



RESULTS 2013-2016 EDITION

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RESULTS **2013-2016 EDITION**

Reducing inequalities and advancing the rights
of children and adolescents in the municipalities
of the Semi-Arid and Amazon regions in Brazil



Credits and acknowledgements

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UNICEF Seal Results – 2013-2016 Edition

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Introduction

Anyone who has experienced at first hand the emotions of working with the UNICEF Seal would comprehend the significance of this report and its importance in showing how the results of this program have made an impact on the lives of children and adolescents in more than half of the Brazilian territory. That is why this publication is so special: UNICEF understands that it is not just one individual who can respond to the immense demands required by the implementation of public policies for children and adolescents.

The Convention on the Rights of the Child, the most widely accepted human rights instrument in history, confers upon UNICEF the role of monitoring the circumstances of children and adolescents, assuring that their rights are fulfilled. It seeks to place children and adolescents at the heart of the political agenda, helping Brazil to go even further in assuring the rights of its population and building a better present and future for the whole country. Since 1999, UNICEF in Brazil has been developing the UNICEF Seal, an initiative to promote effective public policies for the rights of children and adolescents precisely where these rights are required: in the municipalities.

The process of examining the initiatives undertaken is much more than recording the results of actions. It is part of a broader practice developed by UNICEF which we refer to as results-based management. It all starts with a diagnosis of the situation, the identification of bottlenecks and the reasons for the inequalities found, to arrive at the definition of a proposal with objectives and expected results and criteria for monitoring and evaluation. This publication is, therefore, the conclusion of the UNICEF Seal – 2013-2016 Edition; part of a virtuous cycle of successful practices that realize the rights of children and adolescents.

This entire cycle is the essence of the UNICEF Seal. It delivers so much more than results, as will be seen in this publication. It brings excitement, engagement and accountability. The progress observed in previous editions of the UNICEF Seal revealed an overlapping of vulnerabilities and exposed the importance of intersectoral and integrated work. To this end, the 504 certificated municipalities have shown that improvements are possible, especially when there are organized actions.

Behind every story told and every result obtained there is a city hall with committed teams and communities that are mobilized. This perspective of tackling problems together allows municipalities to go beyond merely looking at shortages in human and financial resources; it permits them to understand the factors that lead to social exclusion and then take intersectoral action through shared responsibility, working towards an organized agenda based on values and the political and ethical commitment to put children and adolescents at the heart of the political agenda.

Therefore, I invite you, technicians, municipal managers, community leaders and adolescents who have already participated in the UNICEF Seal, to see and recognize yourselves in the work described here. I offer my congratulations to everyone who has been involved in this immense work, many of whom commit their daily lives to social undertakings. I also want to acknowledge the partnerships with state governments, organizations and companies that have believed and continue to believe in the UNICEF Seal. To those of you who still do not know about the UNICEF Seal, I also invite you to understand and acquaint yourself of the unrelenting work undertaken by thousands of people who, not always with the necessary conditions, and together with us, make a difference in the life of each and every child and adolescent.

I hope you enjoy reading this report.

Florence Bauer, UNICEF
representative in Brazil



About these results

These results record the legacy of the UNICEF Seal – 2013-2016 Edition, which has benefited from the participation of 1,745 municipalities throughout 19 states of the Brazilian Legal Amazon and the Semi-Arid regions. This legacy is not limited exclusively to the 504 municipalities that have achieved the most in reducing the inequalities that afflict children and adolescents, thereby gaining the UNICEF Seal at the end of the cycle. It goes much further: it is possible to identify significant results for all the municipalities that participated in at least part of this edition. This includes concrete results and successful experiences related to the civil registry of newborns, care during Early Childhood, access to and attendance at school, prevention of child labor and violence, encouragement of social participation for adolescents, access to educational sport and much more.

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To be familiar with these stories and experiences, perhaps there is nothing better than hearing directly from those who have participated: the people in their municipalities. These results unite reports, testimonies and stories from mayors, secretariats, and municipal and state administrators, as well as children and adolescents. They, ultimately, are the key players in this story and have rightly made the UNICEF Seal a reality. There are also registers, indicators, examples of good practices and many tips to inspire other municipal, state and community administrative teams to ensure the rights of children and adolescents enshrined in the Convention on the Rights of the Child and ratified by Brazil in the form of the Child and Adolescent Statute (ECA).

Other key figures are the thousands of individual donors and private sector partners, without whom the initiative could never have progressed so far. UNICEF is particularly grateful to Celpa, Cemar and Energisa, in the Amazon region, and Coelba, Celpe, Cosern, Enel, Fundação Telefônica and Petrobrás in the Semi-Arid region. Unquestionably, they are also part of these results and their inspiring stories.

This publication is, therefore, the consolidated experience of two territories and goes into more individual detail for each: The Amazon and Semi-Arid regions of Brazil, with their particularities and challenges that sometimes require different and innovative approaches to reach children and adolescents who are most in need of public policies.

It is intended for all who are interested in the rights of our children and who can and will do even more to make life better for them. We hope this knowledge can inspire many more people to this cause.



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The UNICEF Seal

The municipalities are home to millions of Brazilian children and adolescents. They are where young people develop bonds, attachments, connections and plan their future. Life goes on in every neighborhood, in homes, schools, healthcare centers, churches, parks. Ensuring the rights of this population from age 0 to 17 years and reducing inequalities is the purpose of the UNICEF Seal, an initiative of the United Nations Children's Fund in Brazil.

Mayors, secretariats, technicians, social leaders, articulators, governors, and adolescents are all encouraged to practice joint management, within a very clear proposal: to monitor official indicators in the locality while ensuring the participation of communities, children and adolescents in the construction and implementation of local policies.

Each edition of the Seal deals with a set of rights. The 2013-2016 period was concerned with the eight Millennium Development Goals (MDGs) – defined in 2000 by 189 member states of the United Nations, including Brazil – according to seven groups of rights:

- 1) to survive and develop;
- 2) to learn;
- 3) to protect oneself and be protected from HIV/Aids;
- 4) to grow up free from violence;
- 5) to be an adolescent;
- 6) to be a top priority in public policies;
- 7) to practice sports, play and have fun.

Each group had its own objectives:

a set of social indicators marked for improvement and a list of strategic actions to be implemented (in public policies and with social participation), all aligned with the MDGs. These were established when the UNICEF Seal methodology was developed and have evolved into the Sustainable Development Goals (SDGs), with the implementation of the UNICEF Seal. Both the MDGs (2000-2015) and SDGs (2016-2030) are part of the 2030 Agenda, a UN plan of action for global sustainable development in the economic, social and environmental fields.

At all times in partnership with municipal administrations, the UNICEF Seal's purpose is to inspire, stimulate, enable and mobilize teams to work together to reduce vulnerabilities and inequalities in childhood and adolescence. The intention is that local public policies should pay attention to each and every child, especially those who are most excluded, exposed to multi-causal risks, and to offer more to those who have less, thereby reducing disparities.

One of the main contributions of the UNICEF Seal has been to improve inter-sectoral and planning dynamics, leading to greater effectiveness in municipal management, with continuous achievement. The strategy is part of the understanding that in order to develop fully, children and adolescents need integral care. Acting in isolation, the various management bodies have proved insufficient in guaranteeing all the rights of this group, as determined by the 1989 Convention on the Rights of the

Child and the 1990 Child and Adolescent Statute (ECA).

Here are just some of the most visible results of the UNICEF Seal's long-term strategy that is carried out by thousands of people in the municipalities:

- technicians, articulators and counselors striving for committed rights, working together and being attentive to indicators and goals, as well as society in general being observant of the rights of children and adolescents;
- aptitude of the local public administration, and promotion of results-based management, development of a culture of planning, implementation, monitoring and evaluation;
- institutionalization of advancement, with policies promoted by the UNICEF Seal being transformed into laws and municipal decrees;
- guarantee of fundamental rights, with better local understanding of the rights of children and adolescents, consolidation of policies for infancy and adolescence, understanding gender, race, ethnicity and special needs issues and the stimulation of policies directed at these;
- promotion of participatory bodies, strengthening the work of the Municipal Councils for the Rights of Children and Adolescents (CMDCA) and the Guardianship Council, essentials to the effective guarantee of rights.

Historical continuance and scope

The UNICEF Seal channels part of UNICEF's efforts in Brazil into the Semi-Arid and Legal Amazon so that more children and adolescents can develop in full compliance with what the 1988 Constitution assigns as the municipalities' responsibili-

CERTIFICATION IN FOUR YEARS



ties for education and healthcare and assistance, as well as protective legislation for the 0 to 17 age group, such as the Child and Adolescent Statute (ECA).

The initiative has a history of partnerships and engagement that has been revised and improved since its inception in 1999 at the UNICEF office in the state of Ceará. It arrived in the Amazon in 2008 as a four-year plan, coinciding with the Brazilian municipal election calendar at the request of the city halls and welcomed by UNICEF, in order to carry out more actions aimed at improving the social indicators. In December 2016, another chapter was concluded: the Semi-Arid region finalized its fourth edition, and those of the Amazon, their second.

The process of designing methodologies that match local circumstances was carried out by UNICEF from statistical data isolated specifically for the Semi-Arid and Amazon regions. Gradually, with each edition, through the tireless support of local partners, the observance and presence among hundreds of municipalities has grown.

Consequently, over time, the UNICEF Seal has become one of the largest UNICEF programs in the world in terms of prolonged existence and territorial cov-

erage. The combined size of the Amazon and the Semi-Arid regions is equal to two Indias and represents 70.47% of the Brazilian national territory: of the 8,516,000 km² in Brazil, 5,020,000 km² (58,94%) are the Amazon and 982,563.3 km² (11.53%) comprise the Semi-Arid region, according to the Brazilian Institute of Geography and Statistics (IBGE).

The scope of the municipalities is huge and extremely heterogeneous: the 2013-2016 Edition alone counted on 1,745 entries from 19 states. This amounts to more than 31% of all municipalities in Brazil; proof positive that each year the UNICEF Seal grows in stature.

If the scale is immense, there are challenges to match: a veritable universe of millions of children and adolescents – in 2013 about 16.5 million, only among participating municipalities – who still face gaps in the scope of their rights and are in need of specific policies, which consider their socioeconomic conditions, gender, race/ethnicity, age group, disability, and location.

The good news is that by truly prioritizing childhood and adolescence in the mechanisms of public management hundreds of municipalities have proven that it is possible to make progress in securing opportunities for each and every child.



On the left is a logo that has been in use since 1999, when the UNICEF Seal was conceived and, as with so many brand logos, has evolved and was changed after the 2013-2016 Edition to reinforce the idea of the same UNICEF Seal for the Semi-Arid and Amazon regions. The new identity on the cover of this publication can be seen on the right







Progression of the results in the Semi-Arid and Amazon



Two key aspects demonstrate the difference exerted by the UNICEF Seal – 2013-2016 Edition in the municipalities, helping to assure the rights of children and adolescents and reduce inequalities:

- 1) the results were better in the certified municipalities of the Semi-Arid and Amazon territories than in those municipalities that did not participate in the initiative in those regions.
- 2) the results in the municipalities which did not gain the UNICEF Seal but, nevertheless, participated throughout the cycle and were evaluated, also saw progress.

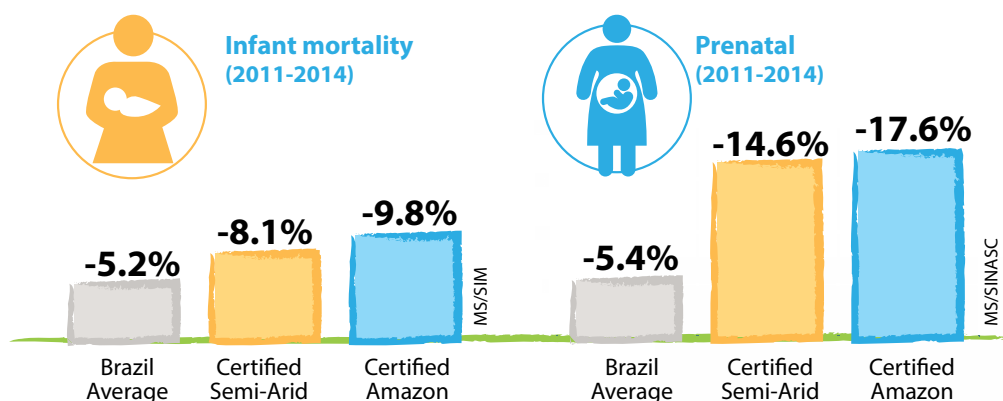
The advance was greater than the Brazilian average for virtually all the indicators of the certificated municipalities for both regions. Moreover, the participating municipalities did better than the national average by about 60% of the indicators measured. In addition, progress has been made in most of the healthcare and education indicators in both certified and evaluated municipalities, which demonstrates that the two territories have moved in the right direction.

