UNICEF Uruguay helped contribute to the defeat of the proposed law to lower the age of criminal responsibility to 16 years of age. Such a change would have been in violation of the Convention on the Rights of the Child (CRC), which has been ratified by Uruguay.

The positive evaluation of a UNICEF-supported project, for the reconversion of care centres for boys and girls without parental care in the Rio Negro province, led the Uruguayan Institute for Children and Adolescents (INAU) to commit to the escalation of the project at a national level. INAU staff in Rio Negro were trained to use a software programme especially designed by the NGO La Barca. This also involved establishing a new way of working, geared at seeking new family alternatives for children with long stays in institutions. UNICEF signed a Memorandum of Understanding with INAU to provide support in the training and installation of the software and the tools for the reconversion of centres into foster care facilities.

In spite of the numerous achievements seen in 2014, progress in the juvenile justice sector continues to be limited.

The partnership with the National Human Rights Institution continued, with the aim of consolidating the group of experts who monitor the situation of children and adolescents deprived of liberty due to law infringement or for protection reasons. As a result of visits and the publication of reports, significant improvements have been achieved in reclusion centres. Work began on the first national report on children in care institutions.

The partnership with ANTEL (National Telecommunications Company), the main telephone company of Uruguay, has resulted in the company’s significant engagement in initiatives promoting children rights and welfare. Among the areas of collaboration were the development of non-traditional payment methods for pledges through telephone bills. This has expanded the UNICEF pledge donor base (27,000 pledge donors, 60 per cent of the pledge database), that generates US$1.3 million per year of income. ANTEL expertise and know-how was also used to develop massive innovative platforms, including SMS and telephone landline campaigns (for communicating and fundraising), through which 45 per cent of Uruguayan households were reached annually; and 85,000 one-time contributions were obtained. ANTEL has also engaged with more with children’s initiatives, such as the “Cero Falta” campaign, aimed at reducing absenteeism and drop-out in primary education.

Equity Case Study

‘1000 days of equality for all children of Canelones’ (1000 DEC) is an initiative of the Government of Canelones with the support of UNICEF to promote and protect the development of all children from birth to the age of 36 months, with a special focus on the most vulnerable. It is a response to child poverty and territorial inequalities regarding early childhood care. It seeks
to create an information system for monitoring child growth and development during the first 1000 days of life as well as child care services performance; and plans of action designed for each region.

Phase I, data collection and information analysis, ran from March to September 2014. Phase II, presentation of results by region, ran from September to December 2014. Information regarding child health, nutrition and development was gathered in coordination with many local and national institutions (health sector, child care institutions, municipalities, National University).

The areas that did not improve were poor housing, families living in flooding areas, violence within the families, children living with no contact with their fathers, smoking during pregnancy, women alone as head of their homes.

Summary Notes and Acronyms

ANEP: Administración Nacional de Educación Pública (National Public Education Administration)
APRENDER: Programa de Atención Prioritaria en Entornos con Dificultades Estructurales Relativas (Learning Programme in Priority Areas)
ASSE: Administración de los Servicios de Salud del Estado (State Health Services Administration)
AUCI: Uruguayan Agency for International Cooperation
C4D: Communication for Development
CAIF: Centros de Atención a la Infancia y la Familia (Children and Family Care Centers)
CEIBAL: Conectividad Educativa de Informática Básica para el Aprendizaje en Línea (Plan of educational connectivity of basic information technology for online learning)
CEIP: Consejo de Educación Inicial y Primaria (Pre-Primary and Primary Education Council)
CES: Consejo de Educación Secundaria (Secondary Education Council)
CIDH: Corte Interamericana de Derechos Humanos (Inter-American Court of Human Rights)
ECLAC: Economic Commission for Latin America and the Caribbean
IACHR: Inter-American Commission on Human Rights
IIDI: Instituto Intermaericano sobre Discapacidad y Desarrollo Inclusivo (Inter-American Institute on Disability and Inclusive Development)
IMC: Intendencia Municipal de Canelones (Canelones City Council)
IMM: Intendencia Municipal de Montevideo (Montevideo City Council)
INAU: Instituto del Niño y Adolescente de Uruguay (Uruguayan Institute for Children and Adolescents)
MEC: Ministerio de Educación y Cultura (Ministry of Education and Culture)
MI: Ministerio del Interior (Ministry of the Interior)
MICS: Multi Indicator Cluster Survey
MIDES: Ministerio de Desarrollo Social (Ministry of Social Development)
MSP: Ministerio de Salud Pública (Ministry of Public Health)
OMT: United Nations Operations Interagency Group
OPP: Oficina de Planeamiento y Presupuesto (Planning and Budget Office)
PAS: Performance Appraisal System
PBR: Programme and Budget Review
PFP: Private Funding and Partnerships
PNS: Programa Nacional de Sida (National AIDS Programme)
RUANDI: Red Uruguaya de Apoyo a La Nutrición Infantil (Uruguayan Network for Support of Child Nutrition)
Capacity Development

