The Proteja Brasil App

Innovation and technology to protect children’s rights.

unicef
We would like to thank all the participants for their contribution to the study. Without their valuable contribution, it would not have been possible to document this initiative.

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Photo Credit: Office of the President of the Republic
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UNICEF and the Secretariat for Human Rights, of the Presidency of the Republic of Brazil have been working closely together to protect the rights of each and every child and adolescent in Brazil. The collaboration around the Proteja Brasil app sought to create a technological solution that could provide information and, at the same time, facilitate access of Brazilian citizens to the national child protection system (i.e the Brazilian Rights Guarantee System). It was important from the very onset not only that the solution would be adapted to the given Brazilian framework, but also that it would allow for replication in other countries, in accordance with their respective contexts.

As Brazil was about to host several large sporting events in 2013 and 2014, there was a call for a quick and effective proposal. In efforts to cope with such challenge, the rights partners were identified, namely the Non-Governmental Organization CEDECA Bahia and Ilhasoft Inc. The launch of the Proteja Brasil, for smartphones and tablets, was a result of such partnership.

The app brings children and adolescents, who are victims of human rights violation, closer to the public facilities and social services for child protection that exist in the 27 Brazilian capital cities and their surroundings. The tool provides adequate information on how to proceed in cases of violation and identifies, through georeferencing, nearby police stations and protection institutes. As such, the app enables us to realize children’s rights for a larger group of people, extending the protection network to children at risk.

By September 2016, about 51,000 users had the tool installed in their smartphones, while 692,000 app interactions were registered.

The Proteja Brasil project is innovative in the sense of generating technologies that allow for its replication throughout other parts of the world. Besides enhancing protection mechanisms, the app also fulfils another absolute priority: keeping boys and girls safe from violence, neglect, discrimination and exploitation, as prescribed by the Convention on the Rights of the Child as well as by the Brazilian Statute of the Child and the Adolescent.

Casimira Benge, Chief of Child Protection, UNICEF Brazil

Angelica Goulart, National Secretary for the Promotion of Child Rights - Secretariat for Human Rights, Presidency of the Republic of Brazil (in memoriam)
In 2013 and 2014, Brazil hosted two large sporting events: the FIFA Confederations Cup and the FIFA World Cup. The two events were considered an opportunity, not only to promote sports practice, but also as a catalyst for social and economic development of the country. However, there was a strong possibility that these events could pose a risk of increasing the violation of child rights, so all governmental and non-governmental institutions active in the field of children and adolescent’s rights mobilized efforts to intensify protection actions.

In 2012, the various social actors started debates on the need to adopt an agenda of initiatives that converged towards preventing and responding to violations of the human rights of children. In that context the idea emerged of an app to be put in the hands of Brazilian citizens that would make it physically feasible for them to report violence against children and adolescents.

As a result of a partnership established between UNICEF, the NGO CEDECA/Bahia (Children and Adolescents Defence Centre), The Secretariat for Human Rights of the Presidency of the Republic (henceforth SDH) and the Ilhasoft company, the app ‘Proteja Brasil’ was originally developed using simple, accessible technology. It provides the public with the location of, and access to social services and public facilities for the protection of child rights in the 27 Brazilian capital cities and their respective metropolitan areas.

The instrument makes it easier to identify and report situations of vulnerability and increases the chances of notification of such violations to the respective authorities.

This document describes the initiative and has the following objectives:

1. to document the case of the innovative app that can help the Brazilian population to protect its children and adolescents.

2. to explain how the app works, and make an analysis of the initiative, including lessons learned and challenges to be faced to expand it.

3. to demonstrate ways in which similar actions can be adopted by other countries, according to their respective realities.
The Proteja Brasil App

Proteja Brasil is an app developed for tablets and smartphones with the aim of facilitating identification and notification of child rights violations. It can be downloaded for free to smartphones and tablets that use iOS or Android systems. Making use of the user’s current location via GPS technology, the app lists phones, addresses and best routes to reach specialized juvenile protection police stations, guardianship councils, juvenile courts and organizations that help fight violence against children in the main Brazilian cities.

App users also have the option of forwarding their complaint directly to the Federal Government’s Dial 100 service, the main hotline, maintained by the SDH. Overseas, the instrument presents the phone numbers and addresses of Brazilian Consulates and Embassies.

The app also facilitates the identification of different types of rights violation insofar as its menu shows the most recurrent types of rights violations in Brazil: Child Labour, Physical Violence, Psychological Violence, Sexual Violence, Discrimination, Torture,

In recent years UNICEF has been calling on governments, society and businesses to act together to stimulate new ideas capable of providing answers to the challenges that negatively affect the rights of children and adolescents. Present in 190 countries, UNICEF uses its wide network to foster new ways of thinking, working and collaborating with partners. To guide this effort, UNICEF has established nine principles that serve as a guide for the development of innovative strategies:

1. Design with the user;
2. Understand the existing ecosystem;
3. Design for scale;
4. Build for sustainability;
5. Be data driven;
6. Use open standards, open data, open source, and open innovation;
7. Reuse and improve;
8. Do no harm;

How was the Proteja Brasil developed?

Proteja Brasil is a joint initiative of UNICEF and SDH. Launched in 2013, Proteja Brazil initially formed part of a collaboration between UNICEF, Ilhasoft, CEDECA Bahia

Trafficking of Persons, Neglect and Abandonment among many others. The identity of the person making the notification is kept anonymous.