Daniel Pereira, Deputy Governor of Rondônia state, where 85% of municipal-

UNICEF SEAL ADVANCEMENT 2013-2

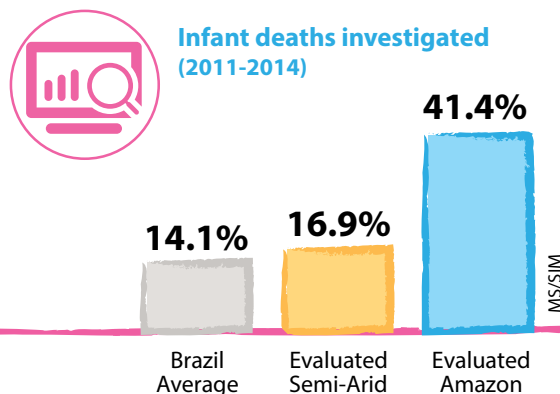
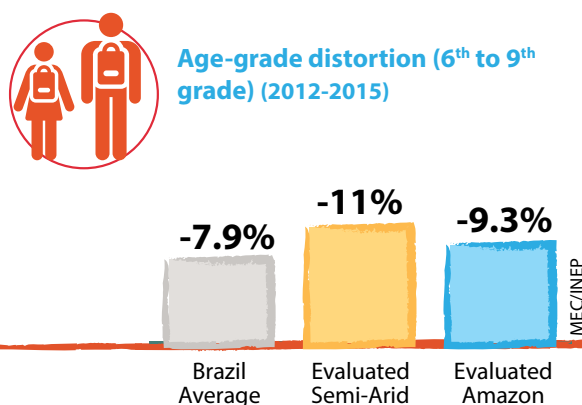
PROGRESSION

► **Certified** municipalities have progressed more than the Brazilian average



14

► **Evaluated** municipalities also progressed in relation to the Brazilian average



► Improvement in the averages for indicators of certified municipalities between the beginning and the end of the edition

016

7.5%
Certified
Semi-Arid

9%
Certified
Amazon



unicef

► More advances in rights



To survive and
develop

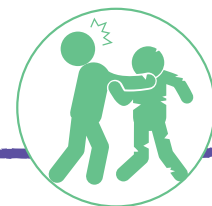


To learn

► Challenges continue



To protect oneself
and be protected
from HIV/Aids

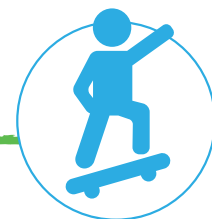


To grow up
free from
violence

15



To be an adolescent



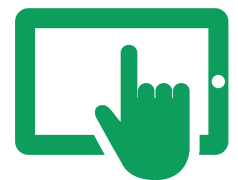
To practice
sports, play
and have fun



98% of those certified in the Semi-Arid and Amazon regions have actions for the implementation and adaptation of the Municipal Councils for the Rights of Children and Adolescents (CMDCA's) and the Guardianship Councils to the Child and Adolescent Statute (ECA)



Over **21.5 mil** thousand children and adolescents involved in the creation and execution of public policies in the place where they live



The Growing Together Platform in the Semi-Arid region, and Guidance Monitoring and Evaluation System (SOMA) in the Amazon, [guarantee online data](#) storage for public policy continuity

ities participated, highlights the changes registered at the state level:

“Everyone who participated in the UNICEF Seal saw gains. **Education and health indicators improved, even in our municipalities that have not been certified.** And most of the certified municipalities are small, so need more support. When committed, the city can see the shortfalls, empower itself, make improves and achieve gains.”

For example, evaluated and certified municipalities improved care in the first years of life, lifting thousands of babies and children from invisibility with regard to public policies, by increasing prenatal care for expectant mothers, vaccination coverage and by reducing child mortality. There was also increases in access and adherence of students to basic education and the provision of more social assistance. Therefore, the municipalities have progressed significantly in the right to survive and to develop and to learn.

Nevertheless, inequalities and violations of rights still persist in both regions, as confirmed by the official indicators. There is still concern over the deadly violence that has curtailed the lives of thousands of adolescents: mortality due to external causes among children and adolescents aged 10 to 19 increased by 19.9% from 2011 to 2014 in Amazon municipalities participating in the UNICEF Seal and rose 27.7% among those of the Semi-Arid region.

In other words, while municipalities were saving babies, mothers and children, and guaranteeing them better access to health-care and education, they were losing adolescents to brutal deaths, mainly due to armed confrontations or traffic accidents – motorcycles and cars – all of which are preventable.

Critical situations that need more attention include child prostitution, teenage pregnancy, misuse of legal and illegal drugs and lack of access to culture and lei-

sure, which affect rights to grow without violence; to be an adolescent; to practice sports, play and have fun.

The edition brought other positive results to the lives of children and adolescents: at least 21,500 of them created innovative solutions for problems in their municipalities, with their voices being recognized by the public authorities in areas of participation and exercising social control in the community forums and in the activities of the Adolescent Citizenship Cluster (NUCA) in the Semi-Arid region, and the Youth United for Life in the Amazon (JUVA) project in the Amazon region.

Hundreds of Municipal Councils for the Rights of Children and Adolescents (CMDCA) and Guardianship Councils were encouraged to improve the practice of protecting children in an integral manner. Of the certified municipalities in the Semi-Arid and Amazon regions, 98% registered actions to implement and adapt the councils to the Child and Adolescent Statute (ECA). However, the socio-educational policies open to adolescents on probation still need to be addressed, since few municipalities have the mechanisms in place to fulfill this responsibility.

Why the indicators must be monitored

The 2013-2016 Edition confirmed, again, that indicators are key allies in perfecting policies for childhood and adolescence because they highlight which areas need improvement, thus helping managers:

- to diagnose a situation;
- to set goals to improve it;
- to define actions to comply with these;
- to verify and record the results of actions;

- to decide on the continuity of actions.

Progress has been made by those who participated. “Previously, a lot of events went unregistered but with the UNICEF Seal we have begun to document all events, and now we have a culture of continuous registration and continuous monitoring. We work gradually, step-by-step and after we have collected the data, we comprehend our achievements”, says Tássio Lima Castor, culture coordinator and advisor in control for the municipality of Glória (BA). “In the initial diagnosis, the municipality looked at its situation and in doing so, it gained a better understanding of the need to properly record the data and so, ultimately, the secretariats gain a notion of its entirety”, says Marcela Cruz, articulator from Santana (AP).

The evaluations for certification were developed by UNICEF in a way that inhibits isolated areas of excellence, i.e., to be awarded the UNICEF Seal, the municipality must show progress in a combined way, in all the various axes and themes. Each city hall received a baseline – a type of template of the official social indica-

tors – at the beginning and end of the certification process, and thus managers could see whether or not improvements were made.

Municipalities were also encouraged to go beyond the large averages, that is, to evaluate data from districts, neighborhoods or zones, in order to visualize which of them required more public services. The exercise made it more evident that, in the effective promotion of the rights of children and adolescents, neighborhoods with high indicators are of no use if there are others with very low numbers or no cover. It is necessary to pay attention to all and to the most excluded of the processes.

“The UNICEF Seal helps to highlight areas of priority on local agendas. It is long-lasting and of high-impact. It must be perpetuated, because without it we will see a considerable setback in the national indicators. Of that, I have no doubt”, says João Meirelles, Director General of the Peabiru Institute, UNICEF Seal partner in the Amazon.



Semi-Arid Methodology

Rights	Objectives (until 2016)	Social Impact Indicators
To survive and develop	Reduce child and maternal mortality.	I.1. Infant mortality rate - MS/SIM (sentinel indicator*). I.2. % of pregnant women with 7 or more prenatal consultations - MS/SINASC. I.3. % of maternal deaths investigated - MS/SIM. I.4. % of infant deaths investigated - MS/SIM. I.5. Pentavalent vaccine coverage - MS/PNI. * The municipality only scores on the indicator of infant deaths investigated if the IMR has not worsened between the initial and final years, as well as on all indicators measured.
To learn	All children and adolescents accessing, attending and completing quality basic education at the right age, with successful learning.	I.6. Dropout rate in education (by race, ethnicity and gender) - MEC/INEP. I.7. Age-grade distortion in the final years (1st to 9th grade) of the daytime school in the municipal network - MEC/INEP. I.8. % of children receiving the Continuous Cash Benefit (BPC) who are in school - MDS/MEC. I.9. Percentage of municipal public schools that met or exceeded the IDEB goal, initial years - MEC/INEP.
To protect oneself and be protected from HIV/Aids	Reduce vertical transmission (from mother to baby) and cases of HIV/Aids among adolescents, especially girls.	I.10. Percentage of pregnant women who underwent HIV and syphilis test until the twentieth week of gestation - MS/Sisprenatal.
To grow up free from violence	To reduce violence, exploitation and abuse against children and adolescents; and strengthen the system of guaranteeing rights in municipalities, ensuring the equitable realization of rights and taking into account the dimensions of gender, race/ethnicity and disability.	I.11. % of children up to 1 year of age with civil registry, out of total live births IBGE/Statistics of the Civil Registry and MS/SINASC. I.12. Mortality rate among children and adolescents aged 10 to 19 years due to external causes - MS/SIM.
To be an adolescent	Adolescents accessing multisectoral public policies and being recognized by society for their ability to contribute to transforming their situation.	I.13. % of live births for women aged 10 to 19 years - MS/SINASC. I.14. % of adolescents aged 16 and 17 enrolled in the Regional Electoral Tribunal (TRE).
To be a top priority in public policies	All communities in the municipality with access to information and knowledge about the circumstances of children and adolescents and promoting initiatives to reduce inequalities.	
To practice sports, play and have fun	All children and adolescents with the opportunity to access safe and inclusive sport, to play and have fun in infant education centers, schools and communities.	

Rights	Strategic Actions		Principles and MDGs
	Public Policies	Social Participation	
To survive and develop	A.1. Municipality implementing the Early Childhood Plan for at least 1 year. A.2. Municipality implementing prenatal, delivery and postpartum care to reduce maternal and neonatal mortality.	P.1. Municipality holding Baby Week in 2014 and 2015. P.9. Municipalities carrying out actions to combat the Aedes aegypti mosquito (NEW ACTION!).	1. To eradicate extreme poverty and hunger. 4. To reduce child mortality. 5. To improve maternal healthcare.
To learn	A.3. Municipality implementing programs for the inclusion and attendance of children in basic education. A.4. Municipality conducting the two steps of the "Provinha Brasil" exam in schools of the municipal network, with enrollment in the second year of primary school. A.5. Municipality promoting access to quality water, male and female restrooms and kitchens in schools. A.6. Municipality implementing Laws 10.639 and 11.645 in schools (they determine the teaching of history of Africa, Afro-Brazilian and indigenous culture). A.7. Municipality developing educational actions to coexist with the Semi-Arid in schools.	P.2. Municipality promoting mobilization actions in schools in support of the UNICEF "For a Childhood without Racism" campaign.	2. To achieve universal basic education. 3. To promote gender equality and empowerment of women. 7. To ensure environmental sustainability.
To protect oneself and be protected from HIV/Aids	A.8. Municipality implementing actions that guarantee HIV/Aids and syphilis tests for pregnant women. A.9. Municipality developing activities in support of sexual and reproductive rights in school.		6. To combat HIV/Aids, malaria and other diseases.
To grow up free from violence	A.10. Municipality implementing programs for the prevention and compulsory notification of violence and attendance to cases of sexual violence. A.11. Municipality implementing programs for prevention and compulsory notification of violence and care for children and adolescents in child labor situations. A.12. Municipality with its own provision, or with partners, of institutional or family foster care. A.13. Municipality implementing socio-educational programs to assist adolescents on probation.	P.3. Municipality carrying out information and communication actions to counter sexual violence, child labor and/or death of black and indigenous adolescents.	<i>Millennium Declaration</i> , Chapter VI 3. To promote gender equality and empower women.
To be an adolescent	A.14. Municipality distributing the Adolescent Health Booklet and training professionals for its use. A.15. Municipality with Anti-Drug Committee/Council installed and functioning properly.	PP.4. Municipality holding the Conference on the Rights of Children and Adolescents and ensuring the participation of adolescents as delegates. P.5. Municipality implementing the Adolescent Citizenship Cluster (NUCA) and promoting its commitment to carry out the Strategic Actions for Social Participation (mandatory).	8. To establish a global partnership for development.
To be a top priority in public policies	A.16. Municipality with Guardianship Council functioning according to the requirements of the Child and Adolescent Statute. A.17. Municipality with CMDCA functioning according to the requirements of the Child and Adolescent Statute. A.18. Municipality implementing actions to protect children and adolescents.	P.6. Municipality holding the 1st Community Forum of the UNICEF Seal Approved Municipality 2013-2016 Edition (mandatory). P.7. Municipality holding the 2nd Community Forum of the UNICEF Seal - 2013-2016 Edition (mandatory).	8. To establish a global partnership for development.
To practice sports, play and have fun	A.19. Municipality implementing Municipal Educational Sports Plans for at least one year.	P.8. Municipality carrying out mobilization actions for educational, safe and inclusive sports.	8. To establish a global partnership for development.

Amazon Methodology

Rights	Commitments	Impact Indicators	Management objectives
To survive and develop	By 2016, maternal mortality, chronic malnutrition and early pregnancy to be reduced in Brazil, especially in the Amazon and among the indigenous, quilombolas and riverine peoples.	<ol style="list-style-type: none"> 1. Infant Mortality Rate - MS/SIM (the municipality only scores if the IMR has not worsened between the initial and final years, as well as on all indicators measured). 2. Percentage of pregnant women with 7 or more prenatal consultations - MS/SINASC. 3. Percentage of maternal deaths investigated - MS/SIM. 4. Percentage of infant deaths investigated - MS/SIM. 5. Pentavalent vaccine coverage - MS/PNI. 	<ol style="list-style-type: none"> a. The Municipality carrying out its respective plans for Early Childhood (0 to 6 years). b. Municipality carrying out prenatal care, delivery and postpartum, to reduce maternal and neonatal mortality. c. Municipality developing actions to implement or improve SISVAN. d. Municipality implementing the municipal committees for investigation of maternal and child deaths.
To learn	By 2016, all the children and adolescents of the Amazon to be accessing, remaining and completing quality basic education of quality at the appropriate age, with successful learning, especially indigenous, quilombola and riverine children suffering emergencies and disasters.	<ol style="list-style-type: none"> 6. Dropout rate in the municipal school network - MEC/INEP 7. Age-grade distortion in the final years (1st to 9th grade of the daytime school of the municipal network - MEC/INEP. 8. Percentage of children receiving the Continuous Cash Benefit (BPC) who are in school - MDS/MEC. 9. Percentage of municipal public that met or exceeded the IDEB goal, initial years - MEC/INEP. 	<ol style="list-style-type: none"> e. Municipality implementing programs for the inclusion and attendance of children in primary/middle education. f. Municipality valuing and offering continuing education opportunities for primary/middle school teachers. g. Municipality with school councils installed with the effective participation of adolescents.
To protect oneself and be protected from HIV/Aids	By 2016, vertical transmission (from mother to baby) and cases of Aids to be reduced among adolescents - especially girls in the Amazon.	<ol style="list-style-type: none"> 10. Percentage of pregnant women who underwent HIV test - MS. 	<ol style="list-style-type: none"> h. Municipality implementing actions of prevention against syphilis, HIV/Aids through the mobilization of adolescents in schools (component II of the PSE). i. Municipality guaranteeing HIV/Aids and syphilis tests for pregnant women in both prenatal and maternity care.
To grow up free from violence	By 2016, the Rights Guarantee System (SGD) at state and municipal levels, to be strengthened, ensuring the equitable realization of the rights of children and adolescents, safeguarding the specific conditions of those living in deficiency and the dimensions of gender, race and ethnicity, as well as evidence of real and positive results in dealing with death, domestic and community violence, sexual abuse and exploitation, maltreatment, etc., particularly against the most vulnerable ethnic groups: quilombolas, Afro-Brazilians and indigenous people.	<ol style="list-style-type: none"> 11. percentage of children up to 1 year of age with civil registry, of the total live births. IBGE/Statistics of the Civil Registry and MS/SINASC. 12. Mortality rate among children and adolescents aged 10 to 19 years due to external causes - MS/SIM. 	<ol style="list-style-type: none"> j. Municipality with prevention programs, and compulsory notification of violence and care for cases of sexual violence. k. Municipality implementing programs for prevention and compulsory notification of violence and care for children and adolescents in child labor situations. l. Municipality with organized institutional or family fostering services. m. Municipality implementing socio-educational programs to assist adolescents on probation n. Municipality with committee to deal with the under-reporting of births.
To be an adolescent	By 2016, adolescents from the Amazon, especially the quilombolas, Afro-Brazilians and indigenous people, to be benefiting from multisectoral public policies, supported by legal frameworks defining areas of participation and recognized by society for their ability to contribute their circumstances.	<ol style="list-style-type: none"> 13. % of live births of women aged 10 to 19 years - MS/SINASC. 	<ol style="list-style-type: none"> o. Municipality using tools and methodologies to prevent pregnancy, with the participation of adolescents. p. Municipality with municipal teams trained to use the <i>Adolescent Handbook</i>.
To be a top priority in public policies	By 2016, Amazon states and municipalities to have committed themselves to reducing regional inequalities, guaranteeing and promoting the rights of children and adolescents, ensuring compliance with the International Convention on the Rights of the Child, as well as the Child and Adolescent Statute, to contribute to the improvement of social indicators.	<ol style="list-style-type: none"> 14. Specific forms will be sent the municipalities. 	<ol style="list-style-type: none"> q. Municipality with CMDCA functioning according to the requirements of the Child and Adolescent Statute. r. Municipality with Guardianship Council functioning according to the requirements of the Child and Adolescent Statute s. Municipality implementing actions to protect children and adolescents before, during and after disasters/emergencies.