Initiatives to enhance lawyers and judicial operator’s capacity to strengthen the justice system in the treatment of children and adolescents were undertaken. A new training on human rights of children devoted to 40 public defenders was implemented in accordance with the National Public University. Sixty prosecutors were trained in the treatment of child violence, sexual abuse, and commercial exploitation, and 60 technicians from the Technical Forensic Institute (psychologists and social workers) were trained in addressing child sexual abuse.

Evidence Generation, Policy Dialogue and Advocacy

In Uruguay, poverty and adverse conditions affect young children and adolescents. There is a broad consensus around the need to face the challenges of strengthening early childhood policies and increasing secondary education completion rates.

In order to promote policy dialogue and advocacy, as well as to raise public awareness around these issues, on August 26, 2014, UNICEF, the Inter-American Development Bank (IADB), and the World Bank convened a high level workshop, gathering experts and politicians from the four larger political parties. Three keynote international speakers with a well-known history of research and professional activity in the related fields were joined by four national analysts representing the four political parties.

The event was attended by 300 people, and evaluations noted it was a significant occasion for positioning child issues at the top of the political agenda. The successful cooperation with IADB and World Bank on the event demonstrated that there is opportunity for possible joint work in the future.

External Communication and Public Advocacy

A plebiscite for a constitutional reform was held on October 26th, in order to decide if 16 and 17 year-old adolescents should be criminally prosecuted as adults in penal courts. UNICEF’s communication strategy (a mix of advocacy and Communication for Development (C4D)) in 2014 was centred on sensitizing key audiences against this initiative. The adoption of this amendment would have constituted a violation of the commitments made by the Uruguayan State in the Convention of the Rights of the Child and a retreat on Uruguayan adolescents’ human rights.

UNICEF’s communications efforts included three audiovisual spots that presented arguments against lowering the age and encouraged the viewer to go to a website (www.sonadolescentes.org.uy) to explore the arguments further. On the website, the public could find testimonies of experts and documents to provide clear information about the complex issue. Social media was used to replicate and disseminate the information. UNICEF used Google network and YouTube, Facebook and ad spaces in local news websites to reach a
broad audience. On Facebook, more than 1,294,080 people were reached (out of an electorate of 2,620,717 people.

South-South Cooperation and Triangular Cooperation

South-South Cooperation (SSC) between Uruguay and other countries in the region has intensified in recent years. UNICEF has cooperated with the Uruguayan Agency for International Cooperation (AUCI) regarding child and adolescent issues. UNICEF facilitated Uruguay’s participation in the international workshop on early childhood (EC) programs held in El Salvador in March 2014. An agreement of cooperation was established between both Governments in order to share experiences and lessons learned from the Uruguayan program *Uruguay Crece Contigo* (Uruguay Growing Together). The objective of the agreement was to identify and adapt to El Salvador the innovative experiences and best practices of EC programs developed in Uruguay in order to facilitate the design and implementation of EC public policies. At the same time, it is expected that Uruguayan experts also will learn from the Salvadoran experience. An initial technical mission of Salvadoran institutions to Uruguay to identify best practices that could be adapted to El Salvador was carried out in November 2014. UNICEF Uruguay has closely coordinated these activities with UNICEF El Salvador.