The app is an innovative initiative in the georeferencing of child protection institutions. It uses the power of mobile devices to meet an urgent task: to prevent and respond to child rights violations.

The innovative aspects include the possibility to expedite complaint procedures to relevant authorities and the promotion of smartphone and other mobile devices as child protection channels.

As such, the application has effectively materialized the principles of innovation, as established by UNICEF (see the text box on the right).
and the Brazilian Association of Magistrates and Public Prosecutors (ABMP). Shortly thereafter, the Federal Government adhered to the initiative, including it as one of the central components of the Convergence Agenda.

In 2016, a second version was released, with new functionalities, including a database integrated with the Dial 100 Hotline as well as additional information on rights violations among several vulnerable groups.

Brazil on the map of new technologies

With approximately 200 million inhabitants, Brazil ranks as the fifth largest country in terms of population. Currently, more than 116 million Brazilians have access to the internet.

This information, added to the number of mobile lines - 270 million - allow for a better understanding of the potential of the sector. According to the Digital, Social and Mobile Survey (2015), 77 million Brazilians access social media through mobile applications. According to the 11th edition of the 2015 ICT household survey, which measures the possession, use, access and habits of the Brazilian population in relation to information and communication technologies, mobile phones are the most used devices for individual access: 89%, followed by desktop PCs (40%), laptop or notebook (39%), tablet (19%), television (13%) and videogame (8%).

The increased usage of smartphones, which represent 70% of all the devices in use, and with 40 million multiscreen users (of different virtual environments), shows a promising market: 72% of those who often use smartphones are online every day through mobile devices, and 20% access the web exclusively through their phones. Existing figures place the country as the fourth largest mobile market in the world.
The app was strategically developed in two modules:

1. **Informative Module**: presents concepts and types of violence against children.

2. **Complaint Module**: pinpoints nearby centres of the child protection system in Brazil and provides a fast and direct connection with the Dial 100 Hotline.

The app’s well designed architecture ensures fluid navigation, free from bottlenecks or delays and gives fast, complete access to its main functions, resulting in an excellent user experience. Its visual design was enhanced during trials to offer a light, modern and efficient look.

Ilhasoft, the developer, has ensured the concession of the respective codes meaning that the app is open source and can be replicated in other countries and regions, with only minor adjustments to its technology.

One of the major challenges, when implementing an initiative like Proteja Brasil, is to map the contacts of entities dedicated to child rights (or similar facilities in other countries or regions). The process of mapping out institutions and centres in Brazil’s 5,561 municipalities, and periodically updating the information, would not have been possible without the support of the Federal Government, especially SDH.

**Dial 100 Hotline**

When developing Proteja Brasil, it was considered important to connect the app to the Dial 100 Hotline. Furthermore, the various types of violence were grouped according to the service’s classification system, such as, child labour, physical violence, psychological violence, sexual violence, discrimination, torture, trafficking of human beings, neglect and abandonment, thereby making the complaint easier to process. In 2016, in order to promote a greater integration with the Dial 100 Hotline, the application was revamped so users can submit complaints to the authorities by
Brazil is a global reference insofar as it has one of the first national legislations on this matter (Estatuto da Criança e do Adolescente) compatible with the 1989 UN Convention on the Rights of the Child, in force since 1990. Brazil has served as an example of good practice to other countries in the region and to the world at large.

To achieve real progress in regard to this legal framework, the Statute of Child and Adolescent instituted the Child Protection System, which establishes a close relation between public authorities and civil society in developing and monitoring public programmes for children.

The system is multidisciplinary counting on relevant stakeholders such as social workers, public prosecutors, public defenders, police, guardianship councils and other bodies in the fields of healthcare, sports, education, social assistance, labour market insertion and other sectors.

Child Rights in Brazil

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email or SMS. The application issues a tracking number that allows users to monitor progress. The revamped version made the process more efficient, still ensuring the anonymity of the user, increasing the feeling of shared responsibility, as anyone who has access to the internet via mobile devices, even without credit (prepaid mobile lines) can immediately contact relevant authorities.

The evolution of the app followed the improvements made at the Dial 100 Hotline. Currently, the hotline functions as a multi-channel platform that receives complaints of rights violations of several vulnerable groups. Proteja Brasil has thus become the extension of the Dial 100 Hotline for mobile devices.
The “Disque Direitos Humanos” - Dial 100 Hotline - maintained by the Federal Government since 2003, receives reports of violations of the rights of children, adolescents, homeless people, people with disability, gays, bisexuals and transgenders, as well as reports of torture and other human rights violations.

It functions 24 hours a day, seven days a week, including holidays and receives toll free phone calls from all over the country, from both landline and cell phones.

The complaints can be anonymous, and the confidentiality of all information is assured when requested by the informant. In 2014 alone, Dial 100 registered 91,342 complaints of child rights violations (see further details in the graph below).