Municipal adherence and commitment

In relation to the previous editions, 2013-2016 recorded the highest number, to date, of municipalities that were registered (1,745) and certified (504), which evidences the commitment of managers to implement better policies for children and adolescents.

Higher or lower levels of engagement by mayors, articulatores, secretaries and local societies were considered in the progression of the 1,745 registered municipalities. At the end of four years, 952 municipalities were evaluated (or 54.5% of those registered), of which 504 (or 28.8% of those registered) gained certification because they achieved more concrete results in education, healthcare, assistance, protection and social participation.

For this edition, the commitment and dedication from hundreds of managers, technicians and counselors, beyond the demands of their professional obligations, combined with the unquestionable role of the adolescents, permitted the improvements observed in the Semi-Arid and Amazon municipalities.

It is notable that municipalities have shown progress, albeit at different speeds and to different degrees, during a demanding and adverse scenario in the country. The context was one of economic, political, social and climatic turbulence, in which the Semi-Arid region faced its worst drought in the last 50 years and the Ama-

zon endured a period of heavy floods, alternated in some states by drought.

Federal programs suffered losses, with budgetary constraints or reduction of resources. There were changes in the municipal teams. Regional and national political pressures have affected local mobilization and participation, sensed in the training and in the forums. The 2013-2016 Edition was, therefore, of a test of resilience, endurance and overcoming. In the face of a very challenging picture, advances deserve to be celebrated, although they do need to be improved.

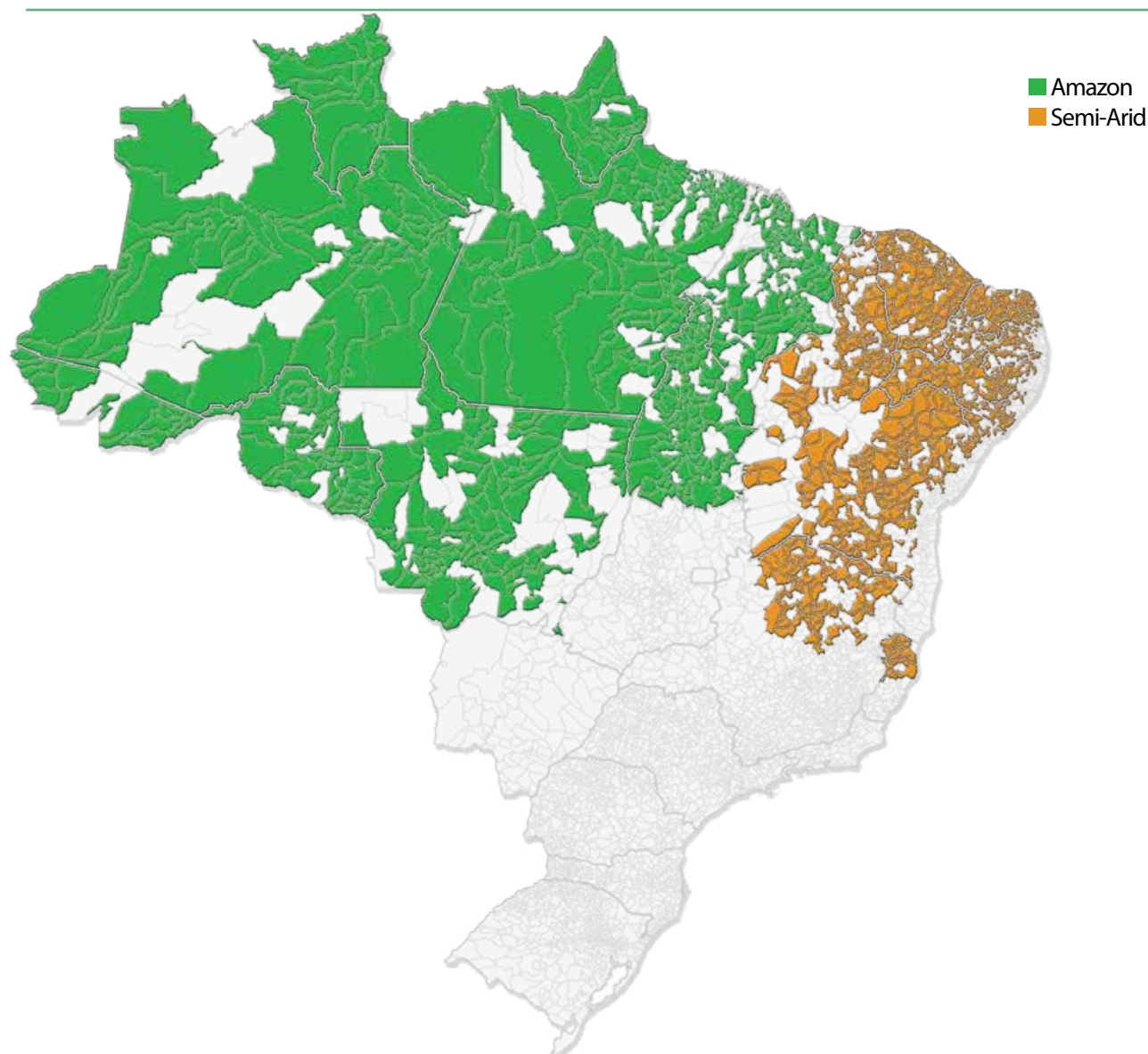
Effects of intersectoral management

Good intersectoral practices in municipalities have enabled better implementation of policies for children and adolescents. There is no lack of examples: Guardianship Councils sharing the same home visit itinerary with professionals from the Family Health Program (PSF); healthcare workers in a high dropout neighborhood collaborating with school principals to identify infrequent students; teachers and social workers working together to identify students with disabilities who still lack access to the Continuing Cash Benefit (BPC); and secretaries from different departments jointly allocating budget resources for child and adolescent policies.

Throughout this edition, some municipalities met their teams with greater frequency to analyze data, record measures,

	Eligible Municipalities	Registered	Engaged/Evaluated	Total Certified
Amazon	805	611 (76%)	294 (36.5%)	192 (23.8%)
Semi-Arid	1,502	1,134 (75.5%)	658 (43.8%)	312 (20.7%)
Total	2,307	1,745 (75.6%)	952 (41.2%)	504 (21.8%)

Total municipalities registered in the UNICEF Seal – 2013-2016 Edition



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monitor processes and institutionalize actions to guarantee the rights of children. Municipalities that exercised an intersectoral approach cited the results of this approach. "Co-responsibility was important in minimizing delayed indicators. Now we carry out integrated planning and optimize our actions. We have learned to channel efforts and seek the help of other members of society. We need to share, and this is a task that doesn't end", says Marisa Rodrigues Silva, articulator for the municipality of Guamaré (RN).

Aguinaldo Garrido, articulator for Tangará da Serra (MT), highlights intersectoral collaboration among secretariats.

"We continue to hold meetings and see social participation from a different perspective, because we understand that it is important for the effectiveness of actions. The secretariat departed from its own sector and went to help in others. The UNICEF Seal induces this integrated action and holistic vision, which should be considered as natural."

Although joint management of the different areas, in discussion with the community and specially with young people, remains an important challenge to be faced, the UNICEF Seal dynamics pro-

duced positive consequences, where it was practiced. Examples include the training and honing of public services and new leaders, which have come to perpetuate the proposal of intersectoral results-based management in other local initiatives besides the UNICEF Seal.

Methodology and processes

The UNICEF Seal – Edition 2013-2016 began by placing the registered municipalities of the UNICEF Seal into 5 groups according to conditions and characteristics (population, income, situation of indicators, situation of children and adolescents, etc.) and similar results in the lives of the children. In order to become certified, each municipality followed the UNICEF Seal methodology for intersectoral results-based management, which necessarily combines indicators (numerical results that municipalities must improve), strategic actions (which the municipalities need to carry out) and social participation.

UNICEF's strategic actions stimulated local agendas and valued everyone's efforts to realize them. Baby Week was one of the activities that most stimulated intersectoral action in both regions to ensure the right of children from 0 to 6 years to survive and develop.

The 1st Community Forum (planning role) was fertile ground for the indicators to address self-examination questions from the participants during the diagnosis: "Does our municipality has children out of school?; Where are they?; How will we resolve this?" Finally, in the 2nd Community Forum (evaluation and accountability) the progress was verified.

The 1st and 2nd Community Forums recorded some notable instances of collec-

Results-based management to reduce inequalities affecting children and adolescents in the municipality:

1) Intersectoral planning + 2) Offer of services and communication about their existence + 3) Active pursuit of those in most need + 4) Provision of quality services + 5) System of accountability + 6) Institutionalization of services.

tive involvement, with the participation of more than 100 thousand people in both regions. Children, adolescents, indigenous, quilombolas, riverine peoples, religious leaders, farmers, teachers, advisors, among many others, expressed their hopes and desires for the municipality to offer better policies for childhood and adolescence.

Over the course of four years, face-to-face situational training cycles have united thousands of municipal technicians and adolescents in a valuable exchange. Each region has worked on the UNICEF Seal's methodological guides and rights-guarantee issues.

Amazon municipalities have accounts of public servants overcoming the mobility challenge of journeying more than 24 hours by boat to participate in meetings in regional centers in the states. Semi-Arid regions have recorded cases of long-term articulators involved for more than 10 years in the UNICEF Seal who were valuable multipliers in this edition.

All this methodological commitment converged to further consolidate the process of public policy decentralization in the municipalities with education, healthcare and assistance, which began in the late 1980s in Brazil.

Virtual platforms for monitoring the municipalities

One of the innovations of the UNICEF Seal was to make available to municipalities, through the internet, virtual and remote systems for the registration of documents that verify the accomplishment of the Strategic Actions and enable easier and faster submissions to UNICEF.

From 2015, participating municipalities of the Semi-Arid region began to rely on the Growing Together Platform (PCJ), which permits the online storage of a municipality's activities. The name is not by chance: its objective is that UNICEF, city

halls and partners can develop and grow through the interaction and exchange of information and learning.

A similar tool, the Guidance Monitoring and Evaluation System (SOMA), operating in the Amazon municipalities since 2014, also received data from the municipalities in this edition, and served as a training and remote guidance tool for more than 500 policymakers in the field of childhood and adolescence.

The PCJ and SOMA have made it possible to share experiences and doubts among municipalities. In some, the adolescents themselves have engaged in data provision. As a result, texts, supporting documents and archived photos make up a living memoir of municipalities' efforts to make the actions required by this edition.

These are two important mechanisms for preventing the discontinuation of public policies, since new managers can access the wealth of ideas and achievements of the municipality and continue to move forward from there. At the same time, the new mechanisms have also exposed weaknesses in the culture of systematization: municipalities had difficulty reporting and proving what they had accomplished, and some ended up missing deadlines and disconnected from the certification process. To further improve this exchange process between participating municipalities, UNICEF and partners, the two platforms are being integrated in the next edition.

In a network of solidarity, city halls with questions about the management of the online data were aided by the UNICEF technical team, partners or articulators of neighboring municipalities. Instant messaging applications for smartphones and social networks, such as WhatsApp and Facebook, have also helped to stimulate the broad network of communication among UNICEF Seal's participants.

Semi-Arid municipalities

**7 training
cycles**

Guides: *Public Policy, To Be an Adolescent in the Semi-Arid, Every School with Quality Water, Restrooms and Kitchens, and Map of the Right to Sport*

Amazon municipalities

**4 training
cycles**

Guides: *Culture and Identity, Sport and Citizenship, Mobilization against Aedes aegypti, Climate Change, Adolescent Participation, Public Policy and Baby Week*

Semi-Arid Municipalities – Two axes evaluated

Axis 1: Strategic Actions for Public Policies and Social Participation – 27 Strategic Actions, 19 of which are Public Policies and 8 are Social Participation, including 3 compulsories: The Adolescent Citizenship Cluster (NUCA) and the 2 Community Forums

Axis 2: Social Impact – municipalities were monitored by the UNICEF technical team in 14 indicators for health, education, protection and political engagement

Score required to be awarded the UNICEF Seal

Axis 1: 19 Strategic Actions in green (out of a total of 28) in at least 5 different objectives, with at least 6 Social Participation actions, including 3 compulsories (NUCA and 2 Community Forums)

Axis 2: 8 indicators in green (out of a total of 14) on at least 3 different goals

Amazon Municipalities – Three axes evaluated

Axis 1: Social Impact – municipalities were monitored by the UNICEF technical team in 13 indicators for health, education and protection

Axis 2: Management of Public Policies – 19 actions in 6 rights

Axis 3: Mobilization, Participation and Social Control

Score needed to be awarded the UNICEF Seal

Axis 1: 5 indicators in green of a total of 13, in at least 3 different goals

Axis 2: 10 strategic actions previewed in the Plan of Action carried out in at least 3 rights

Axis 3: realization of 2 Community Forums and 2 themes of Social Participation (of 4 possible themes).