Human Rights-Based Approach to Cooperation

In 2014, in the context of the campaign for lowering the age of criminal liability, public awareness activities were focused on the situation analysis of the rights of adolescents, and the promotion of the principles of the Convention on the Rights of the Child. UNICEF Uruguay prepared a report for the Committee on the Rights of the Child and participated in the pre-session on the Uruguayan State report. A report was also prepared for the members of the United Nations Committee against Torture, who received the representatives of the Uruguayan State and issued their recommendations in May. UNICEF continued to support the consolidation of the National Preventive Mechanism against Torture through an Agreement with the National Human Rights Institution. During 2014, several reports were prepared on the situation of adolescents deprived of liberty, which led to improvements in the conditions of various reclusion centres. The process of visits to centres where boys and girls are institutionalized for protection reasons was begun.

Gender Mainstreaming and Equality

UNICEF Uruguay has a gender focal point that also works on planning and protection issues. Through the engagement of the UN group on gender and the coordination of actions with UN WOMEN, technical and financial support was provided for the preparation of a study on legislative production on Gender Equality and Generations during 2010 – 2014. In the framework of the preparation of the Situation Analysis for the new cooperation programme, a survey was conducted of all the information available broken down by sex, and new information was incorporated to the analysis. On the issue of gender violence and generations, a survey was launched of judicial case records on domestic violence, with the aim of determining the number of judicial interventions conducted for violence against women involving boys and girls, and how the justice system operates in such cases.

Environmental Sustainability

Environmental sustainability is not included in UNICEF’s current cooperation programme. It is part of the United Nations Development Action Framework (UNDAF) and of the work of several agencies of the system. During the preparation of the next cooperation programme (2016 –
2020), and in coordination with the rest of the United Nations System, potential future cooperation lines will be analysed.

**Effective Leadership**

During 2014, several actions were taken by the Country Management Team (CMT) to improve operations and programme management performance. Eleven CMT meetings were held, as well as 18 Programme Coordination meetings, 3 staff meetings and 1 Joint Consultative Committee.

An audit was performed between 28 May and 15 August, covering the period from January 2013 to 30 April 2014. The auditors made 13 recommendations, 11 of which are of medium importance, and 2 of high importance. UNICEF is currently working on compliance with the recommendations made.

Performance evaluation report (PAS)
First quarter and mid-year review were completed on time by all the staff.

A security assistant visited the office on several occasions and made recommendations to improve safety. Staff members took part in a fire fighting training delivered by the National Fire Brigade. All staff completed the mandatory course “Basic security in the field II”. Before travelling, staff make a security clearance request (TRIP).

The Operations Manager for Argentina, Chile, Uruguay and Paraguay is leading the Hub since February 2013. The Operations Manager participated in all CMTs via Skype or Lync and made two visits to the office in Uruguay, both to address audit issues.

The auditors recommended a review of the Table of Authorities (TOA) to remove, where possible, conflicts in assigned roles. At present, the TOA is being reviewed and mitigation measures are being adopted in cases of conflict.

The auditors also highlighted the need to have more results-focused planning and reporting. A two-day workshop on results based management was organized for all staff.

**Financial Resources Management**

Eleven CMT meetings were held in 2014. These meetings included the assessment of the financial situation, the monitoring of private fundraising and partnerships (PFP) and direct cash transfer income, and of performance indicators. The CMT reviewed and updated the office performance indicators.

In December 2014, there was: no direct cash transfer outstanding for more than 9 months; 100 per cent of the regular resources have been implemented; and the percentage of implementation versus planned exceeds 90 per cent.

An audit was conducted from May 28 to August 15. The auditors made 13 recommendations, in the following areas:
Governance: 9 (7 medium-priority, and 2 high-priority recommendations)
Programme: 2 (medium-priority recommendations).
Operations: 2 (medium-priority recommendations)

The 2 high-priority recommendations were both related to staff structure and compliance to
required processes. UNICEF Uruguay has prepared an action plan to address the issues noted and several recommendations are currently being implemented.