Recurrent violations of children rights in Brazil - 91,342 complaints registered in 2014.
Step-by-step

1. SEARCH FOR THE DIFFERENT TYPES OF VIOLATION

<table>
<thead>
<tr>
<th>Violation type</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Children</td>
<td>Cases of children’s rights violation, as sexual violence, physical and psychological violence, child pornography, threats and abuse.</td>
</tr>
<tr>
<td>Elderly</td>
<td>Violence, neglect, abandonment, mistreatment, financial and economic abuse against the elderly.</td>
</tr>
<tr>
<td>Person with disability</td>
<td>Discrimination, intolerance, prejudice, abuse and abandonment against the person with disability.</td>
</tr>
<tr>
<td>LGBT community</td>
<td></td>
</tr>
</tbody>
</table>
2. PINPOINT THE CHILD PROTECTION NETWORK

3. SUBMIT YOUR COMPLAINT

**TYPES OF VIOLATION**

- Child labor
- Child trafficking
- Excessive use of the internet
- Privacy issues
- Physical violence
- Institutional violence
- Psychological violence
- Sexual violence
- Property destruction
- Illegal adoption
- Online sexual violence
- Cyberbullying
- Discrimination
- Exposure of nudity without consent
- Negligence
- Child Pornography
- Torture
HOW TO SUBMIT A COMPLAINT

- Make a phone call directly to the public service mapped in the app display.
- Call the Dial 100 Hotline.
- Register a complain in person at the closest child protection institution.
- Submit a complain electronically through e-mail, as per the below:

Upon completing the form, send the complaint to the Dial 100 Hotline team by email.
TYPES OF COMPLAINTS AS FEATURED IN THE APP:

- Report public places without accessibility
- Report online rights violation
- Call the Dial 100 Hotline
- Report a presencial rights violation (e.g. streets, institutions, families or communities)

PROTEJA BRASIL IN NUMBERS
(May/2013 to April/2015)

- Total downloads: 51,283
- Single Users: 49,325*
- Number of times the app was opened: 159,998
- Total interactions with the app: 692,680

* People who accessed the app at least once.

THE USER PROFILE

- 25% between 18 and 24 years;
- 50% between 25 and 34 years;
- 23% between 35 and 55 years.
- 2% other age groups.
- 79% are female;
- 21% are male.

Data provided by Ilhasoft in September 2016.
The pathway of an innovative idea

Why develop an app?

The Proteja Brasil app is the result of a joint initiative. The idea of developing an app to promote child rights emerged from a consensus among several Brazilian stakeholders on the need to strengthen existing reporting channels, while encouraging social mobilization in favour of child protection.

Discussions around the app date from 2012, when UNICEF, CEDECA/BA and other partners implemented an initiative to address violence against children in the Brazilian state of Bahia. The main topic was the need to strengthen the local child protection network to address possible challenges due to the 2013 FIFA Confederations Cup and the 2014 FIFA World Cup - situations in which the risk for child rights violations could increase.

“The main discussion was on how to prepare the Child Protection System to operate during the 2013 FIFA Confederations Cup and the 2014 FIFA World Cup that were about to take place in Brazil. The issue was how to put an effective tool in the hands of the general public that would facilitate reporting of abuse”.

Casimira Benge, Chief of Child Protection, UNICEF Brazil.

The initial concern was to include strategic stakeholders in the debate, as to compile data on the main types of child rights violation registered and the organizations in charge of assistance. For this initial discussion, partners used the case example of the Carnival in Salvador (capital city of the state of Bahia), which gathers over 2 million people annually.

This exercise resulted in 11 operational procedures and related workflows, delineating the pathways of the reporting process and identifying the stakeholders, public agents to be notified and the relevant legislation in place associated to each type of violation.

“The process enabled us to realize that there was still a lack of understanding of the roles of each actor in the protection network. This is why we developed the workflows; to show who is who in the system, map out the different violations, clarify who is to be contacted in any given situation and inform where to notify..."
To further spread the idea, the engaged partners carried out capacity development with the organizations of the child protection system in Bahia and developed an action plan for the Carnival and the 2014 FIFA World Cup. From that point on, it was decided to map out reference centres of the child protection system. This was also when the idea of an app emerged, as to gather contact information and addresses to facilitate submissions of complaints as well as to guide citizens to the nearest reference centres.

“There was a strong concern about the absence of an instrument capable of evaluating the operational flows and provide accurate up-to-date information. The app came to fill that gap since, with the app at hand, anyone with a smartphone or internet-capable tablet could have access to the actors, reporting channels, reference centers and their respective mandates. It is an effective tool and a milestone initiative in the history of the struggle against the violation of child rights; one that has revolutionised the entire process of the weak systems against sexual violence. Brazil is the first country to have adopted it”.

Hélia Barbosa, Public Defender and Professor in Children Rights.

Ilhasoft had previously developed an app to track missing children - called FindPeople. Conversations started when Ilhasoft approached UNICEF to share this initiative. It was at this moment in time that the idea of a similar instrument that could be developed for the reporting of child and adolescent abuse came about. Ilhasoft was founded with the vision of creating mobile applications capable of making a difference in people’s lives.

“We belong to a generation that strongly believes that entrepreneurism and volunteer work can make a difference. We have to come up with something that can have a social impact and can change people’s lives. That’s why we accepted the challenge to develop Proteja Brasil”.

Leandro Neves, Ilhasoft Associate.

In 2012 the project partners reached out to SDH. The idea was to involve the Federal Government in the initiative, as to further strengthen Brazil’s child protection system. This is when the debate started around the development of a national agenda to converge all actions to ensure the realization of the rights of boys and 20 girls during major sports events,

Alliance Network

In this process, UNICEF and CEDE-CA/BA found another partner, the app developer company Ilhasoft, created by a group of young digital entrepreneurs based in Maceió, capital city of the state of Alagoas.
using the app as one of the main tools.

“We took part in the entire creation, formulation and negotiation process of the app. It is, without a doubt, an innovative project. It introduces a dynamic, modern language, acting as yet another instrument to strengthen the channels for reporting situations in which violence is practiced against boys and girls”.