Scoring logic

- Marked by two colors (green and red), which are valid for both the indicators of the Social Impact axis and for the Strategic Actions of Public Policies and Social Participation
- Green signals that the municipality's status or performance is equal to or better than the average of its evaluation group, or that the municipality has performed an activity and obtained positive results. It gains a point.
- Red indicates caution. A situation or performance of the municipality is worse than the average of its evaluation group and needs to improve, or it indicates that the municipality did not carry out or achieve positive results in a given activity. It does not gain a point.
- In addition, if a municipality indicator improves greatly in the final year compared to the initial year, it is possible to earn the point, even if the municipality is in the red, compared to the other members of the evaluation group. For this, the municipality must be among the 15% who have advanced most in their own group in this indicator.

Essential government support

Breaking the cycle of exclusion and poverty affecting children and adolescents is not a mission exclusive to the municipality. Which is why the UNICEF Seal continues to foster state and federal support. With this in mind, the National Pact entitled, “A World Fit for Children and Adolescents in the Brazilian Semi-Arid”, aims to include childhood in state and national policies and to promote the exchange of information and experiences between governments, civil society organizations, companies and citizens.

Articulated by UNICEF since 2004, in the context of the UNICEF Seal, it brings together leaders from the federal government and 11 Semi-Arid states. It also mobilizes society to improve the lives of children and adolescents in this region, through a relationship between public power, civil society and business. Renewed in 2007 and 2012, it signifies an integrated, coordinated and intersectoral commitment that combines efforts to reduce national disparities.

A similar alliance, the Amazon Child Agenda emerged in 2009, following methodological adaptation to the specificities of the region. It was renegotiated in 2015, when nine Amazon governors signed an accord with commitments and indicators to promote, protect and guarantee the rights of each child and adolescent.

Both initiatives serve the purpose of supporting Brazil in achieving the eight Millennium Development Goals.

In parallel, state governments have contributed to the UNICEF Seal proposal through the appointment of articulators, and specific support for more vulnerable municipalities, or reinforcement of infrastructure for certified municipalities. In the Amazon, the training was preceded by meetings with the articulation teams from the states. For example, the state of Amazonas has carried out citizenship and inclusion seminars in the priority municipalities, issuing identification documents, public audiences, training for the protection network, among other actions.

“The UNICEF Seal is a very important tool used to define social assistance policies and for the enhancement of the child support policies. We see an awakening – among mayors, secretaries and public agents – of the will to establish fruitful partnerships to optimize actions directed at children and adolescents at risk or situations of social vulnerability”, says **Zezinho** Sobral, the Secretary for Social Inclusion of the state of Sergipe. “The support of an institution like UNICEF, with an international Seal, qualifies the work and acknowledges that the policies are being implemented.”



Semi-Arid

In the certified municipalities of the Semi-Arid, and in almost all the evaluated also, the progression of the social indicators measured in this edition was greater than the Brazilian average. The 312 municipalities in the Semi-Arid region that received the UNICEF Seal stood out in several sectors: improving integral care in the first years of life, improving attendance and learning at the right age in schools, tackling school exclusion, increasing access for

children with disabilities in the classroom, improving the ways local students and schools deal with permanent water shortages, promoting the social participation of adolescents through NUCA and mobilization against the *Aedes aegypti* mosquito.

Many of the Semi-Arid municipalities that had already achieved UNICEF Seal certification continue to be registered, as well as municipalities that have not yet been recognized. The assumption is that the technicians



in these localities have, yet again, relied on results-based management, systemic vision and social participation to continue assuring the rights of their children and adolescents, albeit in the face of financial, structural and climate constraints in the region.

Less inequality in education

A high point for this edition of the UNICEF Seal was the positive result from the Semi-Arid municipalities in facing up

to the challenge of raising the percentage of schools in the municipal public network that reached or surpassed the IDEB goal in the initial years of primary/middle school.

The Basic Education Development Index (IDEB) is a national qualitative indicator that influences learning and permanence of children in school. The more a municipality lowers differences in performance among its educational establishments, the less educationally unequal it becomes.

Among the certified municipalities in the Semi-Arid region, the percentage of schools that reached the goal in the ini-

SEMI-ARID

312 | certified municipalities

Population of the Semi-Arid municipalities participating in the edition: more than **28.4 million people**, of whom about **9.4 million** were **0 to 18** years old.



Ceará
83 municipalities



• Teresina



Piauí
41 municipalities



Bahia
28 municipalities



Minas Gerais
16 municipalities



Espírito Santo
8 municipalities



• Belo Horizonte

• Vitória



Rio Grande do Norte

51 municipalities



Paraíba

32 municipalities



Pernambuco

35 municipalities



Alagoas

10 municipalities



Sergipe

8 municipalities



Semi-Arid

29

Illustrations of *mamulengos*, popular puppets in Northeastern culture in Brazil and extremely present in most of the Semi-Arid municipalities. They have been used to represent the UNICEF Seal in the Semi-Arid for several years.

The Brazilian Semi-Arid region is defined by ordinance N° 89 of the Ministry of National Integration of 2005.



tial years of primary education increased dramatically, with a progression of almost 6% between 2011 and 2015, while Brazil worsened, with a decrease of 1.8%. The evaluated municipalities also progressed: 4.6%.

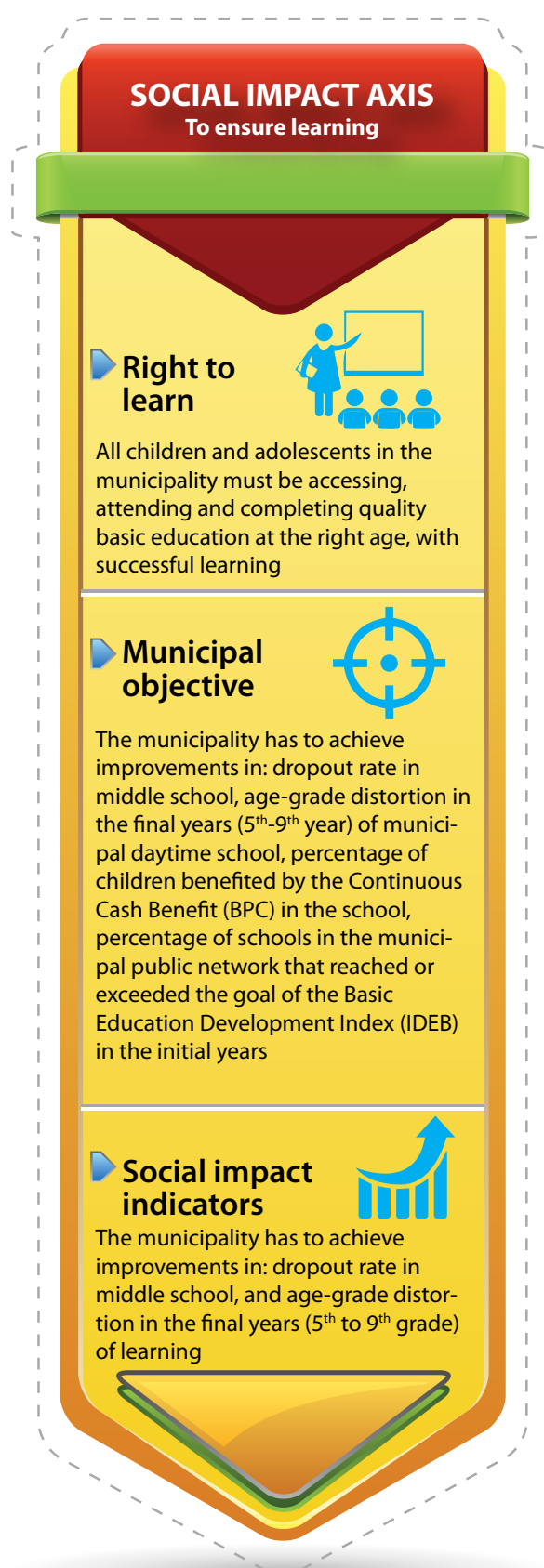
From 2011 to 2015, the municipality of Buriti dos Montes (PI) maintained at 100% the number of schools (3 out of 3 units) in the municipal public network that met or exceeded IDEB's target in the initial years of primary education. And the educational dropout rate in the elementary school for the municipal network continued to be zero between 2012 and 2015.

The municipal Secretary of Education and Social Assistance and articulator, Maria de Lourdes da Silva Soares, attributes the advances to a "combination of actions". Among them, initial and continuous teacher training, reinforcement outside school hours, play activities (such as capoeira, soccer, ballet and hip hop), active pursuit of children and adolescents in situations of child labor or drug use, conversations with families, partnerships with social organizations, and ongoing support from the mayor.

The municipality also equated rural classrooms with those of the urban zone, counted with the National Pact for Literacy at the Right Age (Pnaic) and More Education Program (PME), both federal initiatives, as well as the promotion of reading and writing competitions. "Here we explore the books, rather than just reading them; carrying out various activities derived from them and, in the end, we hold everything in our memory", says Alexandre Torres, 16, a ninth-grade student in 2015.

Fall in age-grade distortion

Certified municipalities reduced the age-grade distortion rate in the final years



(6th to 9th grade) of middle school in the municipal network by 13% between 2012 and 2015, and evaluated localities decreased by 11%, greater than the country's fall of

7.9%. This implies fewer students in a situation where the difference between their age and the expected age for their grade is two years or more.

Distortion in Brazil is especially present in the final years of middle school, which requires specific policies to follow the stages, so that every child continues to study and learn at the appropriate age. Delays in grade progression discourage students and prompts dropout. Therefore, municipalities that intervened to improve these rates helped to prevent dropout and abandonment.

Each and every one in school

Finding children and adolescents who are out of school was carried out by 395 municipalities in the Semi-Arid region. They identified the name, age, sex, race/ethnic-

ity, often with the help of the community and the teens themselves. UNICEF's "Brazilian Out of School Children Initiative" has promoted local initiatives to put an end to the unacceptable waste of school exclusion and guarantees the right to learn.

This is an urgent measure that requires municipal policies to focus on more remote communities, more vulnerable families, child laborers and quilombola, riverine and indigenous populations, who have historically been denied school attendance. Factors such as teenage pregnancy or loss of interest due to lack of contextualization of school material also influence dropout from studies.

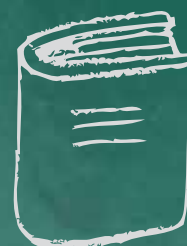
The municipal efforts of the UNICEF Seal to combat this problem contributed to the fall in the dropout rate in daytime primary/middle schools: from 3.2% to 2.1%, during 2012 to 2015, among the municipalities certified in the Semi-Arid. This percentage represents an advance of almost 34%. To get an



IMPROVEMENT IN EDUCATION

Percentage of municipal public schools that met or exceeded the IDEB goal in the initial years - MEC/INEP

	2011	2015	Progression %	
Brazil	65.4	64.3	-1.8	
Evaluated	69.1	72.2		 4.6
Certified	72.3	76.4		 5.7



Age-grade distortion (1st to 9th grade) daytime primary/middle schools of the municipal network - MEC/INEP

	2012	2015	Progression %	
Brazil	37.5	34.6	-7.9	
Evaluated	41.3	36.8	-11.0	
Certified	38.9	33.9	-13.0	



Dropout rate in primary/middle schools of the municipal network (MEC/INEP)



Although they are still **above the Brazilian average**, the certified municipalities had a considerable advance of **33.8%** and the evaluated **30.4%**, while the country progressed only **26%**

MORE CARE FOR MOTHER AND BABY

Percentage of pregnant women with 7 or more prenatal consultations - MS/SINASC

	2011	2015	Progression %
Brazil	61.3	64.6	5.4
Evaluated	55.0	63.1	14.8
Certified	58.1	66.6	14.6



Percentage of live births with civil registration increased from **94.7%** to **96.9%** among certified municipalities from 2011 to 2014. Even below the national average (**from 96.4% to 97.5%**), they were double the progression of Brazilian municipalities in general

484 municipalities of the Semi-Arid have transformed Baby Week into a municipal law, ensuring future action. Between 2014 and 2016 it was conducted by **523 municipalities** with significant social mobilization

idea, in Brazil as a whole, the improvement was 26%. Among the evaluated municipalities, there was also a 30.4% progression.

Like other localities, Teotônio Vilela (AL) has perfected the mapping of infrequent students. Six teachers were engaged to find absent children and mobilize the “Brazilian Out of School Children Initiative”. As a result, the municipality reduced the dropout rate in primary/middle schools of the municipal network from 6.6% in 2013 to 0.5% in 2016. Every week the officers checked the attendance at municipal schools and, after five absences, visited the residence of those who were absent, directing them to return to class. The success has exceeded 85% per year. When necessary, health professionals or the Guardianship Council were called upon to assist.

Teacher Mirasmar Siqueira managed to get Leticia Silva Santana Oliveira and José Kauan Silva de Araújo back to their studies after talking to the youngsters, their families and acquaintances. Leticia, 15, returned to eighth grade and Kauan, 16, the seventh. The strategy with Leticia was understanding that she was having trouble waking up early and had undergone two surgeries, so she changed her school period to afternoons. With Kauan, the teacher asked for help from a neighbor, whom the youth respects and listens to, who advised the youngster to return to school. “I changed and started attending school,” says the adolescent.

Daycare and preschool

In this edition of the UNICEF Seal, the dedication to Early Childhood by certified municipalities of the Semi-Arid was verified, among other factors, by the provision of new daycare centers and preschools – a right of every child. Drawing on federal funds from the National Education Development Fund (FNDE) of the Ministry of

Education, city halls have created educational units in districts farthest from central regions or in rural areas with structures that are more conducive to learning. The attitude has demonstrated the concern to decentralize the provision of Basic Education and guarantee the right to learn for the most vulnerable.

Some of the municipalities had full-time education in these facilities, a fundamental measure because it increases the exposure of children to situations of care, coexistence and learning. Early Childhood education (0 to 5 years and 11 months) is the responsibility of the municipalities and consists of first contact with the formal places of Basic Education, which the student must follow up to 17 years.

