At the end of 2015, the Uruguayan economy reached 13 consecutive years of growth: according to estimations by the International Monetary Fund, gross domestic product growth in 2015 was 1 per cent. During 2016, the country’s economy avoided stagnation with a gross domestic product increase of about 0.5 per cent. Updated information regarding income poverty shows that Uruguay still exhibits a high disparity between children and adults. While income poverty is 18.4 per cent in children and adolescents (0–17 years old), in the rest of the population it is 6.7 per cent, almost three times higher. There are also significant gaps among children: poverty among Afro-descendant children doubles poverty among the rest of children (31.8 per cent and 15.9 per cent, respectively).

Most updated records of child mortality confirm that the positive trend initiated years ago continues: the infant mortality rate was 7.4 per cent in 2016, 7.8 per cent in 2014 and 8.9 per cent in 2013. Despite this positive trend, there is still work to do in early childhood development.

Children survive in Uruguay but do not necessarily thrive. Children 0–5 years old and their families are the most affected by poverty (20.6 per cent), showing higher levels of malnutrition, with a triple burden: stunting (10 per cent), anaemia (31.5 per cent), overweight and obesity (10 per cent) in children under 2 years old. At the same time, 18 per cent show that poor child development and violence affects 60.6 per cent of the youngest children. For these reasons, early childhood has been included as a main priority in the social policy sector by the new Government, with UNICEF Uruguay support in a number of initiatives such as Uruguay Crece Contigo and Plan Centros de Atención a la Infancia y la Familia (Children and Family Care Centres, or CAIF)-Sistema Nacional de Cuidados.

During 2016, the education authorities started a process of reflection regarding curricula across all education levels, from primary (6–11 years old) up to lower and upper secondary education (12–14 and 15–17 years old). UNICEF Uruguay worked closely with the authorities responsible for primary education to build institutional capacities and expand coverage of the pilot of inclusive schools for children with disabilities. By providing training to 245 teachers and being able to reach more than 8,000 children, UNICEF contributed to putting the issue of inclusive education at the top of the agenda, demonstrating the effectiveness of the model, which promotes the rights of the most vulnerable children while also forming the base for a more integrated and child-friendly school setting.

The preparation and publication, with the Economic Commission for Latin America and the Caribbean (ECLAC), of the study on multidimensional deprivation was another significant result of 2016, as it not only provided new insights on the multiple deprivations of children, but also enhanced the advocacy for the necessity of a new measurement of poverty and inequality beyond income.

In child protection, UNICEF Uruguay helped to maintain the public agenda spotlight on the sensitive issue of adolescents in conflict with the law. The financial and technical support to the Institution of Human Rights strengthened the monitoring of children detained, allowing for prompt action to be taken when violations were detected. A special two-day international
symposium on alternative measures to detention was organized and carried out by the UNICEF Uruguay office, allowing for an exchange of experiences and learning across different countries, as well as giving a high level of media exposure to the issue and contributing to advocacy for such measures in Uruguay.

Significant progress was also made in including the detection of and attention paid to violence against girls and boys through the training of teachers and the creation of a national health protocol.

Several communication initiatives were implemented in 2016 to raise awareness of children’s rights and on how to become actively engaged to promote and protect such rights. The initiatives included a campaign on the importance of the first 1,000 days of children’s lives for their development; and the production and dissemination of evidence-based materials to sensitize society and authorities about the adverse effects of school dropout. While their impact is difficult to quantify, the reach of those initiatives indicates they were prioritized in the public discourse and on the political agenda.

The increase in the already successful fundraising operation matched an increasing number of individual pledge donors with a strong focus on advocacy for child rights. Five per cent of the total population in Uruguay made donations (one-offs and pledges) to UNICEF in 2016.

In boosting private partnerships and alliances to promote children’s rights, the private sector was among the stakeholders, participating in key initiatives.

Other alliances saw the involvement of civil society, academia and private entrepreneurs, especially in the secondary education sector, where different stakeholders participated in social dialogues to provide inputs to education authorities to update curricula and improve the quality of education.

**Humanitarian Assistance**

In January 2016, severe floods affected the departments of Artigas, Paysandú and Salto, with more than 25,000 displaced people, including an estimated 8,000 children. All response actions were coordinated by the Sistema Nacional de Emergencias (National System of Emergencies, or SINAE).

UNICEF Uruguay immediately connected with SINAE and the coordinators of the Departmental Emergency Coordination Centres of the three affected departments to closely monitor the situation. On 8 January, staff from UNICEF Uruguay accompanied a government delegation made up of representatives of SINAE, the Ministry of Health, the Office of Planning and Budget, and the Ministry of Housing, Planning and the Environment, and visited the flood-affected areas.

UNICEF coordinated the provision of several of the supplies requested by SINAE, including 500 mattresses, 800 bed nets (for baby cradles), 50,000 diapers, cleaning and personal hygiene supplies, and repellent.

In April, a tornado devastated the town of Dolores and flooding affected 10 departments. Winds of 300 kilometres in Dolores caused five deaths and the destruction of the centre of the town and much of its building infrastructure, affecting more than 7,000 people and resulting in US$ 30 million in material losses. In addition, floods displaced more than 11,000 people, including an estimated 4,000 children, across all 19 departments.
In response to SINAE's request, UNICEF provided 50,000 diapers and personal hygiene supplies (towels and toilet paper), as well as psychosocial support for affected children and their families. Two guides/manuals for the management of traumatic situations were uploaded to UNICEF’s website and printed for dissemination. One focused on children and their families, while the other was aimed at staff working directly with the families in shelters. Simultaneously, a fundraising campaign was launched with the support of the UNICEF National Goodwill Ambassador.

In addition, 15 special kits were produced to be used in different settings (shelters and schools), which included materials (50 books, games, musical instruments and didactic materials) as part of the psychosocial support being provided to children.

A UNICEF Uruguay team travelled to Dolores with the UNICEF Ambassador who performed a musical show entertaining both adults and children. A meeting was held with the coordinator of the Departmental Emergency Coordination Centre in Dolores and visit was made to a shelter for families affected by the tornado. There were also visits to children and family care centres (CAIF), children's clubs and meetings with local operators of the Instituto del Niño y Adolescente de Uruguay (Uruguayan Institute for Children and Adolescents, or INAU).

Together with the Ministry of Health and SINAE, UNICEF Uruguay carried out a two-day workshop on communication for development in emergencies, social mobilization and communication in Zika virus preparedness. Entitled ‘Planning of Communication in Emergencies and Community Mobilization for the Control and Prevention of the Zika’, the workshop included participants from the communication teams of the Intendencias (Artigas, Canelones, Colonia, Lavalleja, Montevideo and Salto), the Office of the Presidency and the Ministry of Public Health, as well as representatives of the University of the Republic (Science and Medicine Schools), United Nations Development Programme, the Office of the Children’s registry, communications colleagues and SINAE.