Angélica Goulart, National Secretary for the Promotion of Child Rights (in memoriam).

First Test

As the discussions developed, during the mobilization for May 18, 2013 (National Day for Combatting Sexual Violence Against Children and Adolescents) the app was presented to the Brazilian society. A month later, during the FIFA Confederations Cup, the Proteja Brasil app was tested in the six host cities of the event.

Although the app was widely accepted, it became clear that a huge campaign would be needed to mobilize the general population and actors of the child protection system. Moreover, a few technical aspects needed to be revised, especially to improve the layout, make it more userfriendly, and further improve the mapping tool for reference centres.

What is the Convergence Agenda?

The Proteja Brasil Convergence Agenda was an initiative coordinated by the public authorities, alongside civil society, to put in motion a set of inter-federative and intersectoral actions.

The idea was to ensure integral protection of the rights of children, adolescents, the homeless and people with disabilities in the contexts of major sporting, cultural or religious events.

During the 2014 FIFA World Cup, each host city had a local committee for integral child protection, responsible for developing a set of coordinated services centred on 3 pillars:

- Outreach Teams on duty, Itinerant Teams and Living Spaces. The outreach teams were a landmark and a point of integration of the services associated to the child and human rights field, implemented by local and state governments that were part of the Proteja Brasil Convergence Agenda.

The first pilot phase of the Convergence Agenda was focused around the FIFA World Cup, however the initiative aims to cover all major events in Brazil, including, for instance, the I World Indigenous Games (2015), as well as the Olympic and Paralympic Games (2016) and other regional events such as the carnival, among others.
Discussions were also held around challenges related to communication. The one key question was how to transform what could be seen as a negative agenda into a positive idea, in the context of an event such as the World Cup.

**Official Launch**

Months later, the Proteja Brasil app was officially launched as part of a set of actions prescribed by the Convergence Agenda (see box on page 19). Proteja Brasil also formed an active part in the UNICEF End Violence against Children Global Initiative, which used the hashtag #ENDViolence to mobilize the social networks.

On May 18th, 2014, just before the FIFA World Cup, the app was widely promoted through the National Campaign Proteja Brasil – Faça Bo-nito (Do the right thing). As part of the campaign, star football player Tinga, from the Brazilian team Cruzeiro, starred in a video, released across social networks as well as in the Fox Sports Brazil channel.

In February 2014, Tinga had been the victim of racist insults in a game for the Copa Bridgestone Libertadores, while defending Cruzeiro, in Peru. In the video, Tinga called on people to ensure that no child gets victimised by racism or any other type of rights violation.

During that stage, an assessment of the child protection network capacity of in the 12 host cities of the World Cup was carried out. After that, the mapping was expanded to all 27 Brazilian capitals and their surroundings.

**Communication Strategies**

To broadly disseminate the app, UNICEF and its partners launched a campaign whereby, in three languages - Portuguese, Spanish and English -, the initiative called on international visitors and Brazilians to protect the children. The slogan was: “It’s in your hands to protect children from violence” and it aimed to underscore the idea that with a concrete tool at hand, anyone can report situations of violence.

The communication campaign was unfolded as a pro-bono initiative by the renowned advertising agency Ogilvy, with support from the Save the Dream initiative, of the ICSS (International Centre for Sports Security), a non-profit organization that seeks to improve security and integrity in the world of sports.

The initiative used illustrations warning about situations of physical violence, child labour, sexual exploitation, neglect and discrimination against children and adolescents. It was replicated by hotel chains, tele-
vision networks, airlines and sports celebrities. Ads were posted in alternative places like airport restrooms, in bars and restaurants and in social media.

The campaign strategy was based on the process of sensitizing people in regards to the importance of reporting violations. The Ministry of Education also adhered to the initiative, incentivizing teachers to use the app in their tablets and cellphones. The app was also disseminated throughout some 15,000 Brazilian schools by the Transforma initiative (the Rio 2016 education programme, which sought to mobilize schools around the values of the Olympic Games and protection of children).

Proteja Brasil was placed in the spotlight for three weeks at the GooglePlay Store and Apple’s AppStore. Another strategy was to mobilize relevant public personalities to use their outreach to the general public to promote the project. UNICEF and its partners attracted to the cause celebrities like the football players Neymar Júnior from Brazil and Javier “Chicharito” Hernández from México, the Brazilian actor Lázaro Ramos, the presenter and nutritionist, Bela Gil, the Brazilian President Dilma Rousseff, the former Soccer World Champion, Alessandro Del Piero, Ambassador from the Save the Dream, ICSS, and the Santos Football Club.
Initiatives were launched in the social networks beginning with a pro-bono partnership between UNICEF and the advertising agency Fermento. The central advertising piece was a video in which the actor Lázaro Ramos, UNICEF Brazilian Ambassador, introduces the app and invites internet users to download and share it.

“The more people know about the existence of this app, the more chances we have to prevent violence and protect our children”, says Lázaro Ramos in the video. A hot-site for the campaign was created: http://www.protejabrasil.com.br and the hashtag #PROTEJABRASIL was also launched. It was estimated that the campaign reached out to a total of 40 million people.

**Heavyweight Support**

By activating HUBs - people with extensive networks of influence in and outside of the internet - UNICEF and its allies amplified the outreach and leveraged the message.

