

Uruguay

Part 1: Situation update in the country

Uruguay, classified as a high-income country since 2013, had just 3,457,000 inhabitants and a first-world infrastructure, well connected through almost 9,000 kilometres of roads, most of them paved. More than 95 per cent of the population lived in urban areas. Some 74 per cent of the urban population had a smartphone, and 82 per cent of urban households had internet access, of which 79 per cent had broadband access. Since 1984, a democratic political system has fostered the rule of law and social and economic progress. Public institutions were solid, the media was active, there were numerous civil society organizations working in favour of children and the private sector was committed to social causes and open to new ideas.

In 2018 the Uruguayan economy reached 16 consecutive years of growth. Based on International Monetary Fund estimates, the GDP increased two per cent in 2018. According to data from the World Bank, in 2018 Uruguay was classified for the sixth consecutive year as a high-income country: estimated GNI per capita was US\$15,250.

The poverty rate decreased from 40 per cent in 2004 to 8 per cent in 2017, benefiting all population groups, although inequitably. The poverty rate among children and adolescents (0-18) fell from 59 per cent in 2004 to 15 per cent in 2017 (per data published in 2018). The percentage of elderly people living in poverty was 1 per cent and in adults between 30 to 64 years it was 5 per cent.

In addition to the gaps between age groups (reflected in the over-concentration of poverty in children, adolescents and young people), poverty among afro-descendant children was double that of other children (at 25.7 per cent).

Uruguay was still showing progress in terms of economic growth and poverty reduction (particularly in comparison with some of the largest Southern Cone economies). However, the positive trend of income poverty reduction recorded from 2004 to 2012 slowed. Between 2007 and 2012 the Gini coefficient dropped from 0.46 to 0.38, and since then it has remained stable.

Child mortality was 6.5/1,000 live births in 2017, compared to 9.3/1,000 live births in 2012. The coverage of early childhood development programmes grew from 26 per cent in 2013 to 33 per cent in 2017 (per data published in 2018) for children aged between 0 and 2 years, and from 83 per cent to 88 per cent for children aged between 3 and 5 in pre-primary education.

Although child-related policies have accomplished highly positive outcomes in the last few years, the country still faced challenges in 2018. According to a national survey conducted in schools, the percentage of overweight children aged 9 to 12 increased in the last 10 years, from 31 per cent in 2009 to 43 per cent in 2018. In 2017, the National Early Childhood Health, Nutrition and Development Survey found that 25 per cent of children between 2 and 3 years old only drank sweetened drinks.

Adolescent pregnancy rates have dramatically decreased in Uruguay. As of 2017, the rate was 6.8 per cent. However, 19 per cent of adolescent girls living below the poverty line were

pregnant or were mothers.

Uruguay ranked 16 out of 18 countries in Latin America in terms of young people completing secondary education. Forty-two per cent of young people graduated from secondary education. The graduation rate from secondary education was almost six times higher in the richest 20 per cent of the population than in the poorest 20 per cent (at 79 per cent vs 13 per cent).

During the last five years, lower secondary school repetition rates decreased every year, from 33 per cent in 2011 to 24.7 per cent in 2017. The graduation rate from lower secondary education increased from 64 per cent to 72 per cent between 2012 and 2017, which is explained by its improvement in the three poorest income quintiles (approximately 11 per cent improvement for each quintile).

According to the UNICEF Headquarters Global Database, Uruguay had the third highest rate of child institutionalization in Latin America and the Caribbean, behind Haiti and Suriname. Approximately 3,700 children lived in residential institutions. According to its 2015 Concluding Observations, the Committee on the Rights of the Child welcomed 'the efforts made by the State party to provide family and community-based alternatives for children deprived of a family environment,' but remained concerned about 'the large number of children placed in full-time institutional care' and said that 'despite the measures adopted for the deinstitutionalization and/or reunification of these children with their biological families, the Committee remains concerned about the limited impact of those measures. The Committee also notes with concern the lack of an adequate mechanism to monitor the placement of children in foster care and institutions. The Committee was also alarmed 'that violence against children remains a serious problem in the State party and that measures adopted to identify and protect child victims of violence, including domestic violence, remain inadequate.'