Participants were trained in specific communication for development tools to improve communication in risk management and in preparation for an eventual health emergency related to Zika and other diseases transmitted by Aedes aegypti. The group has the capacity to advocate for a replication of the training with colleagues from other Intendencias and institutions working within the framework of SINAE in close collaboration with the Ministry of Public Health and the University of the Republic.

**Emerging Areas of Importance**

UNICEF Uruguay considers early childhood development as a priority area. In a country with a small population and a low number of births, poverty and adverse conditions disproportionately affect children, particularly young children. UNICEF promoted the agenda setting of this subject by raising awareness among the wider population and advocating with the national authorities about the importance of the first 1,000 days in every individual’s life and the imperative to invest in this stage.

Its work based on the Convention on the Rights of the Child and with the purpose of promoting early childhood in the country's agenda, UNICEF Uruguay used a set of complementary and convergent strategies and initiatives, which can be summarized as follows:

- **Monitoring and analysis** of the situation of the rights of children, adolescent girls and women utilizing an approach to rights and life cycles that prioritize early childhood.
- **Generation and/or systematization** of relevant knowledge emerging in various fields related to early childhood and the need to invest in this stage of life. This involved the frequent presence of UNICEF in public discussion forums on early childhood, the
dissemination of up-to-date content on the subject as well as the development of materials that gathered new knowledge and evidence on the subject.

- **Advocacy and policy upstreaming**: The dissemination of the results of the Canelones Crece Contigo home visiting programme at the end of 2011 showed clear improvement of families’ access to services, lower food insecurity, better prenatal controls, improvements in breeding practices and improvements in the nutritional status and development of children. This was the definitive impulse for the Government of Uruguay to launch the national Uruguay Crece Contigo programme in June 2012, which was further strengthened in 2016.

- **Horizontal cooperation**: UNICEF actively promoted horizontal cooperation with countries in the region that had already made significant progress in early childhood, such as Brazil, Chile, Colombia and Cuba.

- **Association with institutes with high technical and academic capacity**: UNICEF signed cooperation agreements with institutions with a recognized technical and academic background in early childhood issues, facilitating the creation of a ‘network’ to support the programmes in formation.

- **Support for innovative proposals** incorporating evidence-based actions such as the Canelones Crece Contigo programme. After a positive evaluation, the programme was scaled up at national level.

UNICEF Uruguay developed several campaigns related to early childhood with the objective of raising awareness in the population about the relevance of this stage in life. The importance of breastfeeding, health care for the youngest children, and the stimulation related to care and protection in the family were important topics discussed on several occasions.

### Summary Notes and Acronyms

<table>
<thead>
<tr>
<th>Acronym</th>
<th>Description</th>
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<tbody>
<tr>
<td>CAIF</td>
<td>Centros de Atención a la Infancia y la Familia (Children and Family Care Centres)</td>
</tr>
<tr>
<td>ECD</td>
<td>early childhood development</td>
</tr>
<tr>
<td>ECLAC</td>
<td>Economic Commission for Latin America and the Caribbean</td>
</tr>
<tr>
<td>INAU</td>
<td>Instituto del Niño y Adolescente de Uruguay (Uruguayan Institute for Children and Adolescents)</td>
</tr>
<tr>
<td>MICS</td>
<td>Multiple Indicator Cluster Survey</td>
</tr>
<tr>
<td>SINAEN</td>
<td>Sistema Nacional de Emergencias (National System of Emergencies)</td>
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</table>

### External Communication and Public Advocacy

Inspired by the competition for creative young people, which Lions Health and UNICEF launched globally, UNICEF Uruguay allied with Cannes in Uruguay to organize a local contest. An awareness campaign was launched on the importance of the first 1,000 days of life. The movie ‘The Beginning of Life’ was promoted within the materials of the campaign, to stimulate the public to go further in the different aspects relating to early childhood.

The annual UNICEF publication, *The State of the World’s Children*, was launched with both a global and local approach. The international publication was presented jointly with a campaign based on local evidence obtained from Multiple Indicator Cluster Surveys (MICS) about the main equity challenges for Uruguayan children. Data about violence against children and early marriage caused great impact and motivated legal reform.
To raise visibility of key issues affecting children in conflict with the law, an advocacy campaign was devised illustrating the benefits of alternative penalties to liberty deprivation. A social media campaign was launched through spots and testimonials of international experts, arguing in favour of alternative penalties. The campaign had a clear impact on public discourse, with authorities starting to emphasize the need to transform the juvenile penal system and promote alternative penalties.

On education, efforts were focused on adolescent drop-out rates and inclusive education. UNICEF Uruguay produced advocacy materials to sensitize authorities and society about these issues. It also created a platform together with a student board to stimulate participation and prevent drop-out.

These key initiatives had a social media component: some 9,356,893 people were reached and 124,569 'likes' were received on Facebook, while 1,709,100 impressions and 25,600 supports were received on Twitter, and there were 48,243 views on YouTube and 44,408 visits to the UNICEF Uruguay website are some indications of strong communities that follow and engage with UNICEF messages in favour of children.

**Human Rights-Based Approach to Cooperation**

The human rights-based approach cuts across the Uruguay Country Programme Document. The human rights-based approach was applied during the Situation Analysis and the Country Programme Document design, and all the recommendations in the Convention on the Rights of the Child are being monitored by the programme staff as the crucial factor for its planning results.

In 2016, UNICEF Uruguay was part of the elaboration of the United Nations Country Team report for the Committee on the Convention on the Elimination of all Forms of Discrimination Against Women; the follow-up group on the Universal Periodic Review recommendations; and the discussion with the Government of Uruguay on juvenile justice recommendations. UNICEF Uruguay supported the visit of the Special Representative of the Secretary-General on Violence against Children, who carried out a strong agenda of meetings with government and civil society authorities to advocate for children's rights. UNICEF is actively involved in the United Nations Country Team human rights group, where the recent recommendations of the United Nations committees on disability and racial discrimination and other related issues are discussed regularly.

**Gender Equality**

UNICEF Uruguay had incorporated the gender-based approach and the Gender Action Plan into programming in 2015, and specifically in its new Country Programme Document. The gender action plan analysis and its results were accounted for during the Situation Analysis and the elaboration of the new Country Programme Document. Two of the targeted priorities were included in the 2016 workplan, including ending child marriage and addressing gender-based violence (not only in emergencies).