The goal of improving enrollment levels has led the municipality of Arcoverde (PE) to increase the number of daycares and preschools, to invest in the continuing education of teachers and to provide full-time education in all stages of municipal education. “Other secretariats integrate with educational ones, the health-care agent is extremely present, parents are more aware that the place for a child is in school, and we have managed to train great readers”, says Zulmira Cavalcanti, Executive Secretary of Education for the city. Together, the measures have helped the municipality raise the IDEB of municipal schools (14 education units) from 3.9 to 5.3, from 2011 to 2015, an advance of almost 36%.

Inclusion for students with disabilities

Like dozens of certified municipalities, the city of Arcoverde also improved school attendance for children with different disabilities: 8 went on to attend the regular school network in 2014, 38 in 2015 and 84 in 2016.



José Davi dos Santos, 7 years old, is one of these. He has motor difficulties, is confined to a wheelchair and was left isolated at home. He escaped this isolation when, in 2106, he started attending the first year of primary at the Alfabeto Municipal School, which installed a ramp to facilitate wheelchair students in the class. Among the results, the principals of the local schools highlighted reports of mothers who observed better cognitive, autonomy and sociability in their children.

This same concern for inclusion was present in other municipalities in the Semi-Arid region: 427 of them carried out an active search in this edition of the UNICEF Seal to update their percentages of children with special educational needs, a fundamental measure to ensure access to learning. Municipal secretariats provided dozens of disabled students with specialized educational service rooms complete with educators able to adapt the regular content for each student profile.

Quality water, restrooms and kitchens at school

35

In the Semi-Arid region, there are an estimated 3,700 thousand schools without water and more than 1,500 without proper sewers. To cope better with this situation, the strategic action “Every School with Quality Water, Restrooms and Kitchens” encouraged the creation and execution of a plan of action. Having good-quality water coming out of the faucets, adequate toilets, distinguished by gender, and a kitchen and refectory capable of preparing and serving school meals are fundamental conditions for student learning.

As a result, 2,710 schools in 241 municipalities have gained new infrastructure during the UNICEF Seal, mainly reforms or new constructions, in order to offer better sanitation and water supplies, generating a positive impact on the school life of over 500 thousand students.



An entire world in Pau dos Ferros (RN)

"Until the NUCA appeared I was blind to the political sphere. Through it, I have strengthened my own identity, as this coincided with my own process of gender transition, and I grew politically. It was a welcoming space for those who experience marginalized identities: blacks, women and gays." Thus, Clarice Telles, 19 years, summarizes the NUCA learning experience that has mobilized her city of about 30 thousand inhabitants. There, all the schools participated actively in the seminar "Being an Adolescent in the Semi-Arid", students spoke via confidential communication ("letter from a friend") about the school structure, adolescents created libraries in the prison and in a rehabilitation center for drug dependents and placed candidates for mayor in the matrix to discuss the Multiannual Participatory Plan. Clarice intends to become a judge and indicates: "My dream would be that we knock down all the walls between public power and civil society."

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At the same time, the municipal teaching units were stimulated to address the students' concepts about Education for Coexistence with the Semi-Arid, through the dissemination of data and pathways that promote the development of the region and value its identity and tradition. Of the total, 491 cities accepted the challenge, thus contributing to education whose context better matches the local reality.

"This perspective of coexistence around the human right to water has rescued the local potential, created knowledge in the municipal networks and a sense of pride in all", assesses Germano de Barros, president of the Alternative Technology Service (Serta), a UNICEF Seal partner in the states of Alagoas, Paraíba and Pernambuco.

Of the 312 certified municipalities in the Semi-Arid region, 72 stood out for presenting best practices related to water and sanitation, such as the creation of a Municipal

Sanitation Plan, repairs to the water network, remodeling of restrooms or kitchens, construction of cisterns, water and filters, informative classes on natural resources, among other initiatives. Relevant advances were recorded in schools in 241 municipalities.

NUCA: knowing rights is essential to guaranteeing them

Children between the ages of 12 and 17 played a key role in the UNICEF Seal – 2013-2016 Edition. They contributed to their municipalities in the Semi-Arid region through dozens of initiatives in the Adolescent Citizenship Cluster (NUCA), a mandatory action in the edition cycle. In turn, NUCA supported the development of these young people and strengthened

their capacity to participate in public policy.

In a welcoming environment, at least 525 municipalities involved 11,500 adolescents in rounds of conversation, discussions with experts, seminars and forums in communities and schools. These were occasions for reflection on the diversity and inequalities of the municipality and, in the process, the groups cultivated feelings of community, belonging and pride in their region.

Each group mapped out opportunities for local youth participation and identified how they could be used, found new neighborhoods, promoted a minimum of ten thematic workshops, and worked with the UNICEF “Skills for Life” tool, followed by awareness-raising campaigns such as “For a Childhood Without Racism” and “Brazilian Out of School Children Initiative.” At NUCA, black girls began to reclaim their natural Afro hair, which previously had been combed straight, in authentic recognition of their identity.

The activities have embodied Article 12 of the International Convention on the Rights of the Child, which encourages all to express their opinions and be considered in any matter that affects them. Noteworthy examples were the demand for rights letters sent to the mayors.

The significant involvement of adolescents in efforts to combat the *Aedes aegypti* mosquito were also highlighted. “We understand each other better, and we can speak in a more informal, more relaxed way. This encapsulates the young person”, says Miriã Oliveira, 15, who participated in a week of mobilizations in the municipality of Araçuaí (MG).

One of the most emblematic moments involving NUCA took place in the “Being an Adolescent in My City” seminar, with celebration and accountability of actions. The edition also recorded the harmonious coexistence and diversity of identities (gender, race/ethnicity, disability, age group,





Right (and left) arm of the City Hall

In the small city of Rodolfo Fernandes (RN), with 4,500 inhabitants, João Everton Oliveira, 24 years old accounting undergraduate, was introduced to the UNICEF Seal at 12, and since then has fully immersed himself in youth participation to such an extent that he was promoted to articulator due to his great performance during the Seal certification process. He reversed a situation of unmotivated technicians, and the municipality gained certification. Next, the management invited him to be chief of staff. “I have discovered that to work on public policies, it is only a matter of willpower, the calling and the doing. I became more human, humble, mature, and began to put myself in the situation of the child.” Among the most important moments celebrated by João is the day that rural children started to attend school. He also welcomes the approval of the Early Childhood Municipal Plan, the inclusion of Baby Week in the local calendar, and colleagues from NUCA who have gone to university.

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housing), as well as the achievements of young people who, after learning in the Cluster, took seats in councils, secretariats or offices of city halls, appeared at various public conferences and attended the university. The emergence of public policies has also stimulated professional choices in the areas of human rights.

More care for mother and baby

“A fall in mortality rate, more vaccination coverage, Baby Week, Municipal Plan for Children, actions becoming legislation, and integration between Education, Healthcare and Assistance. All of this has improved the child’s right to survive and develop”. Thus, Wilmarques Santos, articulator from the municipality of Itabaiana (SE), ex-

emplifies how, in this edition, the Semi-Arid municipalities were focused on the first years of life that will influence all the others.

The set of advances for the population aged 0 to 6 years was relevant in the region, which led to a decrease in the infant mortality rate, an increase in access to prenatal care, training of professionals to care for pregnant women and children, and improvement in birth registration in the first year of life.

The collaboration between Education, Healthcare and Assistance has taken shape in the 331 municipalities that have implemented their Early Childhood Municipal Plan, an intersectoral device with diagnosis, actions and goals to ensure full compliance with the rights of children.

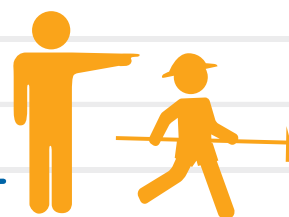
Certified and evaluated municipalities have reduced their infant mortality rate from 2011 to 2014, showing progress higher than the Brazilian average. In order to



638 municipalities
reported having **Guardianship Councils** with at least the minimum standard of functionality according to the **Child and Adolescent Statute**



491 localities
with information and communicative actions to **prevent sexual violence**



451 municipalities
with initiatives to alert and clarify issues of **child labor**



346 cities
with **actions of prevention** and care for children and adolescents in **child labor** situations



More than **11,500 adolescents**,
from at least **525 municipalities**, strengthened their capacity to participate in public policies in the activities of the **Adolescent Citizenship Cluster (NUCA)**



Soundtrack of the protagonist

Pop artist Katy Perry has captured the heart of adolescent Jennyfer Emanuely de Souza Ferreira, of the municipality of Monsenhor Hipólito (PI), both for music and attitude. “She suffered prejudice early in her career and did not give up. With Jennyfer it’s the same: we have to stop thinking about ‘I cannot’ and think of ‘how can I?’”, reflects the 17-year-old student, singer and Katy cover artist. “Before NUCA, I did not know the power of my voice. Talking to the politicians in Brasília [Brazil’s capital] I realized that this was where I should really be.” In her city, with about 50 adolescents from NUCAs in urban and rural areas, she discussed adolescent pregnancy, sexual exploitation, drug use prevention, bullying, participated in a dengue campaign and, whenever possible, sang at events such as Baby Week.

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detect the causes of child deaths – which helps to improve public policies – certified localities investigated, in 2014, 93% of the deaths of children under 1 year of age, while in Brazil the average was 82%. Based on the UNICEF Seal guidelines, small cities such as Viçosa (RN) have maintained zero infant mortality rates and others like Serra Dourada (BA) have come close to this.

Preventive and continuous care for pregnant women and the unborn child also improved among certified municipalities: the percentage of women undergoing seven or more prenatal consultations increased between 2011 to 2014, benefiting more than 14.2 thousand pregnant women. This progress, 14.6% in the certified municipalities, surpassed the national improvement of 5.4%. The percentage of investigated deaths for women of fertile age (10 to 49 years) also increased by 5.6% among the certified municipalities – the same progression as Brazil.

In order to increase care for pregnant women, mothers and infants, 383 municipalities implemented prenatal care actions

and trained 416 professionals to care for pregnant women and children to avoid mother-to-child transmission of HIV, hepatitis B and syphilis.

Birth certification in the first year of life, a right of every child, was also augmented in the UNICEF Seal certified municipalities in the region. Even below the national average, these locations have doubled the advancement of Brazilian municipalities in general.

Essential prenatal care

The community of Araçuaí (MG) intensified care actions for pregnant women, increasing the number of expectant mothers in the municipal pregnant mothers’ group, more medical follow-ups, and improving indicators. Between 2013 and 2015, the percentage of pregnant women who had 7 or more prenatal consultations rose from 55% to 72.5% and no maternal deaths were recorded.

“Infant deaths are few and, when they happen, they tend to be perinatal prob-

lems, bad congenital development or genetic alterations”, explains Cássia Lopes Elias, Coordinator of Primary Care for the municipality. Sônia Matos, the mother of Luzia Vitoria, recalls: “I did all the prenatal exams. In the consultations in the PSF [Family Health Program], I was encouraged to have a natural birth and also participated in lectures on how to breastfeed.”

As well as Araçuaí, other municipalities from the state of Minas Gerais certified in the UNICEF Seal progressed in the reduction of infant mortality: a fall of 24%, dropping from 17.9 per thousand live births in 2011 to 13.6 in 2014. The evaluated municipalities also advanced, with a decrease of 22.7%.

Attention to childbirth

Maracanaú, a municipality of Ceará with an estimated population of 225 thousand inhabitants, increased, between 2011 and 2014, the percentage of pregnant women with seven or more prenatal consultations from 49.7% to 62% and the percentage of infant deaths investigated from 94.4% to 100%. The management team also improved its facilitation of humanized birth, offered at the Eneida Soares Pessoa Women’s and Children’s Hospital.

Part of the Federal Network of Child and Maternal Health Care (Rede Cegonha), the public facilities carried out an average 350 births per month and served eight oth-



er neighboring municipalities. From the dialogs during the Baby Week strategic action, the idea was created for pregnant women to opt for natural childbirth under warm water.

In 2015, a water birth was installed in the Natural Birth Center (NPC) of the hospital. The birthing process without surgery or medication is supervised by multidisciplinary professionals and relies on therapies to reduce pain and stress.

Pregnant women in the region have access to a range of prenatal, childbirth and postnatal (puerperium) care which, together with prenatal care, help reduce maternal and neonatal mortality rates. Examples: specific beds, according to the level

of risk; surgical center; presence of a companion of choice; kangaroo mother care (KMC), so that the premature baby gains weight, with a reduction in the use of incubators; as well as family planning and encouragement of breastfeeding and natural birth. "Here the father is not a visitor; he can accompany his partner throughout the whole process", explains Luciana Carneiro, Nursing Manager.

The attentive aspects at the birth allowed Pedro Henrique da Silva Mendes to enter the world safely during a natural birth by his mother, student Maria Gabriele da Silva Felix, 18 years old. "It went well and I'm breastfeeding," she said, lying in bed with a smile on her face, as she held the baby.

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The art of politics. Politics in art

Icaro Cássio dos Santos Marques, 15, and Leandro Barros da Silva, 20, both from the municipality of Bananeiras (PB), have diverse desires. Icaro wants to rise in the political world as a town councilor and mayor, working for the city. Leandro intends to become an art teacher and transform people. Two friends, two wishes for the future, connected by a NUCA that is very active in UNICEF Seal. Icaro says that before the NUCA experience he had "empty thoughts", of "sameness", even being in favor of reducing the penal age. This has changed. "I have to fight for the child to be in school, and not fight for the young person to go to jail." Leandro reports that he learned to share his ideas and lost the fear of espousing them in public thanks to NUCA activities. "I was silent, I became talkative. I had heated debates with my teachers about graffiti. Today, I teach with ease and I want to be innovative in teaching the arts."



From deprivation to the Guardianship Council

From his impeccable desk at the Guardianship Council of the municipality of Eusebio (CE), the 24-year-old Makciel Castro, a law student, proudly details his trajectory from a quiet schoolboy to a guidance tutor, a post he has occupied since 2016. It started at age 12, when teachers appointed him to a municipal project with the purpose of alerting other adolescents about STD prevention. On discovering that he could be popular in school, he created the student council and never stopped participating in childhood and adolescence policies. With other colleagues, he helped design the Adolescent Health Agency (ASA), "I realized this when organizing the 9th National Conference on the Rights of Children and Adolescents." What motivates him? "Breaking the eternal cycle of stories like mine: illiterate grandmother and domestic cleaner mother. I am what I am because the public policies gave me the chance to speak, to err, to get it right. Politics requires work, but it also works well."