In Uruguay, 54.6 per cent of adults admitted committing a violent act (physical or psychological) against at least one child under their care. There are approximately 5,500 complaints of domestic violence against children per year. In 2017, 3,000 children victims of violence were cared for by the National Institute for Children and Adolescents. A total of 150,000 children and adolescents (17.5 per cent of the total population under 18 years old) lived in homes affected by gender-based violence and 20,000 children witnessed physical violence in couples. Approximately 42 per cent of victims of femicide had dependent children. Some 600 children were victims of sexual abuse.

Almost 35 per cent of girls aged 12 to 19 years old suffered discrimination from their peers in school, and 61 per cent stated that they felt discriminated against for their physical appearance and/or their fashion choices.

According to data from the national government, since 2013 there has been a constant yearly increase in the suicide rate, going from 16.1/100,000 in 2013 to 20.4/100,000 in 2016. According to the World Bank online databases, in 2016 Uruguay had the fifteenth highest suicide rate of 183 countries surveyed. The only available official age-disaggregated data shows that while the prevalence of suicide in adults aged 35 to 54 years decreased (from 32.6/100,000 in 2008 to 26.1/100,000 in 2010 among men, and from 11.4/100,000 in 2008 to 9/100,000 in 2010 among women), during the same period the suicide rate slightly increased among children and young people aged 0 to 34 (going from 14/100,000 to 16.6/100,000 among males and from 2.7/100,000 to 3.7/100,000 among females). More recent disaggregated data is needed to help understand whether there has actually been an increase in suicide among

adolescents and young people.

Even though 51 per cent of the voters in the 2014 plebiscite were against the decrease of the age of criminal responsibility, the Parliament approved a series of regressive laws on juvenile criminal justice, including changes to the 2017 general Penal Procedure Code. Contrary to the existing laws for adults, the new Penal Procedure Code includes pre-trial detention for adolescents when they commit crimes such as robbery using violence and uttering personal threats. Research shows that judges send adolescents to detention rather than ordering alternative justice measures available. In 2016 the number of adolescents who were deprived of liberty significantly outnumbered those serving non-custodial penalties (473 versus 280). Authorities were closing a pre-trial detention centre that, according to reports from the country's National Human Rights Institution, was overcrowded, in extremely poor condition and where adolescents were being locked in their cells for up to 22 hours per day. UNICEF observed a positive trend wherein the number of adolescents sent to detention centres decreased. As of 30 December 2018, the number of adolescents deprived of their liberty reached 383, including 57 adolescents in pre-trial detention, and 300 adolescents were serving non-custodial sentences.

During the last few decades, migrants in Uruguay have traditionally come from Argentina and Brazil and have been easily absorbed into the labour market. In 2017, 80,750 migrants were living in Uruguay, representing 2.3 per cent of the population. There is no data available for 2018. UN projections estimate that 12,000 migrants from Venezuela may enter the country in 2019. During the last five years, migrants from Cuba, Dominican Republic, Peru and Venezuela represented 25 per cent of the migrant population. The newly arrived migrants were young, with a median age of 29 years old (10 years younger than the average population) and 30 per cent were children and adolescents. Migrant children and adolescents had access to housing, education and health care. Evidence shows that school attendance was nearly 100 per cent among both immigrant boys and girls.

In 2019 there will be elections in Uruguay for President and the Parliament.

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

Goal area 1: Every child survives and thrives

In partnership with the Ministry of Social Development, the Ministry of Economy and Finance, and the Latin America and the Caribbean Economic and Social Council (ECLAC), UNICEF presented a study on child poverty and the impact of public policies on early childhood development. These included: Uruguay Grows With You, Child Care Centres, and Plan CAIF and pre-primary education. The study showed that Uruguay invested less in early childhood than in children aged 6 to 12 and adolescents 13 to 18. Public expenditure on social policies for children aged 0 to 3 years old was 0.96 per cent of the GDP for children aged 4 to 12 years old it was 2.84 per cent, and for adolescents aged 12 to 17 years old it was 1.91 per cent.

This study will provide evidence for UNICEF to engage in advocacy for a budget increase for early childhood and will support progress toward the country programme document indicator that 'policies and programmes are influenced by analysis and advocacy actions to reduce child poverty,' as well as the UN Development Assistance Fund indicators around 'poverty gaps in

the population under 18 versus the population aged over 18' and 'per cent of children under the age of 3 who live below the poverty line and receive assistance from early childhood programmes'.