In 2016, UNICEF continued working with the United Nations Country Team Gender Group on the promotion of legislative reform to end child marriage, increasing the legal age for marriage from 16 years to 18 years. In 2016, a report on the situation and ‘draft law’ was produced and presented for legislative discussion. In addition, advocacy materials were prepared and distributed to legislators, authorities and social workers of the protection system.
Robust data on child marriage was produced through the MICS and presented in the framework of the local presentation of UNICEF’s *State of the World’s Children* report. The media impact of this information was significant, generating 19 press notes, including the cover page of one of the country’s main newspapers. UNICEF evaluated this experience as a significant step towards placing this issue on the agenda of public and political debate.

Concerning gender-based violence, and in particular violence against girls, UNICEF Uruguay continued to follow several lines of action for the detection and management of maltreatment and sexual abuse within educational and health settings, capacity building of justice system operators, and creation of information tools for the prevention of violence against boys and girls.

In 2016, new advocacy material on the MICS data related to violence against girls and boys was distributed in two of the most important events of the year: a seminar organized by the Government of Uruguay on the occasion of the visit of the Special Representative of the Secretary-General on Violence against Children, and in the framework of the Regional Conference on Women in Latin America and the Caribbean that the Economic Commission for Latin America and the Caribbean (ECLAC) organized in Montevideo. UNICEF also coordinated the participation of two girls in the panel associated with the United Nations Secretary-General’s UNiTE campaign.

**Environmental Sustainability**

Although environmental sustainability is not among programmatic priorities in the new Country Programme Document, UNICEF Uruguay will follow up on this issue in the framework of the United Nations system’s joint work.

**Effective Leadership**

Several actions were taken by the country management team to improve operations and programme management performance. In 2016, 11 country management team, 40 programme coordination and 4 all-staff meetings were held.

Major issues covered at the country management team meetings included: office structure; programme and budget review; recruitments; monitoring and allocation of funds; performance evaluation (ACHIEVE); programme, communication and private fundraising and partnerships planned activities; management and programme indicators; regional management team; learning; greening; the property survey board; Global Shared Services Centre; and security.

With regard to programme budget and review, the following changes were proposed:
- Establishment of a general service 5 media and social media assistant – approved
- Change in reporting line programme assistant – approved
- Abolishment of a general service 4 marketing assistant – approved
- Abolishment of a general service 4 corporate assistant – approved
- Establishment of a general service 5 marketing assistant – approved
- Establishment of a general service 6 corporate assistant – approved
- Establishment of a NOA operations officer – pending approval

On the subject of recruitment, the media and social media assistant post was filled using the talent management system tool and with the support of human resources of the Multi-Country Support Facility. The recruitment process was started for the positions in private fundraising and partnerships and corporate and marketing assistant, and is expected to be completed in February 2017.
Regarding performance evaluations, in 2016 UNICEF Uruguay started to use the Achieve tool for performance appraisals. Office staff were trained in the use of the tool.

In addition, a multi-purpose room was designed and prepared at the office, which can be used for breastfeeding.

On the issue of the learning committee, at every country management team meeting there was a follow-up of the training plan. All of the funds sent by the UNICEF Regional Office were implemented.

In 2016, a group was formed to discuss the issue of greening, with the objective of contributing to a more ecologically friendly office. Work on the issue will continue in 2017.

On the issue of security, the United Nations Department of Safety and Security (UNDSS) conducted an informative talk for staff on the business continuity plan, detailing actions to be adopted in case the office decides to move to the plan.

**Financial Resources Management**

At the Country Management Team meetings, follow-up was done to funds monitoring, mainly PPF area revenues and their allocation, as applicable, in local grants (programmes – PFP), regular resources and thematic funds.

Institutional budget (IB) funds cover most of the operational costs of UNICEF Uruguay. Expenses not covered by IB are charged to the cross-sectoral component.

UNICEF Uruguay shows good management practice indicators; nearly 100 per cent of regular resources were spent and less than 0 per cent of direct cash transfers are over nine months.

Regarding bank reconciliations, at present these are made by the Global Shared Services Centre. UNICEF Uruguay must send relevant documentation established in the standard operating procedures using the MyCase tool.

The office follows up on open items following an order, so as to avoid having pending items from prior months. Regarding private-sector fundraising, UNICEF Uruguay contributed to furthering UNICEF’s mandate in the country and beyond by substantially growing flexible funds raised in the country in a sustainable and predictable manner.

**Fundraising and Donor Relations**

In 2016, a total of 100 million Uruguayan pesos (US$3.4 million) were raised, an increase of 20 per cent from 2015. In addition, 40 million Uruguayan pesos (US$1.4 million) for regular resources and 5.4 million Uruguayan pesos (US$200,000) for the Regional Thematic Fund were remitted.

These funds are sustainable (97 per cent of the funds proceed from individual donors), not earmarked and risk-averse. UNICEF Uruguay currently has a database of 64,216 pledge donors, accounting for 1.88 per cent of the total population.

UNICEF Uruguay focused on diversifying the acquisition portfolio of new donors by incorporating face-to-face campaigns as a mechanism for capturing pledge donors, and exploring agreements with companies to conduct campaigns inviting their customers and employees to become UNICEF partners (corporate pathways to pledge). Moreover, massive
fundraising activities such as the televised telethon and digital and SMS campaigns were developed. This strategy enabled UNICEF Uruguay to obtain 125,352 single donations.

Moreover, through prospection campaigns, 11,946 new monthly donors were acquired, and upgrade campaigns were carried out among 16,000 pledge donors, resulting in average donation increases of 5 per cent of the total basis, and a reinforcement of loyalty and nurturing processes. Also, pledge donors were nurtured through the Annual Report, the newsletter, e-mails and SMS.

**Evaluation and Research**

Uruguay is one of the countries involved in the evaluation ‘Increasing Access and Equity in Early Childhood Education’ led by UNICEF’s Latin America and the Caribbean Regional Office. The objective of the evaluation is to analyse the elements and conditions that have contributed to the sustainable increase in the coverage of early childhood education services. This is expected to help with the reduction of equity gaps in the access to early child education. The evaluation is reviewing changes in policies, strategies, services, approaches and stakeholder support and interventions during the period 2007–2014.

The evaluation will provide an approximation of the quality of the services by examining transition indicators towards primary school, the quality of the workforce and the use of methodologies that are contextualized to community needs.

The results will be useful to determine adequate strategies for enhanced quality services and actions, and increased demand for and greater access to early childhood education services, in all its forms and methodologies, in countries in Latin America and the Caribbean, in order to reach universalization of the services along the region, especially for the most vulnerable.

**Efficiency Gains and Cost Savings**

UNICEF participates in the Operations Management Team inter-agency group. Since the team started operations, agreements have been made with companies in different fields (for example, air tickets, stationery, courier, hotels) in order to have better cost efficiency.