Institutional funds cover most of the office’s operational costs. Expenses not covered by BMA are charged to the cross-sectoral component.

### Fund-raising and Donor Relations

UNICEF Uruguay did not receive funds from external donors in 2014, and therefore, no donor reports were prepared. Fundraising is conducted locally through individuals and cooperative partnerships.

### Evaluation

No evaluations were conducted in 2014. However, several studies were conducted, providing significant input for the identification of bottlenecks.

The preliminary report of the Multi Indicator Cluster Survey (MICS) results is being prepared and will be published in the coming months in agreement with the Ministry of Social Development.

A research study on driving factors of low attendance in preschool and primary education was conducted, published and presented jointly with the Council of Early and Primary Education, and will be used as input for the preparation of the next five-year plan.

A survey on the health, nutrition, and development situation of children in the province of Canelones was conducted and the data was presented jointly with the authorities of Canelones. A study on the institutional and programmatic review of the Plan for Centers for the Care of Children and Families (CAIF) – 25 years was conducted, presented and discussed with CAIF staff and the Board of INAU. It is currently being published and will be presented to the new authorities to be used as input for the government five-year plan.

### Efficiency Gains and Cost Savings

UNICEF Uruguay continued to participate in the inter-agency group Operations Management Team (OMT). Since the OMT started operations, several agreements have been made with companies in different fields (air tickets, stationery, information technology supplies, courier, and hotels).

In 2014, the United Nations System had standing agreements with ANTEL (telecommunications), DHL (courier), COPA (airline), IBERIA (airline), QALIT Express (office supplies, Paper), Districomp (information technology supplies) and several hotels in the city of Montevideo, which resulted in cost savings.

### Supply Management

Procurement of goods, services and assets for the UNICEF programme in Uruguay represents 43.6 per cent of the total programme implementation (US$2,710,101).

Programme supplies (mostly printing materials) were procured locally, and immediately delivered to the implementing partner. There is no warehouse controlled by UNICEF in Uruguay.
Security for Staff and Premises

In 2014, funds were received from UNICEF Headquarters for security expenses. These funds were used for installing protective window films in all the offices, changing the locks and the entry system of both floors, replacing the security cameras for higher quality cameras, buying first aid kit elements and recharging existing fire extinguishers.

In August 2014, the UN Department of Safety and Security mission conducted at the United Nations Security Management System evaluation. The objective of the evaluation was to review the implementation of security policies and procedures, including the level of compliance with the Minimum Operating Security Standards (MOSS). MOSS compliance was 98 per cent. During the mission, the UNDSS team gave a training course on “Risk Assessment Workshop” attended by the office security Focal Point. Upon his arrival in the country, the new Representative received a briefing about security issues from the UNDSS Security Assistant.

Human Resources

The Performance Appraisal System (PAS) is incorporated in the office culture, and the staff complies with the established deadlines. A results-based approach is being enhanced and increasingly adopted.

The local staff association encouraged the staff to participate in the 2014 Global Staff Survey, and most of the staff did so.

There were sufficient funds to fill the RR and OR posts.

The audit recommended that a review of the staffing structure in the Private Funding and Partnerships (PFP) section be performed, and a PFP structure plan be developed in line with PFP expected growth. The new posts will be presented in next year’s Programme and Budget Review (PBR).

New staff members were provided with the ten minimum standards on HIV in the workplace. Working jointly with the local staff association, condoms and information were made available at the UNICEF offices.

A PFP Assistant (Corporate) GS4 was recruited. The Operations Manager, PFP Officer, the President of the local staff association and a PFP specialist from Argentina Office took part in the selection process.

Effective Use of Information and Communication Technology

Cloud-based office tools were used, including Outlook on PCs and personal smart phones. Lync was used for telephone calls and for video-conferencing in 90 per cent of cases. Sharepoint was used to share all documentation. UNICEF Uruguay’s social media presence increased significantly in 2014. A team is responsible for updates and control in relation to the online media and monitoring in real time.