UNICEF supported the Ministry of Public Health to validate and update the national guidelines for monitoring early childhood development. The updated guidelines contain recommendations for public and private health services in monitoring the development of children under five.

UNICEF also supported the monitoring of 43 maternity wards to assess compliance with the Baby-Friendly Hospital Initiative. In 2018, UNICEF helped to update this methodology, integrating four additional indicators, such as the number of caesarean births and cases of vertical syphilis transmission.

Following a 2017 law and a 2018 regulation that requires obligatory breastfeeding rooms in all workplaces, UNICEF, the Ministry of Public Health and the Ministry of Labour formed a partnership to promote breastfeeding rooms in the workplace. UNICEF supported the Ministry of Public Health and the University of the Republic to begin collecting information for monitoring compliance with the regulations for advertising breast milk substitutes by health centres, supermarkets, drugstores and the media, using the NetCode methodology developed by UNICEF and the Pan American Health Organization. Results will be available in the first half of 2019.

For three consecutive years, UNICEF has provided technical and financial support for innovative community-based programmes implemented by the Municipality of Canelones (the second largest province in the country, with 16 per cent of the national population). The One Thousand Days of Equality programme began with an assessment of the status of pregnant women and children under two years of age and the resources available in the six municipalities that have the highest levels of child poverty. The assessment showed that 35 per cent of pregnant adolescents had their first antenatal check-up later than they should have, and that in the poorest households, childrearing practices were inadequate and violent. The assessment also showed that pregnant women and their babies were suffering from overweight and obesity. Following the assessment, UNICEF supported the Canelones municipality to design six local plans, with the participation of families, communities, and non-governmental organizations, reaching a total of 315,000 inhabitants. The plans identified the following future strategies: actions to prevent adolescent pregnancy; violence prevention activities for health services, schools, police, military and the private sector; and obesity prevention in primary schools.

To contribute to national policies in the fight against non-communicable diseases, UNICEF, the World Health Organization (WHO) and the Food and Agriculture Organization (FAO) supported the drafting of a national decree that established compulsory front-of-package warning labels for products with excessive salt, sugar and fat, which was adopted in 2018. UNICEF, WHO and FAO will carry out a mass communication campaign aimed at explaining to the population that excess consumption of sodium, sugar and fat is a risk factor for non-communicable diseases.

The Ministry of Public Health and UNICEF signed an agreement that includes improving child and adolescent nutrition and promoting physical activity in schools; carrying out an online course for medical staff on Baby-Friendly Hospital Initiative standards; and a training programme for paediatricians on early childhood development.

UNICEF and the University of the Republic formed a partnership to design a communication for development (C4D) campaign aimed at helping children and adolescents to adopt a healthy diet.

Goal area 2: Every child learns

In 2018 UNICEF made progress toward achieving the following country programme document indicators: 'existence of curricula and support from teachers and school administrators that are inclusive of children with disabilities,' and 'Innovations to improve access and learning for the most disadvantaged children are implemented at scale and are sustainable.'

A total of 72 schools were part of the Mandela Network, a joint initiative led by education authorities, UNICEF and the Inter-American Institute on Disability and Inclusive Development to promote inclusive education models in Uruguay. As part of the joint initiative, the Inter-American Institute on Disability and Inclusive Development provided support to the Early and Primary Education Council in implementing the Mandela Network. The Mandela Network includes training of teachers, workshops for children and their families and the application of methodologies and strategies in the schools to apply educational inclusion standards. Between 2017 and 2018, the programme scaled-up its work, from 38 schools in 12 of Uruguay's 19 provinces, to 72 schools in 18 provinces, exceeding the target of 60 schools by 2020. The programme has reached more than 18,000 children and their families. It has provided extra support to students, built the capacities of teachers and provided educational materials.

The increase in coverage between 2017 and 2018 is explained by the high interest of schools in the network, as well as the strong commitment of education authorities to scale up the project. By March 2019, UNICEF and education authorities are planning to include secondary schools in general and vocational programmes.

A partnership with the Latin American Social Sciences Institute (FLACSO) allowed the Government to reach 950 additional schools in 2018 that were not formally part of the Mandela Network. This was achieved by building the capacities of 250 additional primary school teachers on new approaches to inclusive education. In total, 500 teachers received training between 2016 and 2018 and were able to replicate their updated knowledge and skills with a total of 18,000 primary school teachers across the country.