UNICEF provides funds annually (percentage based on the number of staff) to cover the UNDSS Assistant’s salary.

**Supply Management**

Supplies according to type of purchase order and funding are as follows:

<table>
<thead>
<tr>
<th>Programme (other resources + regular resources)</th>
<th>US$</th>
</tr>
</thead>
<tbody>
<tr>
<td>Consultancies and services</td>
<td>440,273</td>
</tr>
<tr>
<td>Programme supplies</td>
<td>134,573</td>
</tr>
<tr>
<td>Consumables</td>
<td>22,078</td>
</tr>
<tr>
<td>Assets</td>
<td>15,647</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Support (BMA)</th>
<th>US$</th>
</tr>
</thead>
<tbody>
<tr>
<td>Consultancies and services</td>
<td>86,073</td>
</tr>
<tr>
<td>Assets (computers)</td>
<td>1,894</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Private fundraising and partnerships (other resources)</th>
<th>US$</th>
</tr>
</thead>
<tbody>
<tr>
<td>Consultancies and services</td>
<td>417,511</td>
</tr>
<tr>
<td>Consumables</td>
<td>US$ 33,159</td>
</tr>
<tr>
<td>-----------------------------------</td>
<td>------------</td>
</tr>
<tr>
<td>Assets (computer equipment)</td>
<td>US$ 12,851</td>
</tr>
</tbody>
</table>

The supply component of the office is composed by consultancies and services, programme supplies, consumables and assets.

Consultancies and services represent 24 per cent of the total programme implementation for 2016 (US$1.868.482).

Programme supplies are mainly printing materials procured at local level, delivered to implementing partners and projects, and emergency supplies.

There is no warehouse controlled by UNICEF in Uruguay.

**Security for Staff and Premises**

The Minimum Operational Residential Security Standards inspection was conducted, and the result was fully satisfactory. Minimum Operational Residential Security Standards compliance was 98 per cent.

Funds were requested for the next year to improve some safety aspect at the office, such as: installing a fire alarm, theft alarm and safety films in windows.

For staff training, the UNDSS Assistant conducted two talks with staff on safety issues. In August, a talk on the business continuity plan was conducted, where the updated chain of calls was also presented, and in June, the updated evacuation plan was presented to all the staff. Also in June, a first-aid course was conducted.

All safety reports (e.g., robbery, car accidents, etc.) are immediately reported to UNDSS. New staff receive a safety briefing from the UNDSS Assistant.

Before travelling, staff make a security clearance request (TRIP).

**Human Resources**

The staff complied with the established deadlines to complete the performance evaluation. UNICEF Uruguay started to use ACHIEVE in 2016, and all personnel were trained on the use of this new tool. The office promotes the importance of the performance appraisal and urges supervisors and employees to engage in regular discussions.

In the latest global staff survey, the office in Uruguay did not meet the minimum of 10 responses, so no results were obtained to be analysed. UNICEF Uruguay was given a brief report, on which we have been working. Team-building activities were conducted in 2016.

Regarding post funds, the office had enough funds to cover the regular resources and other resources posts.

Because the office does not have a Human Resources Assistant, in 2016 it joined the Multi-Country Support Facility, which provides assistance and support with issues related to human resources.
Two staff members participated in the Multi-Sectorial Humanitarian Training workshop held in Panama in November.

**Effective Use of Information and Communication Technology**

There was no business interruption due to local infrastructure problems in 2016, and external problems and interruptions were adequately isolated. Reliable and secure information technology services and communications infrastructure were maintained. Several local and area projects were also completed, fulfilling specific requirements that were identified throughout the office and aimed at strengthening the information technology and operations role as a support to the programme, fundraising and communications areas.

All the scheduled global roll outs were successfully completed, including the updating of all desktops and laptops. All network hardware was cleaned inside racks of the Data Centre and UNICEF applications and interfaces were successfully maintained. Information and communication technology acquisitions were completed using long-term agreement vendors. New desk sites and printer positions in the fundraising office were successfully installed, including Network Cat-6 wiring and Wi-Fi access terminals. Old unsupported and non-adequate hardware was renewed and the office information technology infrastructure capabilities were increased. Local and area projects were also completed. Those projects intended to fulfill specific requirements that were identified throughout the different areas of the office and aim to strengthen the information technology and operations role as a support to the fundraising area.

Cloud-based office tools were used, including Outlook on PCs and personal smartphones. Skype for Business was used for telephone calls and for video conferencing in 90 per cent of cases. SharePoint was used to upload financial documentation. OneDrive for Business was implemented to administer personal user information. The communications team, with information and communication technology support, is responsible for updates and control in relation to the online media and monitoring in real time. UNICEF Uruguay’s social media presence increased significantly in 2016. In the area of information and communication technology, processes and reports were successfully evaluated during 2016.

**Programme Components from RAM**

**ANALYSIS BY OUTCOME AND OUTPUT RESULTS**

**OUTCOME 1:** By 2020, all children, with a focus on the most disadvantaged, are reached by effective public policies and programmes in health, education, and social protection.

**Analytical Statement of Progress:**
Despite global restrictions (mainly budget) derived from declining economic growth, public policies aimed at children showed some progress. Early childhood development programmes, particularly those focused on the most disadvantaged children, received support from the new administration, showing the Government’s political will to continue. At the same time, awareness regarding the importance of the early stages of life have increased following several actions and campaigns. UNICEF’s campaign on the first 1,000 days of life was a dedicated contribution in this regard. On the other hand, following a common concern about the rapid development of non-communicable diseases among children and adolescents as well as the consequences in adult life, UNICEF Uruguay and the Ministry of Health started a new programme to promote healthy habits at schools and to prevent overweight and obesity.

Inclusive education models for children with disabilities continue to expand in an increasing number of primary schools. UNICEF Uruguay worked jointly with school authorities to
strengthen this initiative through technical advice, teachers’ training and networking, gradually fostering the new paradigm of inclusive education. Despite the above-mentioned global budget restrictions, there is a shared expectation of a future scale-up of this initiative.

Innovative and relevant learning pathways and programmes aiming at improving learning and reduction of dropouts in secondary school was another area of joint work between UNICEF Uruguay and school authorities, showing an interesting progress. UNICEF provided technical assistance to consolidate the set of programmes aimed at dropout prevention in lower secondary education. This contribution was based on pedagogical support for students at risk of dropout provided by mentors as well as other counselling and networking aspects. Teachers’ training, tools and guidelines production, open discussion workshops and advocacy activities were UNICEF’s contribution to support this approach.

Finally, and jointly with the office of the Economic Commission for Latin America and the Caribbean in Montevideo, UNICEF produced the first report on multidimensional poverty in children and adolescents in Uruguay as a contribution to strengthen and progressively reorient public policies aimed at vulnerable children.

