migrant children in education, UNICEF, in collaboration with Plan Ceibal (an educational platform that, among other things, provides a tablet or a laptop with educational content to every student and teacher) has adapted a toolkit from UNICEF Argentina that will be available online in all primary and secondary schools. UNICEF, in partnership with the National Migration Museum, organized workshops in 12 primary schools with the aim of promoting the integration of migrant children with local children. The methodology applied by the Museum will, following a process of systematization, be scaled up by the education authorities and integrated into the education system. UNICEF is documenting a selection of best practice from Uruguay for the inclusion of migrant children in schools.

### **Learning and reduction of dropout/SDG4**

Given the levels of graduation from secondary school (43 per cent of adolescents and youth below 23 years of age were graduated in 2018) during this cooperation cycle, from a policy level perspective, UNICEF has supported the education authorities in building alternatives to help students not to drop out of school. UNICEF also organized international seminars with experts to bring state-of-the-art know-how on secondary education to Uruguay. As part of its strategy, UNICEF has helped to focus the debate among authorities, teachers and the public on the impact on children of repetition in primary school (a legal practice in Uruguay) and on finding pathways to reduce dropping out of school and to improve retention in secondary education. Continuous advocacy and support payed off. At the end of 2019, the Government adopted a legal resolution to eliminate automatic repetition at school. This will hopefully have an impact on the reduction of the school dropping out rate.

A reform has been at the centre of the debates during the Presidential elections and UNICEF is ready to support it. In anticipation, UNICEF, in partnership with CAF, Development Bank of Latin America, is carrying out, within the Gen-U Platform, a mapping of technical and vocational education and apprenticeships for secondary-age students. Most importantly, the Office continues to promote coordination among international cooperation organizations working in education (World Bank, IDB, CAF, Ibero-American Organization of States -OEI and UNESCO). In alliance with those organizations, UNICEF organized a seminar on secondary education with the support of LAC-RO and Headquarters advisors. The Office is finalizing its strategy on education with the assistance of national experts and specialists from Peru and Argentina, invited because of their knowledge of and familiarity with the Uruguayan education system.

### **Child rights monitoring/ Children living in institutions/SDG3/SDG16**

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Uruguay ranks third in Latin America and the Caribbean in the number of children per capita living in residential care institutions. Mental health is also a matter of concern: children in residential care or in detention centres reportedly self-harm (i.e. cutting their own bodies) and on occasion attempt suicide. As part of a strategy to focus on the most vulnerable children in Uruguay, UNICEF has supported the work of the National Preventive Mechanism since the beginning of its mandate, initially with a focus on children and adolescents in detention centres, and more recently in residential care institutions, police stations and psychiatric institutions. The Mechanism is an independent body, which since 2013, following ratification by Uruguay of the Optional Protocol to the Convention against Torture (OPCAT), has been mandated to monitor the situation of persons deprived of their liberty. UNICEF support has allowed the Mechanism to strengthen its team responsible for children and adolescents and helped the Mechanism to consolidate its work. This has resulted in the improvement of conditions of residential care institutions and detention centres, the closure of some of them, the adoption of protection measures for children at risk, and the setting up of an internal complaints mechanism available to children.

In 2019, UNICEF supported the Mechanism to pay attention to 13 mental health institutions in the country with the objective of assessing the conditions of approximately 400 children and adolescents with mental health issues. The Mechanism is expected to issue recommendations aimed at improving the conditions of the children and the institutions and to prepare to close down those institutions in 2025 as mandated by Law 19529 on mental health adopted by Parliament in 2017.

### Violence/SDG16

UNICEF has been supporting national efforts to prevent and detect violence against children and improve childcare services for victims of violence. During the current cooperation programme, UNICEF supported the development of protocols for detecting and addressing violence in all programmes and services dealing with children in Uruguay. This effort at policy level has contributed to a significant increase of detected cases of violence against children, from 800 children served in 2011 to more than 4133 in 2018. This is according to the administrative records from the health, education and child protection services

In the same line, in 2019, the country made significant steps to improve the detection of cases of violence and also the care of child victims through the official launch of the Health Road Map, [Protocolo para el abordaje de situaciones de maltrato a niñas, niños y adolescentes en el marco del Sistema Nacional Integrado de Salud](#). This protocol, a joint product between UNICEF and the Ministry of Public Health, establishes mandatory screening indicators, referral criteria and protocols for violence against children for all health services in the country (public and private). Between September 2019 and June 2020, the Ministry of Public Health will train 4,396 health personnel from all over the country, including staff working in emergency rooms, representing 17% of all medical staff.