UNICEF, working jointly with the Inter-American Institute on Disability and Inclusive Development and education authorities, organized two national meetings in 2017 and 2018 with the participation of 400 children from the 72 Mandela schools (220 children with disabilities and 180 without). The objective of the meetings was to promote the participation and empowerment of both children with and without disabilities, and to prepare advocacy materials that will influence policymakers. Participants prepared two brochures outlining their requests and needs. On 19 July 2018, the first brochure, *Our World Our Rules*, was presented by children to members of Parliament and the President of Uruguay. On 28 November 2018, children presented a draft of the second brochure, which contains recommendations for teachers on how to improve their teaching techniques, to members of the Senate and the Vice President.

With UNICEF's support, in 2018, education authorities organized two national seminars to discuss education reform. In the first seminar, principals and representatives from more than 50 secondary schools that have the highest rates of students repeating year levels and dropping

out shared experiences and lessons learned to improve learning results and reduce dropout rates in secondary education. Academics and education authorities from Argentina and Chile presented their views. In the second seminar, teachers and administrative authorities discussed alternative pedagogical strategies to support learning processes for students facing the risk of failing or dropping out of school.

In the last quarter of 2018, UNICEF organized a group consisting of every international development cooperation agency working on education in Uruguay. Participants included UNICEF, UNESCO, the International Labour Organization, the Latin American Bank for Development, Inter-American Development Bank, the World Bank and the Organization of Ibero-American States for Education, Science and Culture. The main objective of the group is to promote political dialogue about educational topics by obtaining evidence, exchanging knowledge and experiences from other countries. In 2019, this group plans to organize a series of three dialogues on secondary education, skills for learning and employability and tertiary education.

UNICEF Uruguay provided technical assistance to the educational system (Secondary Education Council) to implement an interactive platform for the dissemination of information on student rights and to respond to student requests for information and/or mentoring.

Goal area 3: Every child is protected from violence and exploitation

UNICEF continued to support the Mechanism for the Prevention of Torture that was set up by the National Human Rights Institution for the monitoring of conditions of children and adults placed in care institutions, children and adults in psychiatric institutions and adolescents and adults in detention centres. UNICEF Uruguay often accompanied staff of the Mechanism on visits, which allowed UNICEF to better understand the situation faced by the most vulnerable institutionalised children and to identify needs and gaps and advocate for changes and improvements. Following the visits, the National Human Rights Institution requests urgent protection measures, advocates for new measures that should be implemented by the relevant public authorities and prepares reports with recommendations for the institution. The Mechanism has proven to be a powerful instrument for the immediate protection of children and adolescents from imminent danger. It has contributed to institutional change, the eradication of physical punishment in detention centres and the closing of a detention centre where adolescents in conflict with the law were held in unacceptable conditions. It also has contributed to the improvement of living conditions in some detention centres and care institutions. However, despite many successful efforts and suitable actions to protect at-risk children, the system still faces challenges that affect the wellbeing of some children and adolescents who are under the protection of the State. UNICEF and Defence for Children International prepared a guideline document to help the Mechanism carry out monitoring in residential centres in compliance with international human rights standards.

UNICEF worked on a guidance document for education, health and care staff for the protection and referral of children who are victims of violence. In 2017, UNICEF, in partnership with the Ministry of Public Health, education authorities and the Children and Adolescents Institute (INAU), updated a protocol for primary school teachers to help them identify and address violence against children. In 2018, more than 1,000 future primary school teachers were trained through an online platform on how to use the protocol. UNICEF and the Ministry of Public Health prepared a protocol for the identification of cases of sexual violence against children that is obligatory for every health service in the country. UNICEF also worked on the

elaboration of a protocol for INAU to address cases of violence against children.

UNICEF supported the Ministry of Interior to collect information on homicide against children and adolescents from government administrative records. As a result, the Ministry of Interior will regularly publish information on the number of children and adolescents who are victims of homicide. UNICEF also supported the diagnostic of the Hotline for cases of violence against children (INAU Hotline). UNICEF signed an agreement with the Government's Health Service Administration for the recording of administrative data for cases of violence against children and adolescents in the national health system.