**OUTPUT 1:** ECD programmes with special emphasis on the most vulnerable and excluded children implemented by governmental institutions related to early childhood are expanded and consolidated.

**Analytical statement of progress:**
UNICEF Uruguay focused on providing support to the three main institutions involved in early childhood care: Uruguay Crece Contigo (Ministerio de Desarrollo Social – Ministry of Social Development – assisting 13,000 children younger than 4 years old and pregnant women at risk), Ministerio de Salud Pública (Ministry of Public Health) and INAU-Plan CAIF (320 centres assisting 49,000 children younger than 3 years old).

The aim of this support was to develop a comprehensive and effective early childhood social protection system and a successful implementation of these types of programmes.

UNICEF Uruguay signed comprehensive Memorandums of Understanding to provide support in the areas of child development, nutrition and positive parenting through technical advice and consultancies, knowledge generation and production of education materials. UNICEF also promoted technical and political exchange with experiences in other countries within the region (Chile and Colombia), further development of new tools to be used in fieldwork, production of education material promoting positive rearing practices, healthy nutrition, breastfeeding and early attachment, and non-violent bonds within families.

UNICEF Uruguay produced and launched a national campaign on the first 1,000 days of life, which was successfully implemented and was helpful in further raising awareness on the relevance of early childhood development.

As part of the priorities identified by the Government of Uruguay, UNICEF participated with the Ministry of Health in a campaign aimed at the promotion of HPV vaccination among 12-year-old children in schools.

An active network of researchers on issues related to early childhood development (ECD) gathered to discuss the seven research projects approved by the grant managed by the National Agency on Research and Innovation. The areas of research are: obstacles and costs for access to ECD services; fortification of breast milk based on proteins; relative cardiovascular risk in Uruguayan children; female smoking habits during pregnancy;
neurodevelopment and poverty; alcohol consumption during conception; and promoting positive parenting in early childhood.

UNICEF Uruguay provided support to other studies, such as longitudinal research being developed by the University and the Administración Nacional de Educación Pública (National Public Education Administration) regarding health and nutritional status as well as the well-being levels of children attending public schools. Jointly with the Institute Juan Pablo Terra, the United Nations Population Fund and the Economic Commission for Latin America and the Caribbean, UNICEF participated in a research contest for young researchers in the areas of family, adolescence and early childhood.

A common agenda was agreed on with the United Nations Development Programme and the Inter-American Development Bank that will help a better coordination of an implementation of different agency actions. UNICEF co-sponsored a two-day international seminar on early childhood with the participation of international and local experts.

Uruguay participated in a regional evaluation promoted by UNICEF’s Latin America and the Caribbean Regional Office and with the participation of five countries: Chile, Jamaica, Mexico, Peru and Uruguay. The study, which is still ongoing, aims to evaluate the processes and conditions behind a high coverage of preschool education in these countries.

Jointly with the municipality of Canelones, progress was made in the implementation of the 1,000 days of equity for all children of Canelones initiative.

**OUTPUT 2:** A national strategy for evidence-based interventions on non-communicable disease prevention in childhood and adolescence is formulated, tested and validated.

**Analytical statement of progress:**
Within the framework of the national health objectives (related to SDG 3) proposed by the Ministry of Health for the period 2015–2019, UNICEF Uruguay signed a Memorandum of Understanding with the Ministry of Health defining an initial strategy on non-communicable disease prevention among children. The agreement focused on prevention of overweight and obesity and the promotion of healthy eating habits.

An alliance with national education authorities was defined as a priority and all activities have been carried out jointly with the Inter-Institutional Commission for the follow-up of the implementation of Law 19.140 (regulating food in schools). Teachers, food handlers, and sports and physical activity coaches have been involved in the process. Three workshops to train future trainers were carried out with participants from primary, secondary and technical schools as well as physical activity teachers. The first phase involved sensitizing participants regarding the prevalence of overweight and obesity as well as the consequences of this affecting present and future health. Two other workshops have been focused on concepts around healthy eating and physical activity and possible future course of action. More than 250 staff have been involved in these activities and are prepared to replicate the workshops nationwide. All these activities were carried out with UNICEF support and the technical assistance of the Pan American Health Organization.

UNICEF Uruguay also collaborated to develop education materials to be utilized in the above-mentioned activities. All materials are to be based on the National Healthy Food Guidelines launched recently by the Ministry of Health with UNICEF support. Another initiative developed in the framework of the national strategy to prevent non-communicable diseases is the preparation of a document to promote a law on labelling of (ultra-processed) food and beverages with a warning about the presence of high levels of...
fat, salt or sugar. The Ministry of Health convened a technical group representing a broad range of institutions and disciplines to reach a consensus around this issue. In addition, other experiences in the region have been carefully studied after considering lessons learned in recent initiatives in the Latin America and Caribbean region. Other possible measures regarding marketing regulations and food industry participation will be considered in 2017.

**OUTPUT 3:** Models for inclusive education for children with disabilities in primary school are formulated, tested and validated.

**Analytical statement of progress:**
At the end of 2016, the pilot inclusive primary schools network for children with disabilities (which had started in 2014 in 10 schools and reached 17 during 2015), reached 31 schools, 6 more than the target established for the year. Thus, the project could cover more than 8,000 children enrolled in those schools (placed in 10 out of 19 provinces of the country) and their families, providing extra support for pupils, activities with communities, training for teachers, and production of education materials.

In addition, UNICEF Uruguay began providing technical assistance in 2016 to the Latin American Social Sciences Institute for a training course for 245 teachers in inclusive education (new approaches, pedagogical frameworks and skills) who support students with disabilities attending all regular schools (approximately 950 primary schools in the whole country). The first edition of the training course was launched at a press conference with the participation of the President of Uruguay, Tabaré Vázquez, reflecting the high level of commitment of the Government of Uruguay in the initiative.

Regarding the main results achieved during 2016, which contribute towards the indicative output in the Country Programme Document (*Models for inclusive education for children with disabilities in primary school formulated, tested and validated*), the following must be highlighted: a) between 2014 and 2016, a small pilot project gradually became a growing network of schools promoting inclusive education, and the issue also became one of the priorities of education authorities (included in the public budget for 2016–2020); b) there is a network covering 31 schools and 8,621 students which could have a demonstrative effect, being a potential source of good practices for the rest of public primary schools; and c) there is an incipient network of professionals (almost 250 teachers who are being trained between 2016 and 2017) who could reproduce their updated knowledge and skills among their colleagues in schools.

**OUTPUT 4:** Innovative and relevant learning pathways and programmes aiming at improvement learning and drop-out reduction in secondary school are designed and validated.