Programme Components from RAM

ANALYSIS BY OUTCOME AND OUTPUT RESULTS
OUTCOME 1 The quality of public policies in IECD and education has been improved as well as disparities in access and learning achievements are reduced.

Analytical Statement of Progress:
Even though important challenges remain, public policies devoted to early childhood and to education have advanced vis-à-vis both quality and scope. New programs addressing early childhood focused on the most disadvantaged children were implemented, improving child care and families’ access to social services. Education policies aimed at improving learning achievements as well as reducing dropout rates have been developed, covering number of schools across the country. The following issues persist and are of future concern:
- Children from 0 to 5 are still the most affected by adversity (22.6 per cent under the income poverty line and 44.5 per cent living in households with at least one basic need), putting at risk their opportunities to fully achieve their potential in life.

Repetition and disparities in education outcomes continue in primary education and especially in secondary education with high and persisting dropout rates among the poorest. (The graduation rate from secondary education is 7.6 per cent for adolescents from the lowest quintile; 70.3 per cent for adolescents from the highest quintile.)

OUTPUT 3 Political consensus achieved around a proposal of a Social protection system for children under five years old and their families.

Analytical Statement of Progress:
In order to promote policy dialogue as well as to raise public awareness around EC and the need of a social protection system for children under five, UNICEF y advocated for EC focus on social policies as a social investment and not an expenditure. This was very important not only to facilitate the consolidation of current programs like UCC and CAIF but to influence the political debate in the context of national elections. Many proposals raised by political parties included specific mentions on the relevance of early childhood in the public policies. As an example of these activities, on August 26, 2014, UNICEF, together with the IADB and World Bank, convened a high level workshop, gathering experts and politicians from the four larger political parties to discuss the relevance of early childhood and adolescence as the “two windows of opportunities” to be contemplated in public policies.

UNICEF continued providing support to key partners Uruguay Crece Contigo (UCC/OPP), Plan CAIF and Ministry of Public Health (MSP). Both UCC and CAIF expanded, reaching out by the end of 2014 to a larger population of children under four years old. UCC covered all 19 provinces of Uruguay and 10,000 families and CAIF was operating 370 centres. The UCC intervention package was also consolidated with UNICEF´s support in the areas of nutrition and child development and new materials were developed by UNICEF in support of both programs.

In an alliance with UCC, the Institut Pasteur of Montevideo and the University of Uruguay, UNICEF worked to consolidate a network of researchers in different areas related to early childhood. This initiative is aimed at providing scientific evidence as an input to develop effective interventions in early childhood. UNICEF facilitated the dialogue between policy decision makers and scientists, which is considered an essential input in the definition of an integrated social protection system for EC.

Constraints included the electoral context and the closing of the present administration, the program fragmentation, and the difficulties to coordinate and to develop a common action.
OUTPUT 4 Innovative experiences regarding early childhood successfully implemented

Analytical Statement of Progress:

UNICEF continued to provide support to the Municipality of Canelones (MoC) to pilot innovative approaches to be replicated at national level. “1000 days of equality for all children of Canelones” (1000 DEC) is an initiative of the MoC to promote and protect the development of all children from birth to the age of 36 months with a special focus on the most vulnerable. It is a response to problems such as persistence of child poverty and poor environmental conditions, poor service networks and territorial inequalities regarding EC care. While putting a priority on the most vulnerable children, it proposes a universal approach aimed at overcoming the constraints of program focalization. 1000 DEC seeks an information system for monitoring child growth and development during the first 1000 days of life as well as child care services performance, and plans of action designed for each region.

Phase I, data collection and information analysis, ran from March to September 2014. Phase II, presentation of results by region, ran from September to December. During this phase, information regarding child health, nutrition and development was gathered in coordination with many local and national institutions (health sector, child care institutions, municipalities, National University). Results showed improvements in some areas like growth and development, obesity, birth underweight and pre-term birth.

OUTPUT 5 Learning achievement in primary schools in the poorest areas improved.