UNICEF supported the drafting of an amendment to the Children's Code, specifically to include urgent protective actions that favour child victims of domestic violence, as well as measures to avoid the re-victimization of child victims of violence in any judicial procedure. The Senate approved the bill and it is due for approval by the Chamber of Representatives.

Since 2016, UNICEF has worked with governmental officials, the National Human Rights Institution, the European Union, UNDP and many non-governmental organizations to advocate for a juvenile justice system that complies with international human rights standards. Based on the findings of a 2016 nation-wide study to assess the implementation of non-custodial penalties, UNICEF organized an international symposium and a social media campaign, which directly led to increased awareness by juvenile justice system authorities of the importance of these penalties and of further implementing them as an alternative to detention. In 2017 and 2018, UNICEF worked with the Supreme Court, the Children and Adolescents Institute (INAU) and the Office of the General Attorney (the institution responsible for enforcing sanctions against adolescents in conflict with the law), as well as with civil society organizations, to design and launch a mandatory protocol and guide for the relevant institutions with compulsory actions on how to implement non-custodial measures.

UNICEF signed an agreement with law enforcement institutions to set up a juvenile justice administrative information system. A technical committee, coordinated by UNICEF, was established to monitor follow up of the indicators.

Despite efforts by the Children and Adolescents Institute (INAU) such as the creation of a nationwide programme for developing alternative care modalities and the generation of coordination mechanisms between residential centres and territorial family support teams, the number of children living under institutional care did not decrease. There were promising pilot initiatives, experiences led by civil society organizations and supported by UNICEF, which showed that through developing an individual plan for each child and social protection support measures for households, it is possible to avoid institutionalization and encourage measures that allow children to stay with their families. UNICEF supported the La Barca NGO to implement a software programme designed to facilitate the monitoring of children in residential child care and their eventual deinstitutionalization. There were positive results from a pilot implementation of the software in residential centres in the Colonia province. UNICEF worked with the Children and Adolescents Institute (INAU) on a plan to scale up the software to the national level in the near future.

UNICEF supported the Children and Adolescents Institute (INAU) to conduct a census of child residential centres. The census will provide information about the situations of children who are staying in the centres and details about their families and their social and economic situation, with the objective of identifying alternatives that lead to deinstitutionalization and family

reunification.

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

UNICEF joined the National Advisory Council on the Rights of Children and Adolescents and contributed to strengthening the capacities of parliamentarians and their staff in relation to children's and adolescents' rights.

At year end, UNICEF was finalizing a publication that will include the papers presented in the international seminar 'Investing in childhood and adolescence: key opportunities for development' organized in 2017 by UNICEF in partnership with the World Bank, the Inter-American Development Bank and the Latin American Bank for Development. The publication brings together new scientific evidence and findings from the fields of neuroscience, economics, nutrition and social sciences on the importance of early childhood and adolescence in terms of social development. It invites reflection about the main lessons learned from successful social protection programmes and policies. The document will be published in Spanish in March 2019 and will include contributions from academics in Argentina, Chile, Denmark, Finland, Italy and the United States, as well as from the recipient of the 2000 Nobel Prize for Economics and the former Inter-American Development Bank President. UNICEF will use this publication to engage in advocacy with the National Council of Social Policy, arguing for the expansion of cash transfer programmes that favour children and adolescents. In particular, UNICEF will advocate for the Family Allocations programme, which covers 66.2 per cent of all children and adolescents living in Uruguay and represents spending of 0.36 per cent of the GDP.

In light of an expected increase in the number of migrants arriving from Venezuela and other countries, UNICEF worked in partnership with the University of the Republic to support research on child migrants and their families in Uruguay. The research will help political decision-making processes. In partnership with the International Organization for Migration, UNICEF also began a process of systematizing best practices in schools to show how authorities and teachers are integrating migrant children into the education system, and how migrant and non-migrant children live and learn together and respect their different cultures. In 2019, UNICEF will work in partnership with the International Organization for Migration to publish and disseminate evidence; develop advocacy materials aimed at promoting the rights of migrant children and their families; work with authorities to strengthen public policies targeting migrant children and adolescents; and improve the capacities of teachers and education authorities.

Gender dimension

In 2018, UNICEF analysed police records and estimated that 150,000 children were living in households where women were victims of violence from their partners, representing 20.3 per cent of all households with children. Based on this information, UNICEF worked with the Institute of Women's Affairs to include specific questions about children who witness violence between adults in the next national gender-based violence survey.