The adoption of Law 19747 constitutes a significant achievement for children's rights. This law amends the 2004 Childhood Code and improves protection for child victims of violence, abuse, neglect and sexual exploitation, establishing, for instance, emergency procedures to protect children at imminent risk and measures to avoid re-victimization, among others. Together with several civil society organizations and the Institute for Children and Adolescents (INAU), UNICEF supported the drafting of the bill and advocated for its approval before Parliament. Accordingly, in 2020 UNICEF will support the training of judicial personnel.

UNICEF continues to raise awareness of the negative impact of the use of violent disciplinary methods on children and of promoting positive parenting practices. In 2018, UNICEF carried out the 'Good Treatment' massive media campaign that included the preparation of guides for families. In 2019, UNICEF partnered with Uruguay Grows with You, *Uruguay Crece Contigo* (UCC) to incorporate and adapt the guides and other campaign materials as working tools for use by UCC's technical teams. In addition, UNICEF built the capacities of the teams working in the community, thereby assisting approximately 4305 families per year.

UNICEF staff had an internal collective brainstorm to identify problems that children face in Uruguay. Subsequently, UNICEF and the Scientific Research Sector Commission of the *Universidad de la República*, the main national public university, partnered for the first time to launch a call for proposals to undertake research and to propose solutions. As a result, four out of 13 proposals were accepted to carry out research on the following topics: 1. Responses by the social protection sector to ensure family reunification for children living in residential care institutions; 2. Linkages between gender-based violence, domestic violence and violence against children; 3. The impact of violence in some sub-urban neighborhoods of Montevideo on the lives of children and adolescents. Research fieldwork begins in the first half of 2020 and the findings will serve to advocate for policy reform.

### South-South Cooperation/ Child Protection/SDG16

UNICEF made a high-level alliance with the Ministry of Defence to build the capacities in Child Protection and Safeguarding of the Uruguayan peacekeeping force. For a long time, Uruguay has been amongst the main troop-contributing countries

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to United Nations Peacekeeping Operations. Currently the country has 962 soldiers in UN Missions, which makes the country the largest contingent from Latin America and the Caribbean.

The UNICEF policy support includes the development and adoption of child safeguarding policies and procedures for the military, the development of a child protection manual for peacekeepers and support of the National School of Peace Operations with the overall objective to become a regional centre of excellence to train national, regional and eventually worldwide military forces on child protection issues. The ultimate objective of the MoU is for Uruguayan peacekeepers to become champions in child protection in peacekeeping missions.

UNICEF materials, such as the PSEA policy, will be key inputs in this work. UNICEF Uruguay is already working with the British NGO Keeping Children Safe in collaboration with the British Embassy in Uruguay. The Uruguay Office has already contacted the Democratic Republic of Congo Office to coordinate action once the policy has been approved as almost all the Uruguayan contingent is deployed there.

### **South-South Cooperation/ Children living in institutions/SDG16**

UNICEF technical support to INAU has contributed to the setting up of a national programme aimed at reducing the number of children living in residential care institutions, promoting family reunification and encouraging alternative models, including foster care. Data from INAU show that while in 2015 45% of children under three separated from their parents were living in a residential care facility, in 2019 this percentage decreased to 25%. Currently there are approximately 5,000 children under INAU protection.

UNICEF Uruguay and UNICEF Chile, along with the respective International Cooperation Offices and children's institutions (INAU for Uruguay and SENAME for Chile) are embarked in a formal triangular cooperation to share experiences and to accelerate a common agenda to end the institutionalization of children. As part of the initiative, UNICEF in both countries promoted two technical exchanges between INAU and SENAME and, with LAC-RO support, organized an international seminar in Santiago de Chile. The seminar included the participation of staff from INAU (including the President), the Education national authority, the Ministries of Housing, Public Health and Social Development and members of the main political parties, including the future Minister of Social Development, who will take Office in March 2020.