Analytical Statement of Progress:

In 2014, UNICEF Uruguay supported policies oriented to improve learning achievements in the most disadvantaged students and to reduce inequity gaps. UNICEF Uruguay provided technical assistance to educative system in order to implement the Programme “APRENDER”, targeted in primary schools located in the poorest neighbourhoods and covering 30.2 per cent of pupils. In cooperation with education authorities, UNICEF implemented training activities for 539 teachers who work in those primary schools. More than 15,000 children who participated in this programme and their families indirectly benefited from those training activities.

OUTPUT 6 Graduation rates from secondary school increased

Analytical Statement of Progress:

At secondary education level, UNICEF Uruguay provided support to consolidate positive impacts of innovative policies and programs which aim to improve learning as well as to reduce dropout in lower secondary education. In 2014, UNICEF Uruguay provided technical assistance and financial support to implement training activities for more than 700 teachers of secondary school to encourage them to employ innovative pedagogical approaches and tools to improve learning achievements. UNICEF also provided technical assistance to produce pedagogical guidelines and tools for teachers in order to facilitate their work as mentors of students with high probability to leave education. Those teachers have worked as mentors helping approximately 10,000 pupils (almost 10 per cent of enrolment), which attend lower secondary schools in the poorest areas and have high risk of repetition and dropout.

UNICEF Uruguay also supported the formulation and implementation process of educative projects in 10 per cent of secondary schools in order to improve educative results. Design of
those projects involved a wide scope of actors, including principals, teachers, students and their families, in order to establish improvement goals and corresponding strategies to achieve them.

OUTPUT 7 Knowledge generation, advocacy and technical assistance

Analytical Statement of Progress:

In 2014, with UNESCO, UNDP and the International Labour Organisation (ILO), UNICEF Uruguay implemented a Joint Project to provide technical advice to education authorities in order to design a long-term strategy to improve results, which includes goals and targets.

In 2014 UNICEF Uruguay also continued cooperating with the recently created Institute of Educational Evaluation of Uruguay (INEEd) to strengthen its technical capabilities. In December, the first Report of INEEd on the education situation in Uruguay was presented. The report was produced with UNICEF support. In November, a study was presented on economic, social, educative and cultural determinants of low attendance in initial education (from 3 up to 5 years) and first grades of primary school. Conclusions and recommendations of this research are expected to contribute to actions to reduce low attendance as well as to design and implement new strategies when the new Government takes office in 2015

OUTCOME 2 Children and adolescents benefit from a legal framework and public institutions aligned to the CRC principles.

Analytical Statement of Progress:

During 2014, work focused on four specific areas: strengthening of institutions for the monitoring of the rights of the most vulnerable boys, girls and adolescents; knowledge production, capacity-building and awareness-raising about adolescents in conflict with the law; support to the National Institute of the Child and the Adolescent for the reduction of the number of children living in institutions; and awareness-raising about violence among operators and families.

Although advances were made in all areas, the most important result of the year was the rejection of the proposed reform to prosecute 16-year-old adolescents as adults. In 2015, strategies will be implemented to consolidate the advances of the previous years in terms of training of public institution operators (teachers, justice operators, INAU educators, etc.), seeking to establish a foundation for profound institutional change to promote children’s and adolescents’ rights.

OUTPUT 1 Sustained mechanisms for child rights monitoring established.

Analytical Statement of Progress:

Joint work with the National Human Rights Institution continued with the aim of consolidating the group of experts who monitor the situation of children and adolescents deprived of liberty due to law infringement or for protection reasons. As a result of visits and the publication of reports, significant improvements were achieved in reclusion centres. Work on the first national report on children in care institutions is underway.

A future challenge is the strengthening of the National Human Rights Institution, which does not yet have its own budget to cover the team’s financial costs. This issue will be addressed in the coming debate of the national budget.
Work on the MICS survey was completed, and the report of results will be presented jointly with the new government in early 2015.