The highlight moment of Proteja Brasil’s support was registered when Neymar Jr. downloaded the app and posted a video about the topic, explaining his involvement with the cause. The athlete has 51 million followers on Facebook and 18 million on Twitter. President Dilma Rousseff also engaged in the initiative posting messages about Proteja Brasil on her profile. She has 2.4 million followers on Facebook and 3.4 million on Twitter. As a result of these actions the app was by the time of the FIFA World Cup (June 12th - July 14th,
Brazilian celebrities took action to promote the app: TV celebrities and Soccer players joined the initiative

Google ranked Proteja Brasil’s app as one of the best in its category. In 2014 the app took second place in the Tele.Síntese Innovation Directory award in the App Developers and Content category.

Outreach in Social Networks*

Facebook: 699,534 individuals
Twitter: 3,934 individuals
Total: 703,468 individuals

*From May 18 to July 31, 2014

2014) well established and ready to be used as a key tool for reporting of rights violations. It was also recognized as a successful experience by several social actors as well as by the Brazilian media.

Photo: Presidência da República

Photo: © Arquivo pessoal/divulgação

Photo: © Arquivo pessoal/divulgação
Timeline

2012

Discussions to prepare key stakeholders of the Child Protection System for major sports events. The idea of the app is introduced. UNICEF, CEDECA/BA and Ilhasoft are the initial partners. Later on, SDH joins the initiative.

May/2013

The app is presented to Brazilian society during the events of May the 18th, the National Day for Combating Sexual Violence Against Children and Adolescents.

June/2013

Proteja Brasil is tested during the FIFA Confederations Cup in the six host cities. Changes are made to improve it.

November/2013

The app is officially launched in the same week as the anniversary of the Convention on the Rights of the Child, as part of the Convergence Agenda.

2016

The app was updated in for the Rio 2016 Olympic Games to improve the integration with the Dial 100 Hotline, facilitating the process of filing a complaint.

May/2014

Communication strategies are initiated to promote the app during the May 18th activities. As part of the campaign, the video featuring Cruzeiro football club player, Tinga, is released in the social networks as well as on cable TV sports channels, with the message: “It’s in your hands to protect our children”.

June and July/2014

Media actions are strengthened during the FIFA World Cup. Communication strategies use sport personalities, politicians and celebrities to disseminate Proteja Brasil.
Big Challenges Ahead

How to expand the reach of Proteja Brasil?

With the first stage of implementation finalized, the social actors involved in the project started to evaluate the process, discussing positive aspects, obstacles, the possibility of expanding the initiative in Brazil and whether its technology could be disseminated to other countries. In Brazil, the main challenges identified by UNICEF and its partners are:

- Scaling up the app, increasing its use by the population at large and by social actors of the child protection network;

- Making the app a permanent instrument for registering complaints, not merely one for the periods of mega events;

- Improve integration with the Dial 100 Hotline database;

- Developing ways to follow up on complaints;

- Promoting its coverage to all Brazilian cities, not just capital cities and their surroundings.

Proteja Brasil could offer the user the possibility of sending in information about violations that are occurring in real time, indicating the exact location where they are taking place. This data can then be accessed by the competent authorities. Data showing the number and type of complaints being made in a given location can help direct the police efforts to the place with strategies based on the type of violation reported. For example: 300 people identify the same corner as a place where there is sexual exploitation or that, in a certain square, kids are consuming crack or being exploited for child labour. With this kind of data in hand, action becomes more effective.

It should be stressed that this tool would only be for the user to inform the location where the violation takes place with no possibility of filming or photographing the situation as that would imply a breach of privacy of the victims. The intent of the app is to protect children and adolescents, not put them in harm’s way or subject them to unnecessary exposure of their identities.
Ideas are currently being discussed around the inclusion of additional tools, including for instant messaging of alerts of rights violations. SDH also aims to disseminate the technology throughout South America, through diplomatic channels within MERCOSUR.

In its initial phase, the app did not provide for any mechanisms by which the user could monitor and accompany his or her complaint. This was resolved in 2015, when an updated version was developed. As a result of being more closely integrated with the Dial 100 Hotline, a multi-channel platform, in which users receive a unique tracking number at the time of filing a complaint, the monitoring function was installed within the app.

Another aspect of the app that still needs to be carefully considered is to find ways of providing information to the user about ways by which one can follow up on a specific complaint directly with the relevant authorities, to which the complaint has been referred.

**How to create an integrated network for dissemination?**

The application was revamped as part of the preparation process of the Rio 2016 Olympic Games. The objective was to address gaps
identified by partner organizations from the child protection network.

In order to improve efficiency, UNICEF and SDH agreed that it would be necessary to fully integrate the application with the Dial 100 Hotline database and related functionalities, including the possibility of reporting rights violations affecting other vulnerable groups, such as people with disabilities, the LGBT population and homeless people. As such, the app has become the central tool of the 100 Hotline.

There is also a need for constant improvements in the sense of expanding the number of end users, adopting strategies for increased usage, promoting the app as a central tool by which to advance the cause of child rights, and disseminate positive results, as to promote the initiative also beyond the scope of specific campaigns and events.

Brazil’s Guardianship councils serve as a great entry point for such dissemination, given its central role within the child protection system. The Guardianship councils are the main reference point of the system, being the entity that receives, refers and monitors child rights violations.
Proposal: Ambassadors for the Cause

For society at large, the solution could be the use of Ambassadors for the Cause. Influencers with a wide range of followers in social networks can be invited to promote the app and the protection of children on their profiles, not only by disseminating the app itself, but also by reporting progress and results obtained, contextualizing the importance and the ease of usage and underscoring the urgent need for society to engage.