### **Juvenile justice/SDG16**

At the beginning of the current cooperation programme, UNICEF launched a strategy to promote the adoption of non-custodial sanctions by the judiciary. The policy change strategy included nationwide research on peoples' perceptions of non-custodial sanctions and a study on the status and effectiveness of alternative punishments applied at that time.

In 2017 and 2018, with the Judiciary, the Attorney General's Office, the national institute for the implementation of penal sanctions and civil society organizations, UNICEF coordinated an inter-institutional working group to oversee the development of the National Model of Non-Custodial Sanctions. During 2019, UNICEF continued to promote the implementation of the Model and coordinated the follow-up with all the institutions concerned. As a result, judges are ordering fewer detention sanctions and ordering alternatives: while in August 2016, 67% of adolescents in conflict with the law were deprived of liberty and 33% were serving non-custodial measures, in August 2019 the percentage of adolescents held in detention centres decreased to 46% with the remaining 54% serving non-custodial sanctions. In total 753 adolescents were subject to sanctions in 2016, and 615 as of November 30th, 2019.

UNICEF is currently carrying out an evaluation of the National Model of Non-Custodial Sanctions.

### **Participation/Adolescents/Innovation/SDG8**

Throughout 2019 the Office has embraced the Gen U platform. In alliance with Socialab, an innovation start-up, América Solidaria-Concausa, UNESCO and UNDP, UNICEF Uruguay engaged in the promotion of two age-specific youth challenges for social innovation: one challenge for adolescents aged 14 to 18 and another for young people aged 18 to 24. The challenges provide an opportunity for skills training, youth engagement and the brokering of new partnerships – including with local governments – with the potential for establishing long-term solutions for local problems that affect adolescents and their communities

Moreover, with the aim of ensuring that the concerns of adolescents and young people are considered for the preparation of the next country programme cooperation (CPD) 2021-2025, over 60 adolescents and young people aged 14 to 24, including those with disabilities, participated in a workshop called "Sumá tu voz" – Add Your Voice – in Montevideo. Participants – representing 15 different departments, and 16 public youth institutions, civil society organizations and youth movements – were invited to reflect on the challenges faced by children and young people in Uruguay. A video is available at <https://www.youtube.com/watch?v=QkwsW1uYLjk>. As a result of the workshop, the adolescents and young people

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developed a [youth-based situation](#) analysis that will nurture the next CPD.

Furthermore, UNICEF has initiated a series of studies on adolescents: a) In collaboration with CAF, a study mapping best practice in education on training for work skills and apprenticeships; b) A mapping of skills demanded by the private sector; c) Adults' perceptions of and prejudices towards adolescents and young people to be included in the design of a communications strategy aimed at enhancing positive perceptions of adolescents and young people in Uruguayan society.

### Advocacy and CRC 30

UNICEF met with five Presidential candidates, including the recently elected President, who will take office in March 2020. UNICEF discussed with the candidates the main issues affecting children in Uruguay and persuaded them to sign a commitment to prioritize the adoption of policies in their government's agenda. In addition, participants of the *Sumá tu voz* workshop, including young people with disabilities, prepared [youth-centred policy proposals that were submitted to the candidates](#). UNICEF acted as a broker for the young people.

This strategy had a significant impact on social media: videos of young people with the Presidential candidates had more than 500,000 views and a UNICEF video with the Representative explaining the process generated more than 100,000 views. This is highly remarkable considering that the population in Uruguay is only 3.5 million.

With the support of the Mayor's office and the private sector, UNICEF carried out a massive awareness campaign on children's rights and displayed 40 outdoor posts, 80 billboards on buses and three mega billboards in Montevideo as well as more than 767 screens around the country. The principal newspapers and magazines displayed the campaign, with two important newspapers featuring Op-ED columns by the Representative (In [El Observador](#) and in [Busqueda](#)).