Baby Week: an example of mobilization

Studies prove that the first years are fundamental for the development of the physical and psychological well-being of children and their social skills. Experiences during this period can be influential throughout life as well as becoming decisive in relationships with people. For this reason, the Baby Week strategic action is a significant opportunity for the municipality to consider how to improve and fulfill its responsibilities and to elaborate new integrated public policies for the population from 0 to 6 years old.

In this edition of the UNICEF Seal, the transformation of Baby Week into a municipal law was extremely important to ensure its continuity: 523 municipalities of the Semi-Arid region held it at least once between 2014 and 2016, and from this, 484 localities added it into the municipal calendar.

Considerable awareness concerning the care of pregnant women, mothers and their children took place in municipalities, in talks, in conversations, in workshops and in public spaces. These creative and vibrant events included parades of mothers with strollers, concerts, theater, cultural evenings, distribution of plant seedlings, homage to grandparents, toys for hospitals and even window-dressing competitions between shops.

Baby Week discussions encouraged the Semi-Arid municipalities to substantially improve the coverage of the pentavalent vaccine (diphtheria, pertussis, tetanus, hepatitis B and *Haemophilus influenzae* type B (Hib)), distributed by the federal government and essential to immunize all children less than one year old.

Iracilda Almeida, articulator for the municipality of Teotônio Vilela (AL), reports that mothers have changed their perspective regarding their babies. "After learning about *shantala* massage,

several said, 'Now, I know how to cuddle.' They also said that they began to pay more attention in the plays. Today, mothers and fathers participate in our Baby Week." In this edition, the municipality of Alagoas increased the percentage of pregnant women with 7 or more prenatal consultations from 50.8% in 2011 to 66.7% in 2014, a progress of almost 16%.

Combating *Aedes aegypti*

One of the characteristics that marks the history of the UNICEF Seal is the adaptation and evolution of its methodology. In early 2016, when Brazil faced the

beginning of the Zika epidemic which affected thousands of Brazilian families, most of them in the Northeast, UNICEF challenged the municipalities participating in the UNICEF Seal to implement a new Strategic Action. Even with only a few months remaining in which to complete the process of sending verification documents, 716 municipalities made this commitment: deploying managers and agents to jointly combat the *Aedes aegypti* mosquito which transmits dengue, yellow fever, chikungunya and Zika virus.

Municipalities of the Semi-Arid region mobilized efforts to eliminate *Aedes* breeding sites. This was in response to the accelerated increase, over a few months,



Loud voice calling for an end to child labor

Anyone who has heard Felipe Caetano, age 15, from the municipality of Aquiraz (CE), describing his more than one hundred lectures given in the last two years, may well doubt his true age. His awakening at NUCA to political participation and the cause of child labor led him to activism: he was active in creating the first adolescent committee to discuss child labor in Brazil and in the world, as well as attending regional, state and national conferences. He was annoyed by the fact that only adults talked to adults about child labor. "Why are those who are being abused not speaking? It is the same as having women's rights debated only by men", he argues. For him, "The NUCA family unites brothers in arms and has taught me that the right to participate is the way to secure all other rights."



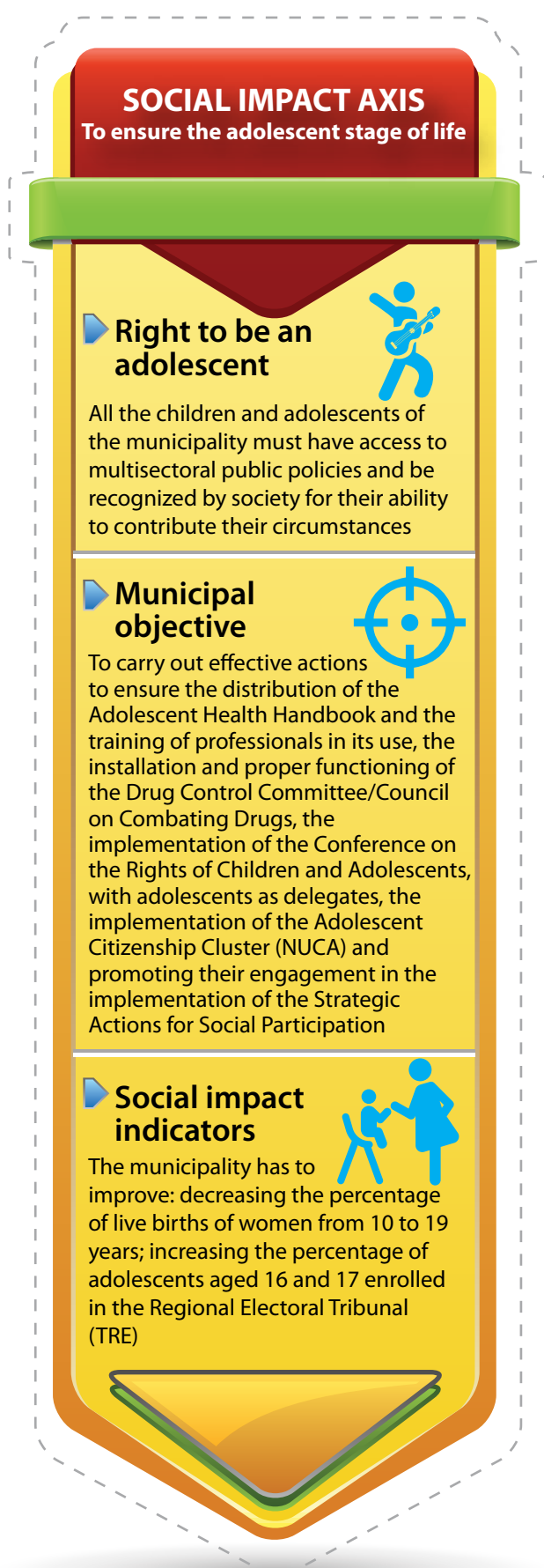
of cases of microcephaly in newborns related to Zika virus infection, in addition to the endemic dengue.

The measures assuring children the right to survive and develop were introduced to the UNICEF Seal strategic actions in 2016, in the Social Participation axis, and counted as an extra point towards certification for the municipalities that verified a reduction of the number of mosquitoes and the risk of proliferation of the diseases transmitted.

At least 2,300 municipal mobilizers in the Semi-Arid region participated in training, managers created and supported the Intersectoral Municipal Committee to Combat *Aedes aegypti* and promoted weekly cleanups to eradicate mosquito breeding sites in homes, public institutions and public spaces. In the Semi-Arid region, 516 municipalities carried out joint efforts to combat *Aedes aegypti* in the communities and 482 municipalities promoted mosquito prevention activities in municipal schools.

In the municipality of Água Branca (PI), student Daniely Oliveira da Silva, 20, now lives free from *Aedes aegypti*. The municipality has defeated dengue fever, counting only two cases in 2016. Previously in 2013, the city reached the high level of 7 in the Survey of *Aedes aegypti* Infestation Index (LIRAA), where level 5 is already an alert. The solution was integrated surveillance: community-based agents joined the Family Health Program (PSF) team surveying 9,500 households to combat mosquito outbreaks, while the Secretariat of Works cleared roads and tracks.

Each house received a green seal (free from breeding), or yellow (breeding, but without larvae), or red (with larva and pupa). Public schools were also mobilized, and the Maria do Carmo Ennes Fonseca school won a trophy for having the largest number of students, teachers and employees with green seal homes (according to the picture). Subsequently, a new municipal law granted an incentive to housing that maintained green seals



after three surveys: a 30% discount on the Urban Building and Land Tax (IPTU). Thus, it ensured more sustainability to public health policy.

Supporting the Rights Guarantee System

Preventing and coping with sexual violence and child labor have been on the agenda of municipalities engaged in the UNICEF Seal in recent years, but the results are still evolving. The progress requires further strengthening of the Rights Guarantee System in municipalities, with initiatives that effectively reduce exploitation and abuse and consider the dimensions of gender, race/ethnicity, housing and disabilities for each child.

In the Semi-Arid region, 491 municipalities promoted information and communication to prevent sexual violence and 451 tackled child labor, which affects children from the most vulnerable families. In addition, 186 localities reported the implementation of prevention initiatives for the violent death of adolescents. Also, 346 municipalities implemented prevention and care actions for children and adolescents in child labor situations, thus interrupting an acute routine of lack of responsibilities and protection; and 158 implemented programs of prevention and compulsory notification of domestic and sexual violence.

Yet again, the edition's methodology emphasized the harmonious work of the CMDCA, in the formulation, monitoring and evaluation of policies, and the Guardianship Councils in the proper care and referral of cases of violence, abuse and exploitation. Of the municipalities participating in the Semi-Arid region, 638 reported having Guardianship Councils with

at least the minimum standard of functioning. As a result, there was broader understanding by managers and the population about the importance of counselors and vigilant monitoring of each child and adolescent.

In spite of everything, children on probation have few municipal policies for adequate socio-educational assistance: only 252 municipalities in the Semi-Arid region reported having the minimum instruments to implement this policy.

Active and participatory CMDCA and Guardianship Council can substantially assist in advancing the various policies for children and adolescents. This is what the municipality of Paulo Afonso (BA), with around 120 thousand residents, has been putting into practice. CMDCA advisers participated in hearings with the local population for the collective construction of the Multiannual Plans (PPA) and the Annual Budget Law (LOA). "In these meetings, we also looked at indicators within the UNICEF Seal and said: we need to implement this policy here for our children," says Bruno Diniz Gomes da Silva, articulator, president of the CMDCA and coordinator of the Advice Center, a body of the local Social Assistance policy.

Counselors also contributed to decisions to expand daycare and preschools: "The Guardianship Council itself indicated to the CMDCA the number of children who required daycare. Here we have a differential, which is dialogue, and our **aspirations are brought to the Secretariats of Healthcare, Education and Assistance**". The priority for the adolescent in Paulo Afonso municipality can be observed in the Living Youth federal program, which aims to reduce the number of violent deaths of young blacks, as well as being active in the CRAS and CREAS.

Mobilization against child labor

The animated short film *Vida Maria* (Márcio Ramos, 2006) tells the story of Maria José, girl from a low-income family who is forced to abandon school in order to work. The years go by, she grows up, marries, has children and grows old. The film reflects on the persistence of child labor that still removes thousands of Marias from the right to learn, to develop and to be a child.

Preventing and combating child labor has been gaining ground in the municipalities participating in the UNICEF Seal in recent years. Free markets, where there are cases of exploited children, have been the target of campaigns in many municipalities.

Nova Cruz (RN) is one of many examples. In 2015, on June 12, World Day Against Child Labor, it united adolescents and technicians from the Secretariat of Social Assistance of the municipality, who collected data on children working at street markets for inclusion in protection initiatives. In the same year, the city approved its Municipal Plan for the Eradication of Child Labor, while dozens of primary students took part in the First Challenge to Combat Child Labor – a competition between colleges, with performances of parodies, pamphlets, banners, rallying cries and food donations.

"I noticed a decrease in the number of children hauling goods at the market. But society and public administrations still need to encourage more education. A child's place should not be working. If children do not go to school to learn, they will suffer from illiteracy, poor employment options and low wages", analyzes Danilo Ambrosio, a 17-year-old, which was ninth grader at the mobilization period.

Multiplier articulators

One of the results of the participation by municipal technicians in the UNICEF Seal was the increase in their level of knowledge about the rights of children and adolescents. Among others, three articulators multiplied what they learned and brought

it to neighboring locations their municipalities. Qualified and committed to the cause of childhood and adolescence, Gilda, Maria Claudeia and Maria Edivane became a benchmark and began to encourage other technicians to use the methodology to improve healthcare, education, assistance and other indicators.



“I started as an articulator in 2006, I have been through three different political groups and I have remained in the position. The UNICEF Seal makes a big difference. It’s our university. It brings the ability to look at families and communities and to raise awareness about various issues. We begin see the causes: situations of previous vulnerability with people not having access to the social opportunities. But if they have the minimum commitment, municipalities can, through the methodology, progress in guaranteeing rights for the most vulnerable. And the UNICEF Seal helps management in general: here, for example, we have greatly empowered the CMDCA, and our Multiannual Plan has become participative and decentralized”. **Maria Edivane da Silva Gomes, social assistant and articulator for Arcoverde (PE)**



“Participating in the UNICEF Seal is more than a public management commitment, it’s a moral commitment. Raising my son during this edition has given impetus to all my indignation and annoyance with the situation of children. It has increased my thirst for change, the will to make pearls from the sand. We press the authorities, including the Justice, to form a network of protection; we are the active voice of that child who suffers abuse or neglect and generally does not speak out”. **Maria Claudeia de Lima e Sousa, social assistant, ex-articulator for Sussuapara (PI) and articulator for Picos (PI) for this edition**

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“Enabling, training, documents, conversations; all of this humanized me to community leadership in the rural area. Life was more rigid, and I lived a hard reality, just like some of these children, and then I began to really observe the causes of the problems. I studied the UNICEF Seal and then it came to a point where I had already accomplished everything, so much so that five municipalities came to me in desperation. Of all the joys I had, the biggest was to see Italo running, happy, free as a bird, studying, playing and being a child.” **Gilda Tavares, pedagogue and articulator for São João do Piauí (PI)**

Systemic vision to ensure children's rights

Bananeiras, Paraíba municipality and four times winner of the UNICEF Seal, sought to guide the management through planning and action among secretariats during this edition. "This constant planning, on a daily basis, should be something as natural as having a good day", said Mayor Douglas Lucena Moura de Medeiros, who was constantly uniting the team to assess the progress of the indicators. "The UNICEF Seal obliges people to think in unison, not only among the sectors, but also among the municipalities." One example came from the 'Childhood Without Racism' campaign, a strategic action promoted in partnership with neighboring municipalities.

The city has characteristics common to other certified municipalities and has also embraced integral results-based management. Concrete examples of this approach include: decentralization and roaming of public services to serve the most distant and vulnerable child populations; monitoring the progress of policies; use of federal resources for the construction of public facilities or the execution of health and education programs; support of state governments in infrastructure or programs; partnerships with large foundations or institutes.

"Road paving in the rural area, promoted in conjunction with the state government, combined with school transportation, with the federal government, guarantees the right of the child to learn. Now they do not remain out of school for months, as it was previously", says the mayor. The municipality has an extensive territory of 258 km², with schools up to 50 km from the center. In total there are 23 municipal education units and 9 Basic Health Units (UBS).