**Analytical Statement of Progress:**
UNICEF Uruguay moved the reform of the curriculum for lower secondary education forward through a two-pronged approach: Through sharing international expertise and technical input with education authorities and policymakers, the soundness of proposed reform measures was validated among expert groups. Through broadening discussions to include the participation and views of civil society, media groups and, by extension, the public, the political ground was prepared for significant decisions on the future of the secondary education system.

1. UNICEF Uruguay brought new knowledge, innovative experiences and best
practices on education reforms to the country from Argentina, Brazil and Cuba. More than 450 teachers, school principals, representatives of teacher unions, experts on education, scholars of main universities, education authorities and policymakers were exposed to lessons from the three countries on the institutional role of secondary school, the need for teachers, in-house development and curriculum renovation.

In the follow-up, a technical team of local and foreign experts drafted four papers with policy options that are expected to make the education curriculum more relevant to current challenges and reduce student dropout. Key topics included the exploration of learning pathways related to a new mission statement for secondary education, important changes/revisions to the curriculum, new methodologies for evaluating learning outcomes, and ways to improve school management. The papers were delivered to the authorities of the Ministry of Education and Culture for consideration in the policy reform. The revised curriculum for lower secondary education is expected to be approved during the first half of 2017.

2. UNICEF Uruguay started a broad and participatory, political and social dialogue aimed at engaging non-governmental stakeholders to provide their views on the reform of secondary education. In this respect, UNICEF and the national counterpart (Consejo de Educación Secundaria (CES), or Secondary Education Council) organized a four round-table cycle involving 50 leaders of the main private-sector networks, unions, civil society organizations, universities and the media, which provided their perspectives and inputs about what programmatic changes were needed to make education more relevant for the students and for society as well.

UNICEF Uruguay was instrumental in ensuring the credibility and the quality of the initiative, adding to the urgency of the need for significant changes in this area. The round tables will continue until May 2017. A policy paper with recommendations and proposals from those round tables will be prepared by UNICEF and the Secondary Education Council and made available to state authorities (Ministry of Education and Culture) to be considered in the process leading to the reform of the curriculum and the other aspects of lower secondary education.

OUTPUT 5: Proposals for social protection programmes and policies addressing multidimensional poverty and social exclusion affecting children are prepared and discussed.

Analytical Statement of Progress:
Jointly with the Economic Commission for Latin American and the Caribbean (ECLAC) Office in Montevideo, UNICEF Uruguay produced the first report on multidimensional poverty in children and adolescents in Uruguay. The study replicated the methodology established by the UNICEF Regional Office and ECLAC’s Social Development Division to assess multidimensional poverty in children at the regional level. The new report included data about the evolution of multidimensional and income poverty in Uruguayan children between 1991 and 2014, and disaggregated data by gender, age groups and regions regarding incidence of moderate and extreme poverty. The report was presented at an international seminar in March about multidimensional poverty opened by the Vice Minister of the Economy and the Vice Minister of Social Development, who expressed the commitment of the Government of Uruguay to the assessment of child poverty from a multidimensional and holistic perspective.

During 2016, a team of consultants supervised by UNICEF Uruguay and the Economic Commission produced the draft of two new studies: the first one about multidimensional poverty in adolescents (ages 13–17), assessing their opinions and expectations from a qualitative perspective, and the second about social investment in children and adolescents in Uruguay. The studies will be completed in the first quarter of 2017 and presented mid-year.
as part of an advocacy strategy by UNICEF Uruguay regarding prioritization of children in budgeting as well as monitoring of child poverty from a multidimensional perspective.

OUTCOME 2: By 2020, the child protection system (legal framework, justice system and institutions) is strengthened to care for, monitor and protect the rights of children affected by violence, abuse, exploitation and institutionalization, as well as children in conflict with the law.

Analytical Statement of Progress:
While a year is a short time to evaluate progress towards this outcome, significant advances were achieved in all outputs. While the country has a stable group that reports regularly on the situation of children living in residences and adolescents deprived of liberty, progress has been made to include the prevention of, detention of and response to violence against girls and boys in public policies, especially in the education and health system. Knowledge on alternative measures to detention has been shared and acquired by parliamentarians, politicians, academics and judges and lawyers. UNICEF provided technical assistance to the design of the national programme of deinstitutionalization to provide a better answer to children who lost parental care.

OUTPUT 1: The country has an independent mechanism for the monitoring and defence of children’s and adolescents’ rights.

Analytical Statement of Progress:
With assistance from UNICEF Uruguay, the number and quality visits to monitor adolescent detention centres and institutions for children was increased.

Until a few years ago, the country did not have an independent monitoring mechanism to realize the situation of these children and adolescents. To promote the rights of imprisoned adolescents and children who live in institutions, UNICEF adopted as principal strategies the technical assistance and capacity building of the National Institution for Human Rights to sustain a regular and independent mechanism of children and adolescents deprived of their liberties.

UNICEF has relentlessly worked towards the creation of a mechanism for monitoring child and adolescent rights. Because of UNICEF’s work with the Institution of National Human Rights and People’s Defence, there is now a core and stable group within the institution that reports regularly on the situation of children living in residences and adolescents deprived of liberties. Their reports are public and used as reference by the press and the political system.

OUTPUT 2: Child protection system with specific tools and expertise to identify, refer and address cases of violence, abuse and neglect.

Analytical Statement of Progress:
Major progress has been made to include the prevention of, detection of and response to violence against girls and boys in public policies. In 2016, some 600 teaching students were trained to use a road map for dealing with cases of violence against girls, boys and adolescents. Also, an agreement was signed with the national education authorities to include a teacher for each public school in the country in future training. The road map is a significant material for teachers to support children suffering from violence or abuse. A process to design a national protocol to detect and respond to violence against children in health services has been devised and begun in agreement with the Ministry of Health. The
protocol will be finished in the second semester of 2017.

Based on the first-phase diagnosis developed in 2015, during 2016 technical support was provided to INAU to advance in a protocol (and an institutional mechanism) a response to violence against boys and girls who have lost parental care and live in institutions. The protocol and procedures were designed and the mechanism to attend to these children will be in place in 2017.

During 2016, efforts were again focused on strengthening the Comprehensive System for the Protection of Children and Adolescents against Violence. As such, 100 social workers were trained on how to care for and work with highly traumatized children.

Also, training continued to be delivered to strengthen the justice system in the management of: child violence, sexual abuse and commercial exploitation. Fifty new judges, lawyers, prosecutors, forensic technicians and social workers in the country were trained.

**OUTPUT 3:** Parliamentarians and authorities of the juvenile justice system take actions towards strengthening alternative measures and reducing the deprivation of the liberties of adolescents in conflict with the law.