On November 20th, 500 partners, including government authorities, civil society, donors and diplomats attended an event hosted by UNICEF at Montevideo's most prestigious theatre, *Teatro Solís*. The theatre was decorated and lit up in blue for the occasion, as were some of the city's other symbolic monuments. During the event, UNICEF appointed a new Goodwill Ambassador, Uruguay's most famous ballet dancer.

### Corporate social responsibility/ Business for Results (B4R)/SDG8

UNICEF made progress towards the integration of B4R in line with the programmatic priorities in the areas of health and evidence-based. Work in health included the integrated campaign *Cocinales hoy, es para siempre* - Cooking for Them Today Lasts Forever. Work in developing the knowledge base included corporate mapping for the next CPD and exploratory research on the soft skills required by the private sector. Integration with UNICEF programmatic priorities will increase as B4R is integrated into the outcomes in the new CPD, particularly in those where the private sector is a strategic stakeholder.

To promote the establishment of breastfeeding rooms in companies, 50 per cent of the inspection staff from the Work and Social Security Office were trained on the relevance of breastfeeding and on the necessary requirements of a breastfeeding room. The training equipped them with the tools they need to guide companies and to evaluate the appropriate legal compliance.

Seven per cent of the adult population supports UNICEF's work in Uruguay and contributes to UNICEF programmes for the world's most vulnerable children. Half of them are pledge donors (3.4% of the adult population). This makes Uruguay the second country, after Iceland in terms of the number of individual pledge donors per capita. In 2019 the amount of funds raised by the Country Office increased 19% per cent on the previous year.

## Lessons Learned and Innovations

Some of the lessons learned were discussed during the Strategic Moment of Reflection in preparation of the next CPD. They included the fact that the positive image of UNICEF has allowed the Office to position the agenda relating to children's rights in political discussions. UNICEF is frequently invited to parliament to offer opinions on child-related legislation and has become a reference point for knowledge on the situation of children in Uruguay. Importantly, given its size and its political and institutional stability, Uruguay has the potential to become an **interventions lab**, testing models and scaling them up and to have an influence on making a difference in the lives of children beyond the country's borders.

An ongoing study on the added value of UNICEF's cooperation, conducted by UNICEF and the office of international cooperation of the Presidency AUCI, has produced preliminary results. These shed a light on what decision-makers and other qualified respondents find are UNICEF's added value in Uruguay. Findings include UNICEF promoting new approaches and coming up with new solutions to persistent problems affecting children; producing evidence leading to questions on the

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culturally accepted practices of physical and psychological punishment; being more able than others to raise awareness of children's issues because UNICEF is well trusted and because of its communication strategies; being able to mobilize key actors; and having the capacity to go beyond 'business as usual' through innovation, new models and well-tested international experience to bring new approaches to stubborn challenges.

This was a significant year marked by the presidential and parliamentary elections. Following 15 consecutive years of the *Frente Amplio* in power, the presidential candidate from the National Party won the elections, supported by a coalition of other parties. UNICEF managed to get all candidates with parliamentary representation committed to the children's agenda.

### Innovation

This year was marked by innovation in the Office: for the first time UNICEF, in alliance with the British Embassy, signed an MoU with the Ministry of Defence to prepare a national sustainable policy to ensure that Uruguayan peacekeepers will become child protection champions in peacekeeping missions. In addition, UNICEF and the Universidad de la República are working on research on children's issues aiming to bring academia and policy makers together. UNICEF also launched the GEN-U challenge, a very useful way to reinvigorate UNICEF's work on adolescents. UNICEF updated the online platform, [DerechosDeEstudiantes.edu.uy](http://DerechosDeEstudiantes.edu.uy) to improve usability, interface and design. The platform allows students to make school-related inquiries and safely and anonymously denounce harassment, bullying and abuse.

The Office also embarked on an innovative process, applying a "Design Thinking" methodology, to find potential solutions to the different challenges faced by migrant children and their families when settling in Uruguay. This will be fed into the new CPD. To strengthen team spirit, the whole Office (including Operations, Programmes, Communications and PFP staff) along with the start-up Socialab, took part in four workshops and came up with several ideas that UNICEF will implement in the coming years.