With their large base of followers, these ambassadors can function as epicentres for propagating content designed to stimulate the downloading and use of the app. 71% of Brazilians frequently share content in social networks and 41% say that they do so to promote causes they believe in. The reasons that lead internet users in Brazil to share content differ according to age groups.

Considering only those aged 40 or under, 18% believe that their posts in social networks help define their personalities, while for those over 40, only 5% believe this is true. Posting content to keep in touch with people is the reason for 34% of those interviewed over 40 years of age, while only 15% of those below 40 state the same.

Among youngsters, the main reason to share content is the need to assert their own personalities (what experts call: the building of virtual status), and that makes them more active in propagating social causes. Therefore, in all strategies designed to publicise and disseminate the app, it is essential to enhance the sensitivity of that younger group.

The children and adolescents of today’s “Millennium Generation” are inserted in this increasingly connected world where the lines separating local and global problems are thin. They live in an age of significant technological advances and fast transformations in lifestyle, family relationships, schools and communities. In this globalized universe, people, technology and ideas move incredibly fast, generating unparallel opportunities to modi-
fy the reality. In this context, it is easy to disseminate ideas and innovative projects like Proteja Brasil, promoting exchanges of experiences among the most varied groups of people.

**Outreach and Credibility**

The credibility of UNICEF and its partners serves as a key facilitating factor for an initiative like this, especially when seeking to engage strategic influencers, who, in turn, should be selected only after a careful evaluation of their outreach, credibility, ability to convert people (convince their followers to adhere to the proposed action) and alignment with the tissue at stake. Some of these HUBs can reach 5 million people with a single tweet, register 40 thousand shares on a single Facebook post or generate more than 1 million views of a video. Their conversion capacity can be as high as 80% of their followers/fans and they have a huge credibility (76%), far more than traditional advertising.

Blogs are also an excellent publicity channel. According to Comscore, an American internet analysis company, Brazil is in second place in the world in outreach for this media (77.3%), surpassed only by Japan.
Raising bloggers’ sensitivity to the theme is a viable communication strategy to promote social causes. The “advertorial” format is used by bloggers to talk about a specific product or service in a pre-negotiated space, promoting and voicing their opinions on that particular matter and exploiting their own credibility and relevance.

Collaborative Wave

Ordinary users should be encouraged to engage by using campaigns like #donate1tweet or #donate1post, where a hotsite registers the adherence of those who help by donating a Tweet or a Facebook post, promoting the app and inviting other people to do the same. This type of initiative involves the cost of developing a hotsite that is integrated with the initiative’s profiles in the social networks and HUBs and bloggers would have to be activated to get it going.

Social networks have worked very hard to minimize the organic (unpaid) accessibility of posts. This is forcing companies and organizations that want to promote their actions on a large scale to buy space in the social media. Some social networks offer a solution with a wide range of customization and segmentation (age, sex, job, schooling, place of residence, place of birth, personal interests and more), and the cost of each impact can vary according to the degree of segmentation.

The use of social-ad is important to ensure results for initiatives that rely on social networks. A way to use this strategy, considering the lack of financial resources, is to create a virtual space to receive donations to be used for social-ad space acquisition.
Replicating the Technology

One of the objectives of this document is to draw out lessons and key steps that will facilitate replication of this initiative. What follows below is a basic outline of what needs to be adapted to any given reality:

Stage 1 - Partnerships

To ensure the app’s efficiency, a series of partnerships, adapted to the context of each country or location, has to be established. These alliances have to cover governmental, non-governmental and private institutions. It is imperative to also forge alliances with traditional and electronic media outlets as well as with digital, offline or hybrid advertising agencies, to elaborate a dissemination plan.

These alliances have to be solid and diversified to ensure the proper flow in the channels for reporting violations and for providing support to children. Proteja Brasil’s network involved not only UNICEF, the Brazilian Government, the NGO CEDECA/BA, the Ilhasoft company’s young entrepreneurs and the social actors from the Child Protection System but it also received the international support of the Save the Dream initiative from the International Centre for Sports Security.

Stage 2 - The App

With its Open Source code, the app can be freely translated and adapted by any local development team. In its current state, the replication will allow the app to run on iOS and Android systems, but not Windows Phone or Web browsers. The Ilhasoft team is ready to assist the local implementation process, answering questions and offering guidance on best practices.
1. Copy of the Code - Can be obtained from Ilhasoft at contato@ilhasoft.com.br;

2. Import the resulting database into the app itself.

2. App translation - Translation to the local language and local adaptations are needed;

3. Implementing new functionalities - If a local team of developers is available they can add their own functionalities to the app, like text message exchange or complaints by email.

Stage 3 - Field Survey

Without a thorough mapping of the network for the protection of children in hand, the app loses its functionalities, keeping only its educative features, and limited in its connections to offering a local hotline, if one exists.

1. Map the phone numbers, addresses and physical location of specialized child protection police stations, guardianship councils, juvenile courts and organizations all over the country.

Stage 4 - Updating the Database

A backend registration and updating system created by Ilhasoft allows the administrators to update and change information already in the system or input new data in a simple, fast way. It is important to bear in mind that the information has to be checked from time to time and adjusted, if necessary. Therefore, it is imperative to establish a routine to check the data of each location for budget forecasting purposes.
1. Implant the backend system that will be used to feed the database with new information, inserting new points of interest or updating those already included.