Evidence of integration in the service of children's rights is reflected in the improvement of municipal indicators: fall in infant mortality rates; investigation of all infant deaths; 100% coverage of pentavalent vaccination; decreases in the dropout rate in primary/middle school in the municipal network; reductions in the age-grade distortion in the final years (6th to 9th grade) of

primary/middle schools in the municipal network; increase of the percentage of children up to 1 year old with birth registration; among others.

In the municipality of Horizonte (CE), also a veteran on the UNICEF Seal, the principle that each step contributes one drop of water to quench a fire led the management to create the Hummingbird Project. Two committees, intersectoral and technical, linked to the mayor's office and comprising secretariats and the local community, met to build municipal policies in a transverse and integral way, for the city of 65 thousand residents.

There were varied challenges in the discussions: from civil registration of births and breastfeeding to drugs and adolescents, to school dropout. "Everyone contributed. We learned that doing things together was better than in isolation and we saw the progress in the lives of the residents", says Jô Farias, who created the initiative. The practice of intersectoral methodology has led Horizonte to reverse negative indicators to zero, such as maternal mortality, and inspired the administration of other municipalities in Ceará.

Not far from there, another example of cooperation was also evident. In the mountainous region of Ceará, 15 municipalities of the Association of Municipalities of the Maciço de Baturité (AMAB) registered in all editions of the UNICEF Seal and supported each other. Between 2013 and 2016, they discussed the methodology and profile required by the articulator and mobilized the mayors' spouses. Six of the 15 municipalities were certified: Barreira, Guraramiranga, Ocara, Pacoti, Palmácia and Redenção.

Diogenes Luz, articulator for Pacoti, spoke about the advances. "Actions like the *Aedes aegypti* changed our routine. There was a tremendous mobilization of the public powers through the secretariats and schools, in addition to the youth and the population. From what UNICEF advised, guided and suggested, they actively participated to reverse the negative picture.





AMAZON

A girl in school uniform carrying a backpack standing by the river waits for the boat that will take her to school. The scene captures the “Amazon factor”, where the river is the road and there are extensive rural areas with low population density, with indigenous, quilombola and riverine territories, that are home to children and adoles-

cents eager to learn and live fully.

Around 26 million people live in 808 municipalities of the Brazilian Legal Amazon, and of this total, around 37% are made up of children and adolescents up to the age of 17, according to the IBGE National Sample Household Survey (PNAD) 2016. It is the largest proportion of children under 18 years of age in the country. Most



of the social indicators are below national averages and, for the entire Brazilian indigenous population, the majority live in the region and face infant mortality and malnutrition, under-registration of births and gaps in the provision of education for children and adolescents.

Access to public services is often dependent on long journeys, even within a single municipality. With the exception of the capitals, only 20 municipalities have more than 100 thousand inhabitants. Some can be reached only by boat or plane. Border cities also have to deal

with aggravating factors, such as migration flow, which has an impact on public administration.

Imbued with the need to guarantee rights to every child in the Amazon, 294 municipalities in the region faced the mission of strengthening their capacity to collect, record and systematize data, improve technical skills and advance the quality of public services, often constrained by rudimentary infrastructure and equipments.

Ultimately, the 192 certified municipalities in the Amazon region stood out for the following: reducing child mortality, improv-

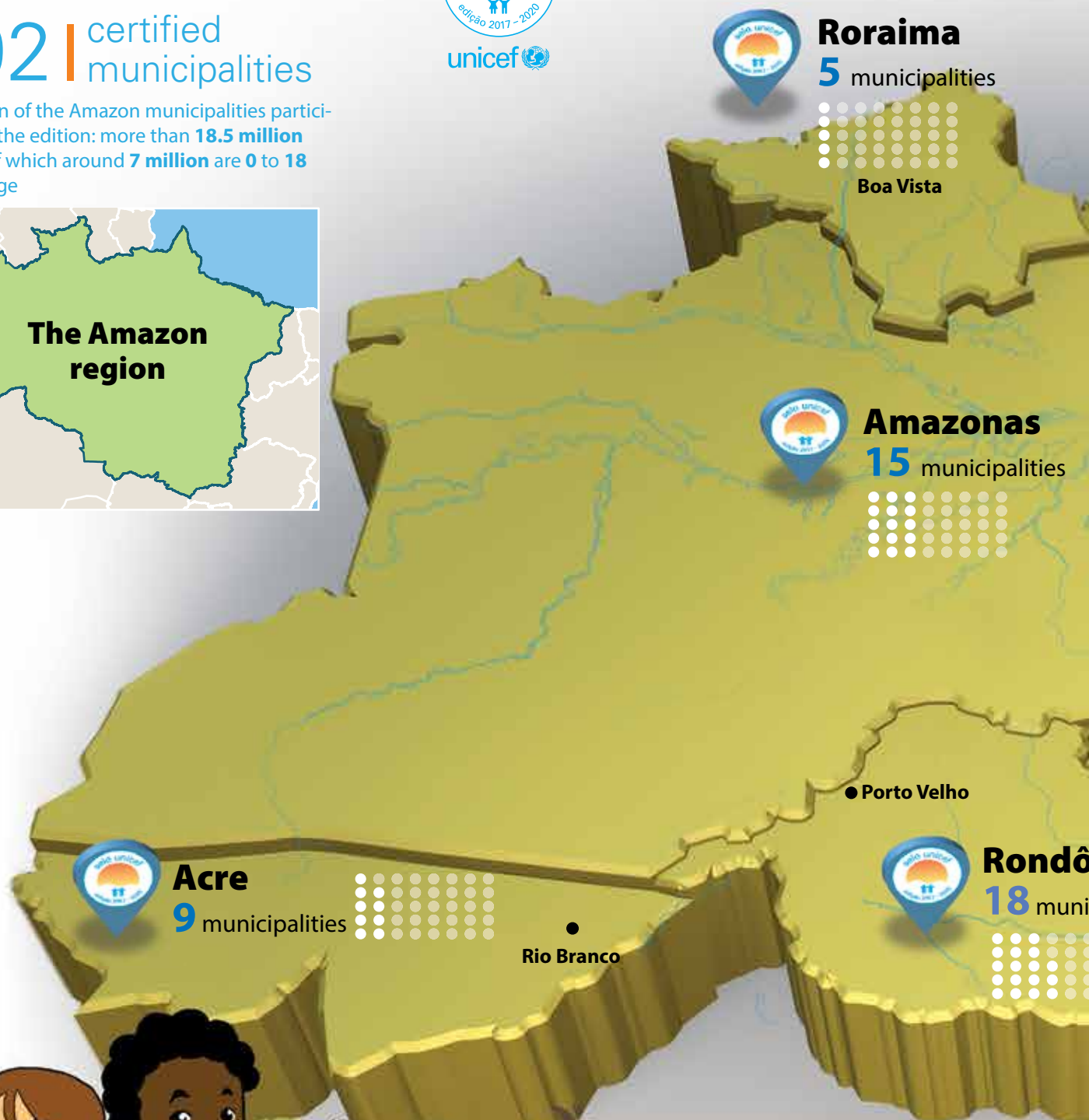
AMAZON

192 | certified municipalities

Population of the Amazon municipalities participating in the edition: more than **18.5 million people** of which around **7 million** are **0 to 18** years of age



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Illustrations of children and adolescents in the Amazon and the challenges of the region. They have been used to portray the UNICEF Seal in the Amazon for several years.



ing birth registration and investigating maternal and infant deaths, increasing access to prenatal care, reducing child school drop-out and age-grade distortion, promoting more sporting practices, mobilizing against *Aedes aegypti* and promoting the participation of adolescents in JUVA. The certified municipalities completed the edition with all their indicators higher than others of the Amazon, although they need to increase them to equate with Brazil as a whole.

“The UNICEF Seal prompts improvements because it operates within each municipality, where often neither the federal nor the state government, with some exceptions, are able to penetrate. It gives a new life to the municipality”, says Hiroshi Matsumoto, professor at the Governors Training School (EFG-MA) in São Luís (MA), partner in the implementation of the UNICEF Seal.

A concrete example came from the Plan of Action, prepared by 397 municipalities as a prerequisite to proceeding with the certification. It should contain qualitative diagnosis, indicators and the obstacles or “bottlenecks”, applicable solutions, goals, deadlines and list those responsible. For this edition of the UNICEF Seal, a number of municipalities have incorporated the obligatory Multiannual Plan (PPA) – long-term municipal planning with guidelines, goals and objectives –, thus collaborating with the institutionalization of policies for children and adolescents in the cities.

According to academic Hiroshi, in the Amazon the positive impacts of this edition of the UNICEF Seal were extremely visible in the localities with the lowest population, in those where the state government acted more effectively and in



those that had the mayor's commitment. With regard to results-based management based on evidence, Hiroshi believes that "seeds have been planted in Amazon city halls to work in a more integrated and planned way, and not only with day-to-day emergencies."

Advances in management

In the municipality of Abaetetuba (PA), a meeting of managers at the end of the certification process finished with the Secretary of Finance being applauded by the team. Reason: for defending resources and actions for the child and the adolescent. At first, he was wary to any initiative that might "impact the budget". "We won over the Secretary of Finance for childhood and adolescence!" This was one of the undeniable results pointed out by the mayor and psychologist Francinete Carvalho, commemorated at that time as the first woman elected to run the city and who is also dedicated to learning more by attending training cycles. "The UNICEF Seal gives something priceless, which is knowledge. It makes the team grow with increased horizontal management. And planning is indispensable: you do not get anywhere, if you do not know where you want to go."

Located in northeast of Pará state and with 72 islands, Abaetetuba has the challenge of mobility and decentralization of policies. The locality inspired Pará to approve the Municipal Decennial Plan for the Human Rights of Children and Adolescents, prepared by municipal secretariats, civil society, councils and children. As with other city halls that incorporated intersectoral results-based management, the united efforts managed to reduce the infant mortality rate and raised the per-

centage of pregnant women with seven or more prenatal consultations.

In education, the percentage of municipal schools that met or exceeded the IDEB goal in the initial years increased, which means that it became less educationally unequal because it reduced the performance gap between its educational units. At the same time, it included more children with disabilities in the

Small big steps

Committed and dedicated, the municipalities of Amajari (RR), Ipixuna (AM) and Jordão (AC) developed the activities of the UNICEF Seal methodology, improved indicators and achieved certification.

With a very low Municipal Human Development Index (IDHM), marked mainly by weaknesses in the area of education, the three cities participated in the Improvement Course ("Planning and Management of the UNICEF Seal – 2013-2016"), administered by the Governors Training School (EFG-MA). Due to the development achieved, they demonstrated that municipalities with extremely demanding challenges can do more for their children and adolescents.

In the north of Roraima, bordering Venezuela, Amajari trained health professionals to perform a Rapid Diagnostic Test (TRD) for HIV at the Basic Health Units (UBS), promoted Baby Week, a march against *Aedes aegypti*, seminars in schools on the importance of IDEB, projects and science fairs, as well as extracurricular activities. Together, the initiatives have contributed to creating a more positive atmosphere in public spaces.

regular network, accompanied by teacher carers. It also created a library and Center for Unified Arts and Sports (CEU), in a vulnerable neighborhood, sharing management with the community.

“Gradually the child became a priority for all secretariats. The Secretary of Finance saw that if the budget does not prioritize it, the indicators do not advance. The Secretary of Works understood that a ramp at the school promotes inclusion. The Agriculture Secretary noted the need for alternative income to combat child labor” says Mayor Francinete. To bring more resources and knowledge to the city, technicians signed edicts for new kindergartens or teacher training. And what was the result of this entire trajectory? “We learned from the UNICEF Seal that a good city for a child is good for everyone.”

In the state of Mato Grosso, the mayors’ spouses engaged with the edition and acted as methodology multipliers.

“We help train municipalities, we work with indicators and ‘translate’ rights. Has this improved? But what has improved, and by how much? I started applying the indicators in other areas and I ended up as a mediator in several municipalities”, reports Letícia de Arruda Monteiro de Albuquerque, social worker of the Association for Social Development of the Municipalities of the State of Mato Grosso (APDM-MT), a state that certified 30 municipalities.

From Tocantinópolis (TO), articulator Emivaldo Aguiar says that before the certification process, dialogue between the different sectors did not exist in his city. “It used to be a case of every department acting individually. This has changed: gradually Sport, Health and Culture were approaching Education. I even went on to use the UNICEF Seal dynamics in areas such as the environment and public cleansing”. Above all, he highlighted the activities of Social Participation of the



Culture and Identity Guide. "It was a great joy to see the city's children and indigenous Apinajé interacting, mixing, running and playing like old friends. The UNICEF Seal is truly a storehouse for identifying potential."

Fall in infant mortality and improvement in prenatal care

A symbolic touch marked the 2nd Community Forum in the municipality of Urbano Santos (MA): a thousand birds made of folded paper (origami), produced by the children in the 66 local schools. On each wing a dream. They were *Orizurus*, sacred Japanese birds. Legend says that if one folds a thousand origami *Orizurus*, with a thought turned to a wish, it can be realized. This is how the 513 participants of the forum proceeded, of which 20% were from the rural area.

The collective desire for a better childhood was reflected in some indicators. Urbano Santos (MA) decreased the infant mortality rate from 15.8% in 2011 to 6.1% in 2014, a reduction of 61.4%, while the Brazilian average was 13.6% to 12.9% over the same period. The municipality researched the cause of all infant deaths in 2014 and raised the percentage of investigations into deaths of women of childbearing age, from 50% in 2011 to 100% in 2014. The percentage of pregnant women with seven or more prenatal consultations increased by 6.9% between 2011 to 2014. And with the pentavalent vaccine coverage jumped from 29.2% in 2012 to 100% in 2015.

Ávila Batista Souza, born in January 2015 by natural childbirth, personified the care for babies in the Maranhão mu-

nicipality. She was nursed exclusively by breast up to 6 months, received all the vaccines and attended the nursery. The mother, Gislane Rosa Batista, appreciated the advances. "More equipment has arrived, healthcare workers are more accessible, and we feel safer. Previously, we needed to go to another municipality for pregnancy tests." Confident, she dreams about Ávila's future: "I wish for this 'little piece of us' everything I did not have in my childhood, especially good health and good schooling."

The municipality of about 33 thousand inhabitants also joined the Health in School Program (PSE), a federal Health and Education policy for prevention of diseases and attention to the healthcare of Basic Education students. "Before the UNICEF Seal, the municipality was functioning but lacked a strategy. We needed to organize services and routines. Now we are more integrated, with networking and shared activities. Today, Healthcare helps Education and Education helps Social Assistance", reports the mayor and nurse, Iracema Vale.