UNICEF worked with the Children and Adolescents Institute (INAU) and the Ministry of Health to prepare a protocol for the identification of cases of sexual violence against children that

require compulsory compliance from health services. UNICEF and other UN agencies continued to advocate for the increase of the minimum legal age for marriage, which is currently 16 for both male and female adolescents.

Humanitarian situations

In 2018 Uruguay did not experience any humanitarian situation that required UNICEF support. Humanitarian situations were rare, small-scale and mostly related to weather events such as floods, droughts or strong storms. In general, the Government had sufficient capacity for emergency responses.

During 2018, UNICEF worked with the National Emergencies System (the government agency responsible for emergency and disaster management) and the Children and Adolescents Institute (INAU) to conduct a study that evaluated the national capacity for emergency prevention and response, with a focus on child protection. Based on the results of the study, UNICEF will support the development of an action plan on emergency preparedness and response that uses a children's rights perspective.

Other cross-cutting actions: social mobilization for child rights, adolescent participation and private sector engagement

Based on the findings of the 2013 Multiple Indicator Cluster Survey module on child discipline, UNICEF launched its 'Good Treatment' ('Trato bien') campaign to raise awareness among the general population about the negative impact of violent discipline on child development. The campaign focused on adult caregivers and provided tools for positive discipline. The campaign was viewed by 2,670,612 people on Facebook, 2,542,283 on Instagram and 284,919 Twitter users. The campaign secured the engagement of 27 popular digital influencers who replicated the content with their audiences. The official campaign hashtag #TratoBien (#GoodTreatment) had a potential reach of 15,396,932 accounts, as well as 18,044 interactions between Instagram and Twitter. The campaign advertisements redirected viewers to a website (www.tratobien.org) that provided information and practical tools. The website was visited more than 57,000 times in the first month of the campaign. A total of 42 news outlets reported on the campaign, reaching an audience of 928,000 people.

The growth in the number of pledge donors to UNICEF has accelerated considerably since 2010. At the end of 2018, UNICEF Uruguay had 76,866 pledge donors. That represented 3 per cent of the country's adult population and made Uruguay the country in the region with the highest percentage of individual pledge donors in relation to the total population. In 2018 the amount of funds raised by the UNICEF Uruguay increased by 22 per cent compared to 2017.

In 2018, UNICEF, in partnership with UNESCO, universities and government institutions (including the Ceibal Plan - one laptop per child programme) presented the Kids Online Study for Uruguay, a joint initiative between UNICEF Innocenti Research Centre, the London School of Economics and the EU Kids Online network. The research provided insights on internet use by children and adolescents and related opportunities and risks. One of the main findings was that parents know little or nothing about how children and adolescents use the internet.

As part of its work to commemorate World Children's Day, UNICEF Uruguay partnered with a children's rights network to co-design messages with adolescents on internet usage. More than

40 adolescents from the poorest neighbourhoods in Montevideo and other cities met several times to discuss their views on digital access, opportunities, skills and risks regarding the use of technology. They agreed that they wanted to change the perceptions adults have about the way adolescents use the internet and on the importance of promoting openness and dialogue between adults and adolescents. UNICEF, working with the adolescents, planned several events to disseminate the key messages, including with the Mayor of Montevideo and his cabinet. The children also wrote a manifesto to convey their message and advocate for changes in the attitudes and perceptions of adults.

A total of 80 private companies attended the launch of the Guidance Note on Breastfeeding Rooms in the Workplace by the Minister of Public Health and UNICEF. The dissemination of the Guidance Note encouraged public and private companies to establish breastfeeding rooms in the workplace, as regulated by Law 19.530. A total of 76 companies established new nursing rooms that were registered via a state-owned web portal set up for that purpose.

Deloitte published a report, 'What are companies doing for children?', with information on the private sector in Colombia, Paraguay, Peru and Uruguay.

UNICEF and its Business Advisory Board organized an event with 100 UNICEF private sector supporters and invited them to accompany UNICEF in working on the child-related Sustainable Development Goals, co-creating and escalating innovative solutions and putting children at the core of their decision-making.