Stage 5 - Upload the App to App Stores

In Brazil, UNICEF and its partners Google Play and the App Store kept the app in the spotlight for three weeks during critical periods like the 2014 FIFA World Cup, and that has helped to endow it with visibility and credibility. The same kind of arrangement can be negotiated with local stores.

1. Information on how to upload the app can be found here - Google Android: https://play.google.com/apps/publish/


Stage 6 - Activating Social Networks

Given the low cost of activating them and the app’s direct connection with the digital environment, the social networks are highly important for scaling up app use.

Here are some useful auxiliaries that can be used at this stage:

Internet celebrities or HUBs

1. Selection: Identify, through monitoring, which HUBs have a greater potential
Analyze the size of the HUBs channels and the networks they are present in. In the personal profiles in the social media (like Facebook), assess the number of fans (not friends) and in Twitter and Instagram, the number of followers. Size is just one of the variables to be considered.

Who are the HUBs and personalities that interact with the given profile? A profile on Twitter with only 1,000 followers is very relevant if those followers are relevant as well (actors, politicians, personalities) and better yet if there are frequent interactions with those profiles. In this particular case, there is the possibility that one of those 1,000 followers may generate more than 2 million replications.

The outreach of a profile cannot be measured only by the number of followers, fans or friends, but is a sum of variables like: number of fans/followers, the size of the network (fans/followers + their fans/followers), number of shares, the capacity for generating buzz (in the case of celebrities).

Assess the themes most frequently addressed by the profile or those that it is equipped to handle, to verify whether the contents are of the type your organization wishes to be associated with. It is important to point out that it is not a question of which topics are addressed but which themes are promoted by the profile. Social networks act like showcases, not only for opinions but also for experiences and that can drive a profile to, eventually, discuss a polemic issue without necessarily becoming linked to it.

Many profiles engage in various campaigns, whether for payment or to support an idea. It is wise to identify the most recent ones the profile took part in and the extent to which the followers/fans adhered (measured by the number of interactions, shares and the buzz generated) as a result of the profile’s engagement.

Identify each social network in which the profile in question is present and how it performs in each one of them to see whether they can be used as tools for disseminating the app.

There is no magic formula to select the better HUBs. Different aspects added together can promote an unexpected result. The suggestion is that the first filter should be the theme and from that point forward, cross reference the others with special attention to size and outreach.
2. Activation: There are many ways to activate, using the HUBs’ social networks. The most effective one is the promotion of the app and the related media actions on their profiles in the social networks. For that you have to provide the necessary material such as: pictures, texts, videos, advertisements, testimonials etc., backing the cause.

Bloggers

Most blogs can promote an app like Proteja Brasil because it is a mobilizing theme of common and public interest. Apart from differences in outreach, credibility and conversion capacity in each country, it can be safely said that they are always an excellent form of marketing and dissemination.

1. Selection: Blogs must be selected taking into account their editorial content and excluding those that address controversial themes or that use a narrative that is not suitable to be associated with the initiative.

<table>
<thead>
<tr>
<th>PROFILE</th>
<th>It is always good to assess the real person behind the blog. Personal profiles are, most of the time, referred to inside the blog and need to be analyzed to minimize any possibility of divergence between the blogger and the institutional stance.</th>
</tr>
</thead>
<tbody>
<tr>
<td>OUTREACH</td>
<td>You can analyze the outreach of the blog by examining the media kit that most of them present. There you can find data like: the number of single visitors per month, pages visualized per month, average time spent on the blog by the users, rebound (people that visited the blog but didn’t spent enough time to consume content), visitor fidelity, and other information. Outreach is directly related to the niche. For instance, a humour or variety blog with 5 thousand visits a month is a small one, but a blog about citizenship with the same five thousand visitors/month is considered medium to large.</td>
</tr>
<tr>
<td>THEMES</td>
<td>Evaluate the topics addressed. Humour and variety blogs are those with the greatest outreach – but not necessarily the greatest engagement of followers. Some of the posts on them may clash with your institutional stance. Carefully analyze the option of involving these types of blogs, or not, in the process of publicising the app.</td>
</tr>
<tr>
<td>NETWORKS</td>
<td>Many blogs have ramifications in other social media sites that can be used to further expand action, outreach and conversion.</td>
</tr>
<tr>
<td>FINAL SELECTION</td>
<td>Blogs aligned with the theme will generate a higher proportion of conversion; the ones with greater outreach will generate greater visibility and, depending on the extent of the outreach, greater total conversion. It is important to give the blogs freedom to promote the action in their own particular editorial line, respecting the content and, with that, generating a more efficient communication.</td>
</tr>
</tbody>
</table>
2. Activation: achieved by using the advertorial format or inviting bloggers to use their creativity to talk about the theme. In technology blogs, a review of information on the app may be requested, which will help disseminate the idea.

Celebrities
Celebrities like actors, singers, talk show hosts, star sports players and public figures normally not only have a major outreach in social networks, but they can also generate a “herd movement” as their fans and followers try to imitate them. Their huge capacity for spreading the word and converting people to an idea are key to promoting important initiatives like Proteja Brasil.

1. Selection: Celebrities that are already engaged in social causes can be approached, including those engaged in causes not directly related to the key theme. The latter have just as much potential as the former to disseminate the cause to a greater group, considering the number of fans and followers.