**OUTPUT 2**

**National legislation on juvenile justice according to the standards set in the CRC**

**Analytical Statement of Progress:**

In the second half of 2014, UNICEF Uruguay’s work focused on advocacy and public opinion awareness about the plebiscite for lowering the age of criminal liability from 18 to 16 years of age. Those efforts had positive results, and the reform was not passed. UNICEF’s efforts concerning the plebiscite included the following:

Information from the Judicial System, the Ministry of the Interior, and the Institute of the Child and the Adolescent of Uruguay was compiled, organized, and presented; and specific information was produced through a survey of judicial records. Based on a diagnosis of the coverage of juvenile criminal justice issues on the part of communication media, specific informational materials were produced for the press, which were distributed to all the media in the country. A training course for journalists was organized called “childhood in the electoral campaign,” which included a specific module on the lowering of the age of criminal liability. The concern about the possible lowering of the age of liability was noted in the reports submitted by UNICEF to the committees entrusted with the monitoring of treaty compliance: the Committee in charge of monitoring compliance with the Convention on the Rights of the Child and the Committee Against Torture, and in the report prepared in the framework of the Universal Periodic Review. With the aim of providing further input for public reflection on this issue, in September 2014, the Office launched the website “Son adolescentes” (They are adolescents) [http://www.sonadolescentes.org/](http://www.sonadolescentes.org/), containing documentary and statistical information, as well as testimonials of experts and academics from neuroscience, child and adolescent psychiatry, human rights, etc. The website was widely viewed, and more than 1.2 million people were reached via Facebook.

**OUTPUT 3**

**Prevention of violence against children and women incorporated in the key social public policies.**

**Analytical Statement of Progress:**

In order to incorporate the prevention and detection of violence in schools, training of future teachers continued in 2014. A total of 600 teaching students were trained in the detection and management of violence situations. Teachers were provided with materials for the support of children suffering from situations of violence or abuse. Short films about self-care were completed and presented jointly with primary education authorities.

Training activities continued to strengthen the justice system in the treatment of: child violence, sexual abuse, and commercial exploitation. Sixty technicians from the Technical Forensic Institute (psychologists and social workers) were trained in addressing child sexual abuse.

During 2014, contributions were made to the consolidation of the System of Prevention and Management of Violence, through active participation in the meetings of the Management Committee of the Comprehensive System for the Protection of Children and Adolescents against Violence (SIPIAV) and the co-organization of the Seminar: "Child abuse and sexual abuse: approaches for intervention".
OUTPUT 4 A reform that gradually reduces the number of children in institutional care is implemented

Analytical Statement of Progress:

Direct support was provided to a project for the reconversion of care centres for boys and girls without parental care in the province of Río Negro. By using a software program especially designed by the NGO La Barca, work was undertaken to train all the INAU staff in the province. An evaluation workshop was conducted in December, which involved local as well as national authorities. INAU has committed to the escalation of this project at a national level. UNICEF signed a Memorandum of Understanding with INAU to support the training and installation of the software and the tools for the reconversion of centres into foster care facilities.

OUTCOME 3 Civil society, media and private sector engaged in mobilizing and leveraging resources for children.

OUTPUT 1 Local Fundraising Increased

Analytical Statement of Progress:

UNICEF Uruguay focused on diversifying the portfolio for the acquisition 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). UNICEF Uruguay also incorporating the electricity bill as a further mechanism for the payment of pledge donations. An agreement was entered into with UTE, the state-owned electricity company, which has the monopoly of power supply in the country and 1 million customers, as an alternative method of payment to debit card and phone bill. Fundraising platforms based on SMS and phone call campaigns were used to complement the TV telethon. This strategy allowed UNICEF to obtain 93,250 one-off donations. Through prospection campaigns, 9,870 new monthly donors were captured, upgrade campaigns were carried out among 30,000 partners, resulting in average donation increases of 20 per cent of the total, and a reinforcement of loyalty and nurturing processes.

A total of US$2,818,560 was raised, a 28 per cent increase over 2013. A total of US$1,080,544 in RR was sent, US$173,314 for the Regional Thematic Fund and US$29,715 for the emergencies of the Philippines and Ebola. The funds sent more than doubled those sent in 2013.