**Analytical Statement of Progress:**

Individual offenders younger than 18 years old are sent to detention centres as a precautionary measure or to serve their sentence. Evidence shows that to adhere to children’s rights as stated in the Convention on the Rights of the Child and facilitate their reintegration in society, alternative sanctions to detention should be devised.

To promote alternative sanctions, UNICEF Uruguay proposed the following actions:

- Include the topic at the top of the political agenda, raising its awareness also among the public opinion (activating and supporting civil society, and possibly academia)
- Inform about the shortcomings of repressive measures, in term of rights and, especially, in term of citizens’ security in the long run
- Raise the awareness among policymakers, judges and other officials of the justice system of the need to review and enhance the alternative sanctions option
- Facilitate the exchange of successful experiences with alternative sanctions
- Review and enhance the legal framework to enable the use and implementation of alternative sanctions
- Ensure that alternative sanctions programmes are carefully designed and executed.

A symposium with two consecutive activities on juvenile criminal justice was facilitated by UNICEF in August. Following the pre-conference media exposure, more than 600 people wanted to attend on the first day, though only 300 could be admitted because of space limitations. Given this high demand, the proceedings were made available by streaming. Among those attending the event were politicians, teachers, social workers, judges, prosecutors, journalists, parliament members and academics.

Experts from Latin America, Europe and the United States illustrated the benefits of alternative sentencing systems, the reception by the public, and some of the constraints and how they were overcome.

UNICEF’s main role was to convene such a large and diverse group of people and interest groups, and provide the space where opposing viewpoints could be openly discussed. On the following day, three strategic workshops were attended by state authorities and experts from Argentina, Belize, the Plurinational State of Bolivia, Brazil, Chile, Colombia, Costa Rica, Italy, Mexico, Peru and the United States who elaborated on specific recommendations.
A clear and compelling document with recommendations was drafted and agreed upon. Some of the most important recommendations include: reduce the application of preventive incarceration and privilege the application of measures in a non-confinement environment; adapt laws to reflect and identify specific crime types to which deprivation of liberty sanctions should not be applied; and establish protocols for the contents of various programmes of non-custodial sanctions.

The event had large media coverage, contributing to setting a high bar for the national agenda on adolescents in conflict with the law. All newspapers and television channels from the capital attended the main presentations. UNICEF issued 29 press notes on alternative measures that were picked up by the media. In addition, two international experts brought by UNICEF for the symposium were invited by the inter-party national commission of security, also in the presence of the Minister of the Interior, to present and discuss the challenges and implications of the needed legal reform.

OUTPUT 4: Alternative approaches for children living in institutions based on the strengthening of family capacities and foster care are validated and scaled up.

**Analytical Statement of Progress:**
Efforts were focused on the development of a national programme of deinstitutionalization and to provide a better response to help children who lost parental care. UNICEF Uruguay brings technical assistance to the National Institute of Children and Adolescents to design the programme and a plan to implement it based on family alternatives. In addition, research was started to find out the ‘critical nodes’ that hinder judicial processes and lead to longer institutionalization time. With the results of this research, UNICEF Uruguay will plan the future intervention with the judicial institution. Also, in the province of Colonia, UNICEF Uruguay supported the NGO La Barca in the conversion of the institutional full-time homes in reference centres to support families. The experience was systematized and will be published and presented later this year. During 2016, the foundations were laid to reduce the number of children living in institutions.

OUTCOME 3: By 2020, society's commitment to respect and promote children’s rights in Uruguay is strengthened.

**Analytical Statement of Progress:**
UNICEF Uruguay defined for 2016 a few strategic priorities to achieve progress towards the outcome proposed in the new Country Programme Document. Equity, ECD, secondary school dropout, juvenile penal justice and violence were the areas in which UNICEF Uruguay decided to focus from a communications perspective, segmenting and reaching audiences and engaging stakeholders accordingly.

Communication work was directed on raising the awareness of the public opinion on how certain situations in the areas mentioned above affected children and their rights. Generation and sharing of new knowledge was one of the main strategies of 2016. There was an attempt to activate society through social media. Another strategy was promoting participation to get children and adolescents directly involved, helping them to know their own rights and taking an active role in defending them.

Significant accomplishments were achieved in all priority areas. A mass media campaign advocated about early childhood, with the support of partners, which allowed the main messages to reach more narrowly focused audiences. It was also possible to broaden the reach and engagement of millennials with UNICEF, through social media, in topics that directly affect and cause concern among all adolescents, thereby involving them in the fulfilment of their own rights. UNICEF Uruguay also succeeded in putting some critical issues
regarding children on the broader public agenda, such as by releasing a study on multiple
deprivations for childhood in Uruguay as well as the results of a survey which revealed
worrying figures about the prevalence of violence against children in households. Key
stakeholders such as legislators, country authorities, decision makers and opinion makers
were involved in the activities on secondary school dropout and juvenile penal justice
organized by UNICEF Uruguay. The outcomes of these events were broadly disseminated
through mass media, social media and interpersonal events.

Although much effort is being made to address the main issues that affect children in
Uruguay and make them publicly visible, there is still much work to be done to ensure that
society understands and gets involved in the respect and promotion of child rights. While
some issues are ignored due to low visibility, others are still not identified as problems by the
public because dominant social norms establish the opposite. Learning more about these
aspects is as important as breaking down cultural barriers that impede positive change.
Change is needed in order to gain support, involvement and commitment from the public in
the promotion of the rights of children, especially the most vulnerable ones.

OUTPUT 1: The public has knowledge about child rights and knows how to become
engaged to protect them.

Analytical Statement of Progress:
IN 2016, UNICEF Uruguay focused its advocacy around four strategic areas for the fulfilment
of children’s rights: early childhood development, equity, secondary school dropout and
inclusive education and juvenile penal justice.

Inspired by the early childhood competition for creative young people (which Lions Health
and UNICEF launched together globally), UNICEF Uruguay partnered with Cannes in
Uruguay to organize a local contest on early childhood. The contest led to UNICEF Uruguay
launching an awareness campaign on the importance of the first 1,000 days of a child’s life.
The campaign, which was aimed at both caregivers of children up to 2 years old as well as
the Uruguayan society at large, focused on the fact that attention, affection and care are the
key elements of a positive impact on children’s future lives.