2. Activation: The most effective form of activation is to use personal channels of a given celebrity to disseminate the app and stimulate its use among fans and followers. It is important that the celebrities mobilize their networks to engage in promoting the app and in passing the campaign forward and also that they record videos or give testimony to be used in the official app channels, conceding the use of their image to that end.

Hotsite
The campaign’s official hotsite is an important tool for promoting and scaling up app use. It is essential that it be responsive, i.e. that it can dialogue with most platforms. In this space you must have the promotional material for the app and its cause, and also present instruments to promote the idea. It can be advertised in cooperative campaigns with city, state and federal governments and their bodies and agencies as well as with private initiative, counting also on advertisement in socially orientated digital media (low cost, big coverage and segmentation), banners and other interventions.

Creative Actions
The aim of the strategies involved is to let people know about the app and get them to download it and use it. Knowledge about the instrument is directly related to the quality of content used for its promotion (creativity, quality and format) and its outreach (generated impact).

The act of downloading the app can be prompted by transmitting a
It is important to note that the measure of an app’s success is not based on its launch campaign, but on its actual use and the sense of accomplishment it provides to the users. For instance, the success for a traffic control app is achieved when it helps the user avoid traffic jams; in the case of a photography app, the essence of success lies in getting messages through, by using pictures.

Aspects like layout, innovation, and facilitated navigation have all been addressed by the Proteja Brasil project. Generating curiosity and interest about the app is easier than creating a full understanding of its usefulness, which may require support campaigns later on.

The contents and their quality in contextualizing the message can help to improve the results. A UN Women campaign, #HeForShe, launched in 2014, used an innovative way to talk about gender equality, making men sensitive to the need to support the movement. A mobilization video featuring the Ambassador for the cause, actress Emma Watson, was viewed all over the world, with almost 7 million visits in less than a year.

Another creative action, #Faces, also of the UN, was launched in 2015 to celebrate the International Day Against Homophobia and Trans-phobia, on May the 17th. Besides being published in social networks, the promotional video was exhibited on the screens of Times Square in New York.

To highlight the importance of respecting diversity, it creates an environment where people of all sexual orientations can live in harmony, whether at work or in service provision, and was the object of around 450k visualizations.
The implementation process of the Proteja Brasil app resulted in great learning for everyone involved. For an initiative such as this to succeed, it is necessary to invest heavily in planning, organization and creativity, in addition to achieving well established partnerships with various governmental and non-governmental sectors. Based on the key lessons learned, what follows below is a summary of recommendations that aim to facilitate efforts of replication of the initiative in other countries as well as expansion throughout Brazil.

Communication

• Map out, in advance, all opportunities for promoting the app. This work should include a survey to identify institutions that are likely to identify with the idea and offer pro-bono services. One way would be to elaborate a detailed communication plan, foreseeing various stages for making the idea widely known;

• Engage in ongoing promotion, not only of the app, but of all the questions associated with its concept, disseminating explanations about violence and constantly raising awareness of the importance of ensuring that child rights are respected;

• Establish prior alliances for communication strategies, exploring possibilities of obtaining spaces for promotion in mega events, for instance, but also in other contexts. It is imperative to map prospective partnerships and ensure that project supporters are rewarded with due visibility;

• Always have in mind that the app is a communication platform, a product for social marketing, in the sense that, in addition to making it easier to report cases of violence, it serves as an excellent tool by which to inform the population about different forms of child rights violations and through which the citizen can also disseminate information on child rights in his or her social networks.

• Create a comprehensive advertisement for the app in traditional and alternative media, using media and internet celebrities, ordinary app users, bloggers and other communicators to build long term relationships;
• Make the collaborative way of producing content evident, by encouraging citizens and private enterprises to come up with solutions for actual problems. In the case of Proteja Brasil, advertising campaigns were developed, especially in the social media, calling on the general public to get involved with the cause;

• Promote advertising campaigns with a broad outreach to sensitize the population about the issue and the most common types of violations, using both traditional and alternative media, especially social networks.

Technology and Innovation

• Continue developing the app, identifying and implementing necessary modifications, whenever possible, as to improve efficiency. End-users’ experience must be satisfactory and they must be able to rely on the tool to work properly. Therefore, it is necessary to create a routine of improvements, updates and evaluations of the app’s functionality;

• Promote periodic updates of the child protection system;

• Try to have the largest range of points of contacts with the citizen embracing as many mobile operational systems as possible and investing in technology to enable the system to be accessed via laptops and notebooks;

• Stimulate not only app download, but its actual and effective usage. It is crucial that the user realizes that the protection of children and adolescents must be constant and will benefit all.

One of the major challenges to overcome: make the app operational in every city, not only capital cities.
Partnerships

- Alliances established with institutions that work with human rights, especially with child rights, with (city, state and federal) government bodies, child rights councils, companies from the private sector, young entrepreneurs, religious communities, sports clubs, communication media, cable and open TV channels, magazines and newspapers, digital media, social networks and other media), advertising agencies, celebrities and adolescent networks are all key to success. The private sector, for instance, can play an important role in supporting the strategies. In the case of Proteja Brasil, companies actively participated in the process. Airlines, hotels and accommodation facilities and television networks have all helped to promote the idea;

- Discuss the app and its implementation strategy with all partners;

- Involve government agencies and other rights protection institutions in the cause, making it widely known what the app has to offer, including the improved functionality of the protection network. This may involve specifically targeted propaganda and training workshops;

- Creating a solid partnership structure endows the initiative with credibility and consistency and promotes a rich exchange of proposals for an improved child protection system.