Part 3: Lessons learned and constraints

Uruguay has the potential to become a laboratory for UNICEF to test and model initiatives that very quickly can be scaled up nationally and then replicated in other countries and regions. Uruguay Grows With You, a programme for the most excluded children under the age of five, was imported from Chile and adapted to the local context in 2013. In six years, Uruguay Grows With You became a national policy, reaching 100 per cent of the most vulnerable children under five. The UNICEF Regional Office for Latin America and the Caribbean identified the preparation of the Uruguayan protocol on non-custodial sanctions for adolescents who are in conflict with the law as a successful inter-institutional work strategy that should be replicated in other countries in the region.

UNICEF Uruguay plays a crucial role in highlighting issues that affect groups of excluded or vulnerable children in a high income country. Even though the overall poverty rate dramatically decreased (from 40 per cent in 2004 to 8 per cent in 2017), there were still a disproportionate number of children and adolescents living in poverty (15 per cent). That number was even higher among afro-descendent children and adolescents (26 per cent).

Matters of concern for UNICEF Uruguay include issues such as eating habits and obesity, non-communicable diseases, bullying and mental health issues that affect adolescents. UNICEF Uruguay is also concerned with the social and cultural acceptance of institutionalization of children (Uruguay ranks third in Latin America and the Caribbean in the number of children living in care institutions per capita). Other areas that have been identified for action include: high dropout rates in secondary education (only 42 per cent of students graduate from

secondary school); high prevalence of violent disciplinary methods used with children and adolescents; and emerging issues such as migration and violence and discrimination among peers.

In a final assessment of the 'Trato bien' campaign, families interviewed described the messages as challenging and thought-provoking. Findings showed that the campaign messages succeeded in creating empathy among the target audience and that parents and caregivers had a positive opinion on the alternatives to violent child rearing practices proposed by the campaign. Families interviewed also said they had not accessed the tools for appropriate child parenting practices in the website www.tratobien.org. In 2019, UNICEF will design strategies to better target the audience by preparing messages that take into consideration factors such as the children's' ages and suburban/urban settings.

UNICEF developed a partnership to build the capacities of staff at the National Human Rights Institution and accompany the Institution to monitor adolescents held in detention and children and adolescents in care institutions, temporary protection centres and psychiatric facilities. This allowed UNICEF to interact with children and adolescents in extremely disenfranchised situations, to better understand the conditions of the most vulnerable children and adolescents in Uruguay and better assist staff at the National Human Rights Institution and provide support to other child protection institutions. These regular monitoring visits led to the closure of detention centres and residential care centres run by NGOs, the improvement of conditions in protection centres and actions to protect children at risk in residential care.

The Government continued to design family reunification programmes, but the number of children in institutions did not seem to decrease. This situation might be explained by the fact that some judges order institutionalization measures instead of alternative family-oriented measures; or by the absence of monitoring by judges of the conditions experienced by children and adolescents in residential institutions. It might also be explained by a lack of suitable living conditions for parents so that they can receive custody of their children; gaps in the reunification and social protection programmes; or a lack of skilled human resources. In 2019, UNICEF will focus on links between the protection system and social assistance and cash transfer programmes, as well as on supporting the Government to improve de-institutionalization policies.

Three per cent of the adult population donated to UNICEF's work in Uruguay and contributed to UNICEF programmes for the most vulnerable children in the world. This shows that the Uruguayan population has a strong social conscience and a high appreciation for UNICEF's work. Development actors, academics and government officials agree that the social agenda in Uruguay needs to focus on children. In this framework, UNICEF and the Uruguayan Agency for International Cooperation plan to undertake a study on the added value contributed by UNICEF's cooperation. The study may provide valuable inputs for the next cooperation programme, and eventually could inform other UNICEF programmes in high income countries.

The results achieved in 2018 in private fundraising and partnerships(both in terms of growth of the number of individual donors and the engagement of companies in corporate social responsibility activities) were notable. One of UNICEF Uruguay's main challenges for the coming years will be expanding the group of businesses that support its work. Expanding the group of companies that support UNICEF will allow the Organization to incorporate a new type of business leader: young entrepreneurs who run businesses in the areas of technology and innovation and who have peers and networks at regional and global levels. UNICEF also has

learned that with a growing number of organizations conducting fundraising campaigns for social purposes in Uruguay, UNICEF needs to gather more in-depth knowledge about the profiles and expectations of potential donors. UNICEF also may need to explore new strategies that complement current work in order to maintain growth.