These funds are sustainable (94 per cent of the funds proceed from individual donors), are not earmarked and are risk averse: UNICEF Uruguay currently has a pledge database of 47,112 donors, accounting for 2 per cent of the adult population.

OUTPUT 2 Corporate engagement & RSE

Analytical Statement of Progress:

In order to follow up on some of the dimensions of children rights and corporate principles, UNICEF and Deloitte developed the second edition of the research “What are business
corporations doing for children?” According to this study, 9.6 per cent of corporations have programs that benefit children.

UNICEF, jointly with the Consultative Council of Entrepreneurs, presented a video about Children’s rights & Business Principles at the annual fundraising corporate gala. The video was well received by attendees. The opinion survey conducted showed a degree of satisfaction with the materials of 8.4 (out of 10 points), and 75 per cent expressed a wish to receive more information on the rights of children and childhood.

OUTPUT 4 The society is aware and is sensitive to the situation of children and adolescents rights.

Analytical Statement of Progress:
The plebiscite for a constitutional reform to decide if 16 and 17 year-old adolescents should be criminally prosecuted as adults in penal courts defined UNICEF Uruguay’s communication priorities for 2014. The main objective during the second part of the year was to sensitize the public opinion against this initiative and to promote an image of adolescence which does not focus on crime.

One of the strategies was to provide to citizens with information about lowering the age of criminal responsibility and present the reasons why, if this reform was approved, it would violate the rights of Uruguayan adolescents. Testimony was provided from different disciplines such as human rights, criminal law, psychiatry and neuroscience, among others. Information provided the public statistics and clear answers to a complex discussion.

Another strategy was to address the issue from a positive perspective, showing a profile of adolescence that is not usually shown. UNICEF promoted a film tour about teenagers’ realities called “Primera Persona” that toured the 19 provinces of the country between September and October. “Primera Persona” is a documentary series that showcases the stories of 18 teenagers. The intention was to demystify some issues of adolescence and get to know their real concerns, their dreams and their prospects at this crucial stage of life. Hundreds of people joined the tour around the country, and a lot more viewed the documentaries online at www.primerapersona.tv.

Only 47 per cent of the electorate voted in favour of lowering the age in the plebiscite, so the reform was not approved.

OUTPUT 5 The coverage of children’s issues in the media increases and the quality of treatment improves.

Analytical Statement of Progress:
The topic related to children’s issues most addressed by the media during 2014 was the lowering the age of criminal responsibility. Media coverage increased as the October plebiscite approached. In August, UNICEF distributed a booklet on the issue prepared especially for the press, with specific information about the age of criminal responsibility approached from different angles, as well as specific sources to consult. The website “Son Adolescentes” which presented a variety testimonies and documents with statistics and specialized information, also became a source of information for the press.

The conferences on strategic issues of childhood and adolescence during the election
campaign led to multiple questions and eventually newspaper articles that addressed the issues of early childhood, education and juvenile justice.

In December, the fourth investigation on media about childhood and adolescence in the Uruguayan press was presented, which includes a quantitative and qualitative analysis of the news about childhood from 2010 to 2013. This publication was presented to more than 70 journalists. In a panel discussion, the editors themselves reflected on journalistic practice regarding coverage of children's issues. After their presentation, the publication was distributed to more than 300 journalists from around the country.

**Other Publication**

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<th>Title</th>
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<tbody>
<tr>
<td>Asistencia escolar en las escuelas públicas uruguayas. Educación inicial y primeros grados de primaria</td>
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<tr>
<td>Autonomía anticipada. Tramas y trampas del egreso de adolescentes institucionalizados por protección</td>
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<tr>
<td>Acompañando a los nativos digitales (brochure). Recursos para acompañar a niños, niñas y adolescentes en el uso de las tecnologías</td>
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<tr>
<td>Anímate a despertar tu magia II. (tomes I y II). Encuentro de niños, niñas y adolescentes escritores de cuentos</td>
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<tr>
<td>Aportes para la cobertura periodística sobre la rebaja de la edad de imputabilidad</td>
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