### Team spirit: Integrated Campaigns

The 'integrated campaign' concept combining programmes, communications and fundraising is a useful approach. It is in line with international research on enhancing the effectiveness of diverse teams as well as being a key strategy of UNICEF's global (PFP) 'Supporter Engagement Strategy'. A good example was the 'Cooking for Them Today Lasts Forever' campaign. The campaign showed that the 'value exchange' approach resulted in a win-win situation for fundraising and programmes. During the campaign, using evidence-based messaging, UNICEF not only asked people to help children, but also offered them ways to help improve the situations of families. The office identified that the most successful integrated campaigns are those where information is provided to families ('value exchange') and when people are asked not only to give funds but also to help families with tools. New pledge donors generated through these campaigns stay longer with UNICEF than other donors. The campaign led to 17,000 new potential pledge donors.

As mentioned above, during 2019, UNICEF Chile and UNICEF Uruguay supported SENAME and INAU in a South-South cooperation project aimed at finding solutions to deinstitutionalize children in residential care institutions. This was also one of the commitments signed by the Presidential candidates. According to the main newspaper El País in its edition of December 10th, deinstitutionalization will be one of the priorities of the newly elected President and his Ministry of Social Development.

Finally, since the opening of the Office, UNICEF has not conducted any evaluation. The Office is, therefore, currently carrying out three independent evaluations.

### Challenges

Since 2014, UNICEF has supported the education authorities to develop an inclusive education model for primary schools, the Mandela network. Although the CPD target of the number of inclusive schools has been reached and exceeded (the Network grew from 10 in 2014 to 80 public schools across the country in 2019), there are still 79 special primary schools only for children with disabilities, including one for children with physical and mental disabilities and one for children with emotional disabilities (i.e. children with social adaptation issues). The number of these special schools has remained the same since 2010. Enrolment in special schools has decreased slightly from 2,66% out of the total enrolment in primary schools in 2011, to a 2,45% in 2018 - (<https://www.anep.edu.uy/monitor/servlet/portada>). There is no information on the situation of adolescents with disabilities attending secondary education.

The evaluation of the Mandela network in 2020 will shed light on the next steps. Looking to the future, UNICEF will open dialogue with all actors working on inclusive education in order to design a comprehensive strategy targeting a universal

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policy for inclusive education in Uruguay.

During its current programme, UNICEF worked to strengthen the Uruguay's child protection system to prevent and address violence against children. As of 2019, with UNICEF support, the Ministry of Public Health, primary education, secondary education and the Institute for Children and Adolescents (INAU) all have official protocols to detect and address violence against children. The System of Special Protection against Violence (SIPIAV) has significantly increased its capacity to detect and address situations of violence and sexual abuse against children and adolescents: case detention numbers rose from 800 children in 2011 to more than 3,150 in 2018.

However, the level of violence is still very high as described in Section 1 of this report. UNICEF has responsibility to support national efforts to develop new strategies to modify social norms and cultural patterns that enable violence. These strategies will move from a gender-blind approach focusing solely on the detection and reparation of situations of violence to an approach that emphasizes prevention and applies a gender perspective.

To that end, UNICEF and its partners face two main challenges: to design bold strategies aimed at modifying violent parenting practices; and to develop inter-sectoral policy actions to change gender norms that enable violence against women and children. In Uruguay, despite evidence showing that 20% of children live in homes where women are victims of violence by their partner<sup>[1]</sup> and 42% of victims of femicide had children<sup>[2]</sup>, prevention and care policies are fragmented and do not instigate action. Making inter-sectoral actions visible and developing policies that comprehensively articulate and address gender-based violence against women and children will be one of the main objectives of UNICEF in Uruguay.

<sup>[1]</sup> Data from the 2013 Gender-based Violence Survey (UNICEF is supporting the inclusion of new questions on violence against women and children victims of domestic violence in the 2019 new Gender-based Survey),

<sup>[2]</sup> Data collected by the Ministry of Interior between January and October 2019, <https://www.minterior.gub.uy/images/pdf/2019/homicidiosok.pdf>