The movie ‘The Beginning of Life’ was also promoted within the materials of the campaign,
as a way of stimulating the public to go further in the different aspects of early childhood
development. The hashtag #1000DaysForALifetime was featured on national television, the
radio, in the press and in outdoor advertising. To help caregivers in their task of promoting
better development for children, useful tools were shared through social media. Google
Display had 9 million impressions, 31,521 clicks and 0.34 per cent CTR. On Facebook,
1,771,500 people were reached, with 567,407 spot views and 9,308 interactions, there were
5,538 mentions on Twitter and 34,171 people visited the campaign website. The content of
the campaign succeeded in reaching the public, but also helped to reach a more targeted
audience by means of health and parenting-specialized media, as well as social media
sharing by local influencers.

The State of the World’s Children was launched with both a global and local approach. The
international publication was presented jointly with a campaign based on local evidence
obtained from MICS. The data about violence against children and early marriage caused
the greatest impact and motivated some legal reforms to increase the age of marriage from
16 to 18.

To raise the visibility of issues affecting children in conflict with the law, an advocacy
campaign to legislators, decision makers and juvenile penal system authorities was created.
to introduce the benefits of alternative sanctions to liberty deprivation. A social media campaign was conducted through spots and international expert testimonies that argued in favour of alternative penalties. The campaign had a clear impact on authorities, as they started to emphasize the need to transform the juvenile penal system and promote alternative sanctions. The media also started to publish articles about alternative sanctions and their benefits and challenges.

On education, UNICEF Uruguay produced evidence-based advocacy material to sensitize authorities and society about drop-out and inclusive education.

These initiatives had a social media component that helped to expand UNICEF’s digital media reach and engagement: 9,356,893 people reached and 124,569 supports on Facebook, 1,709,100 impressions and 25,600 supports on Twitter, 48,243 views on YouTube and 44,408 visits to the website are some indications of communities that follow and engage with UNICEF messages.

OUTPUT 2: Families have knowledge and skills on positive child-rearing practices, especially about the rejection of any form of violence.

**Analytical Statement of Progress:**
During 2016, UNICEF Uruguay focused on evidence-based advocacy about the high prevalence of violence as a discipline method, preparing some materials for government authorities, the press, decision makers and followers to communicate MICS results. According to the data collected, 54 per cent of children between 2 and 14 years old are victims of some type of violence from an adult at home, since violence is usually considered as being a discipline method.

During 2016, the objective was to raise awareness and concern on this issue. It had to be made visible to be considered as a serious problem that affects a large proportion of children in Uruguay, to prepare the public for the actions that will be undertaken in 2017. The first action was to publicize some of the local data on inequity that MICS revealed, together with the release of the *State of the World’s Children*, both through a social media campaign led by UNICEF and through a media spread that UNICEF Uruguay stimulated. This strategy allowed for the introduction not only of new data in the public agenda, but also an issue negatively affecting childhood, although was not perceived as such by many. These actions sought to convey the message that although some rearing practices involving violence are widely spread in society, they are extremely negative and harmful for children’s development.

Taking all this information into consideration, UNICEF Uruguay designed a strategy that included a campaign to publicize throughout 2017, through external communication and communication for development strategies. The campaign will address the issue of using violent or negative rearing practices as a discipline method. The main audience will be parents (or adults with children in charge) who believe that yelling, insults, blows and slaps are good ways to put limits on their children. It will include a communication for development component of work at the local level in schools through a guide for parents on how to institute non-violent limits.

OUTPUT 3: Children and adolescents participate in decision-making processes that affect their interest.

**Analytical Statement of Progress:**
The main challenge Uruguay faces for its adolescents is education dropout. Only 40 per cent of the country’s adolescent population complete secondary education. To address this issue, UNICEF Uruguay produced evidence-based advocacy material to sensitize authorities and society about the issue. The challenge was also to actively engage adolescents regarding the problem. Jointly with the Students’ Board for Public Secondary Education system, UNICEF Uruguay created the platform ‘Derechos del Estudiante’ to stimulate participation in education and reduce student dropout. Through it, adolescents from all over the country sent queries to educational authorities about their rights related to the norms that regulate education.

A campaign to spread the platform was conducted for about a month, which enabled thousands of adolescents (as well as their teachers) to be reached. The campaign had 23,611 impressions on Twitter and reached 370,098 people on Facebook. On Instagram, the impressions went up to more than 1.5 million. Indeed, the platform was an outstanding success and presented a real opportunity for social engagement with millennials. Some 11,000 visits to the site were registered since its launch in May 2016, and almost 100 queries were answered through the platform. The profile of users are adolescents and young people; 43.36 per cent are between 18 and 24 years old, and the rest are even younger. The most remarkable result is that some of the queries generated new regulations to prevent student dropout.

Another initiative was the End Violence Digital Safe Campaign focused on violence prevention for adolescents on the Internet. UNICEF Uruguay took the global campaign #ReplyForAll and did some local initiatives to amplify its impact on its target audience. One strategy was to start using Instagram, the most popular social media network among adolescents in the country. Another was to involve the most popular YouTubers and music band leaders among adolescents to share the campaign messages between their followers. As a result, the campaign became a real opportunity for social engagement with millennials. The post released on Twitter by the YouTubers Dosogas, mentioning @UNICEFuruguay and the campaign #ReplyForAll, generated 2,235 interactions, one of the most successful in @UNICEFuruguay’s history on Twitter. The tweet with most success was one shared by the music boy band Marama, reaching 37,776 people and engaging 2,022. The campaign as a whole reached 164,129 people on Facebook, and had 2,082 total post engagement. On Twitter, it had 111,411 impressions and 4,355 interactions.

OUTPUT 4: Corporations are aware of the Children's Rights and Business Principles, and have tools to include children’s rights in their corporate social responsibility agendas.

Analytical Statement of Progress:
To follow up on some of the dimensions of the Children’s Rights and Business Principles, UNICEF, in partnership with Deloitte, launched the third edition of research called ‘What are companies doing for children in Uruguay?’. The assessment, which has been carried out every two years since 2012, aims to identify the main actions taken by companies in the workplace, the community, and with customers and suppliers, for children of the country. The results of the assessment will be published in the first semester of 2017, and from the information obtained UNICEF will be able to identify areas in need of improvement and opportunities for further development of Children’s Rights and Business Principles actions.

This pro bono alliance with Deloitte has escalated, crossing borders, as there are more than four UNICEF Latin American country offices working with Deloitte to replicate the same kind of study. With the aim of continuing to work for creating awareness about the significant impact that companies have on children’s lives and the opportunity to promote their rights through their
business activities, UNICEF and the Consultative Businessmen Council organized in August an annual fundraising gala. During the event, the Children’s Rights and Business Principles were remarked upon, and UNICEF also discussed the 1,000 days campaign. The event also served to highlight the key role that the private sector has supporting their employees in order to ensure respect for their family life and child rearing, allowing mothers and parents to be involved in this key stage of their children’s lives through policies and actions where employees can balance their professional and private lives.

**Evaluation and research**

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