Among the municipalities engaged in the edition, one of the main advances was the drop in the infant mortality rate. Certified Amazon municipalities decreased this indicator by 9.8% during 2011 to 2014, while in other Brazilian municipalities the decrease was 5.2%. The municipalities still have the challenge of equaling the national rate.

Care for the first year of life stood out in Tocantins, one of the states that has evolved most in decreasing infant mortality rates: a decline of 26.8% among recognized municipalities and 25.6% among registered. Of the 32 localities that conducted Baby Week, 22 of them sanctioned a municipal law, assuring the continuity of the mobilizations for survival and devel-



opment until the age of 6 years.

The improvement in pregnant women's access to prenatal care was another one of the results of the UNICEF Seal in the Amazon. Care that is properly provided avoids, among other things, the vertical (mother-to-baby) transmission of HIV, hepatitis B and syphilis, which threatens the survival of newborns. In the evaluated municipalities, as well as in the certified ones, the increase was 17.6%, a significant progression since Brazil only increased by 6.5%. Even so, coverage needs to multiply in the region.

From Oriximiná, in western Pará, came an inspiration in the care of the newborn. Bathed by the Trombetas River, the vast municipality, bordered on the north by French Guiana and Suriname, has reduced the infant mortality rate from 16.1 per thousand live births in 2011 to 13.5 in 2014, approximating the Brazilian average of 12.9. In addition, it investigated, in the year 2014, all deaths of infants and women of childbearing age.

The mobilization concerning Early Childhood resulted in actions that, in combination, have generated advances: decentralization of the prenatal care to the rural area – which has more than one hundred communities, including indigenous and quilombola –, roaming health posts, substantial improvement in pentavalent vaccine coverage and HIV testing for pregnant women. The São Domingos Savio Maternity Hospital also obtained equipment for deliveries and post-birth became more humanized, and began to carry out more tests, such as the Neonatal heel prick and red reflex.

Creuzarina Barreto says that she dedicates her time to being a full-time UNICEF Seal articulator in Oriximiná. "We had meetings twice a week to plan our actions. The community and the young

people have become very involved. I learned that the child has to be an absolute priority here and now, so that later on, he or she can be better in society.”

For the teacher, it was very relevant to hold Baby Week in the rural area, with cultural presentations on the importance of caring and educating from the early years. For the recognized mobilization in the various Weeks, Oriximiná represented the North region at the 2nd International Baby Week Show in 2014, in Belém, along with 11 other municipalities.

More research into deaths and birth registration

Knowing the causes of infant and maternal mortality helps public managers understand at which point they should intervene to improve healthcare services that protect mother and child, since the determinants of death may be related to the prenatal period or to the environment in which newborn and mother live.

Municipalities in the Amazon that participated in the UNICEF Seal understood the reasons for this assessment, promoted verification and improved the two indicators, with a more significant advance among the certified municipalities followed closely by the evaluated.

One of the UNICEF Seal strategic actions that led to more positive results was the establishment of the municipal committee for the investigation of infant and maternal death. Among the participating Amazon municipalities, 171 established the committee or had a professional responsible for this investigation. As a result, the percentage of investigations into infant death rose among the certified

Amazon localities, with a significant progression of 43.6%. Pará registered a significant improvement among his certified cities: an advance of 88.9%.

Managers in the Amazon region also enhanced investigation into the deaths of women of childbearing age, with a considerable improvement of 28.9% among the recognized Amazon municipalities, while Brazil showed a 7.4% improvement. Acre achieved a remarkable increase: the number of investigations into the deaths of women of childbearing age grew 144.6% in the registered municipalities of Acre, reaching 99.3% in 2014.

Certified municipalities also advanced the right of every child to have a birth registration by the age of one year, with an increase of 3.4% between 2011 and 2014. Locations in Roraima registered on the UNICEF Seal increased by 49.1% the number of children up to 1 year of age. The challenge for the Amazon region as a whole is to approximate with the Brazilian average, as well as the increase of the indigenous population, which is still low.

Integrated care until 6 years

As in many certified municipalities, Early Childhood was a priority in the creation of public policies in Boa Vista, capital of Roraima state. By 2013, the city began to integrate Healthcare, Education and Assistance Services, in an attempt to monitor mothers and children from gestation to 6 years of age.

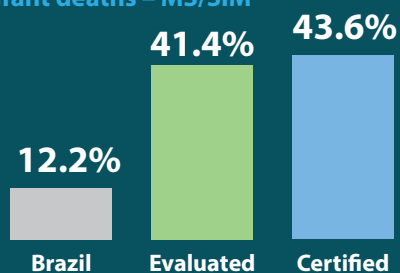
By 2015, partnerships with social organizations had enabled the networking of about 4.6 thousand professionals from multidisciplinary services. The integration included Secretariats of Social Assistance, Health, Education, Communications and

MORE CARE FOR PREGNANT AND NEWBORN

► **Fall in infant mortality**
From 2011 to 2014, the infant mortality rate fell **3.8% in the Amazon** as a whole against **5.2%, in Brazil**. In the Amazon municipalities certified by the UNICEF Seal, the decrease was approximately **twice of Brazil: 9.8%**

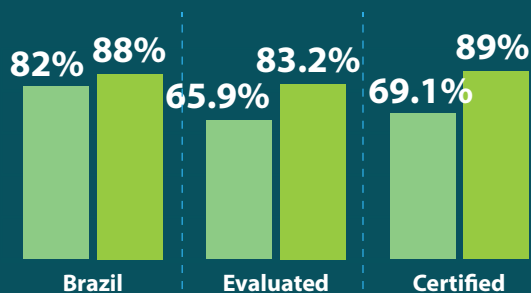
► **The greatest progression of the indicator for evaluated and certified municipalities of Amazon region occurred in the percentage of investigated infant deaths investigated (MS/SIM) between 2011 and 2014**

Percentage of investigated infant deaths – MS/SIM



► **Percentage of investigated deaths of women of childbearing age (10 to 49 years) – MS/SIM**

■ 2011 ■ 2014



Progression in %

7.4 26.2 28.9

Attention to water and sewage

181 municipalities reported improvement measures, including access to water (**75%**), basic sanitation (**71%**), refuse/waste collection (**80%**) and control of vectors that transmit diseases (**87%**)

238 Amazon municipalities performed Baby Week at least once during the edition. **Of these, 155 sanctioned** the Baby Weeks into Law, ensuring its continuity

PARTICIPATION, CULTURE, SPORT

- ▶ Four regional meetings on the UNICEF Seal mobilized more than **10 thousand children** and adolescents in **defense of the rights of the population aged 12 to 17**

- ▶ **Youth United for Life in the Amazon (JUVA)** allowed personal expression and exchanges for boys and girls in the region

- ▶ **Ongoing Education for Primary/Middle School**

18,374 teachers accessed knowledge about ethnic-racial relations, Afro-Brazilian, African and indigenous peoples' history and culture in the Amazon

19,868 teachers learned about the education of children and adolescents with disabilities

207 municipalities recorded the promotion of playful, safe and inclusive activities in school environments and community spaces, in order to guarantee the right to practice sports for all





Finance, and improved the organization of the total number of medical consultations, examinations, procedures and vacancy calculation in daycare centers.

"We have learned from the UNICEF Seal that investing in the first 6 years of life is a guarantee of lower-cost social return and a higher quality human development. Resources applied in Early Childhood lead to economy in social reintegration programs in adulthood", according to the Mayor Teresa Surita. Among other results, Boa Vista increased the number of prenatal consultations, coverage in the number of infant vaccinations and visits to daycare and preschools.

Families enrolled in the Single Registry for Social Programs (CadÚnico) and in direct income transfer programs have had priority. In the so-called Baby University, at least 7,500 pregnant women, mothers and family members accessed infor-

mation pertaining to child psychosocial development, participated in music and choral workshops, and were encouraged to read from the cradle, to strengthen the bond between parent and child. "I came to live, play and read to my children and I feel that the three are now closer to me," says Teobaldo Magalhães, who began attending lectures on Early Childhood after the birth of his new daughter in 2015, and became assiduous in the meetings.

Local engagement in Baby Weeks

Baby Week was the most participated Social Action in the Amazon in the edition and counted a high level of community engagement. In the region, 238 municipalities held at least one event during the edition and, of these, 155 sanctioned

the Baby Week into law, ensuring its institutionalized continuance. "I am proud that, with my mobilization efforts, I have helped Pará to create a state law for Baby Week", said Adelma Dantas, articulator for the municipality of Castanhal (PA) and an enthusiast of strategic action.

The combined efforts in the areas of Healthcare, Education, Culture and Assistance during the Baby weeks held in urban and rural areas, including indigenous communities, have contributed to the increase of awareness for the 0 to 6 years care and to the improvement of the Early Childhood indicators in the certified and evaluated municipalities.

The profusion of good examples in the UNICEF Seal editions was such that in 2014, Belém, the capital of the Pará state, hosted the 2nd International Baby Week Show. Managers, specialists and representatives of governments and social movements discussed issues such as the humanization of childbirth, premature birth, maternal health, supplementary and complementary feeding, and the importance of social care.

Adolescent health and prevention of early pregnancy

On the themes of the *Adolescent Health Handbook*, Amazon municipalities registered in the UNICEF Seal reported 186 training actions for professionals who have direct involvement with this age group. More than 3,000 agents from participating municipalities have increased their knowledge on issues such as: the rights of adolescents, violence, healthy eating, immunization, oral health, sexuality, teenage pregnancy and prevention.

Pregnancy between 10 and 19 years

old – higher in the Amazon region than in the rest of the country – has a negative impact on the development cycle of children and adolescents. To reduce the incidence, more than two thousand schools in the Amazon region were involved in information and prevention campaigns. In Mato Grosso, the participating municipalities used methodology to prevent teenage pregnancy with the presence and cooperation of the students. In all, 31 joined the Health in School Program (PSE), and of these, 21 went on to train and empowered multiplier groups for peer education in schools.

The actions resulted in a decrease of 5.1% in the number of live births for children and adolescents aged 10 to 19 years among the municipalities registered in the UNICEF Seal in the state, compared to a decrease of 1.3% in the other Brazilian municipalities. The 18 certified municipalities in Rondônia also registered a significant reduction of 16%.

JUVA - Connecting Juvenile forces

Named and structured by the adolescents themselves, the Youth United for Life in the Amazon (JUVA) has proven to be a network of expression and exchange among young people, reducing distances between the common challenges of this territory. Four regional meetings in the UNICEF Seal – 2013-2016 Edition mobilized more than ten thousand children and adolescents, through talks, dialogs, guides and materials.

At each occasion, adolescents exercised political participation and showed a strong capacity to understand and be part of the world, interacting autonomously to guarantee the rights of children and ado-



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lescents. When they returned to their municipalities, they became multipliers for others.

These young people were involved in the UNICEF Seal stages, forming the Intersectoral Commission, participating at training sessions and forums, engaging in the fight against Zika virus or conducting Baby Week events. In the 2nd Community Forum alone, more than three thousand adolescents were actively engaged in Maranhão; and another two thousand in Mato Grosso.

State healthcare secretariats also heard suggestions from dozens of children concerned about improvements to the School Health Program (PSE) and the *Adolescent Health Handbook*. In one of the meetings in Belém (PA), adolescents were worried about the increase of the HIV-infected youth population and expressed the desire to work more on prevention. From the conversations with

public powers and UNICEF, the Live Better Knowing Youth movement arose, for raising awareness among the adolescents themselves, which reached more than 3,000 young people in Pará and was later implemented in another Amazon states.

JUVA arose at the 1st Meeting of Adolescents and Young People of the Amazon, held in Belém, in April 2013. The debates gave rise to the Charter of Principles for Adolescents and Young People of the Legal Amazon, delivered to state governors, which advances for the defense of rights of the population from 12 to 17 years. Among them, the stance against the reduction of the criminal age and demands for the construction of more public spaces for educational, cultural and professional activities, qualification of public school teachers, more effective opportunities for participation, protection of the environment and respect to indigenous peoples.

From the many lessons learned, it was time to deepen JUVA's proposal in each municipality, through the social mobilization of school members, which could create new leaderships that occupy more areas of decision, such as the Councils – social participation that some young people have already experienced intensely in this issue of the UNICEF Seal.

More councils reactivated and combating child exploitation

The convocation of the UNICEF Seal in the Amazon meant that, among the registered municipalities, part of the CM-DCAs and Amazon Guardianship Councils started operating or became more active, at the same time being driven by the population, which, in turn, raised their level of attention to violations, which are

still quite high in the region.

Among the participants, 294 municipalities reported having Guardianship Councils with at least the minimum standards for functioning. However, there are Councils that still have a high degree of vulnerability, either due to the poor technical qualification of the advisors, poor infrastructure or little importance conferred by municipal management to this area, which needs to be strengthened.

Projects aimed at the provision of socio-educational measures, including training of benchmark teams and services, were carried out by 134 municipalities in the Amazon. Localities in the state of Para have advanced, for example, in the elaboration of the Municipal Plan for Social and Educational Assistance: in two years, the number of state documents with actions for assisted liberty measures and services to the community rose from 18 to 45.

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Range of new innovations and inquiries

"JUVA introduced me to other networks from the Amazon and brought me closer to my community. I was able to access new opportunities, such as the State Committee to Confront Abuse, Sexual Exploitation and the Trafficking of Children and Adolescents of Roraima, which I did not even know was in existence, besides gaining representation and participating with adults", says Juliana Carolina da Silva Lima, 18 years. With other young people, the student of technical electronics held a debate about internet safety, discussed affirmative actions, lobbied for a movie theater in a Candomblé (African religion practiced in Brazil) churchyard and cooperated with UNICEF Seal forums in municipalities neighboring Boa Vista. "I ended up questioning things even in my own home. Why the machismo? How do we accept this violence in Brazil? What can I do to improve the place where I live? And since then, I have not stopped fighting for rights."



Charter of Principles for Adolescents and Young People of the Legal Amazon*

Childhood, adolescence and youth are fundamental stages in human development and in the future formation of citizens. On a social level, it is at this generational moment that the political, social and cultural profiles and historical moments of the territories are defined. That is why all public and civil society policies, plans and actions focus their attention to this phase of life.

Despite these efforts, hundreds of adolescents and young people around the world are excluded from access to policies that assure even their most basic rights. The young people of the Amazon are living in the context of a region with the worst rates of education, healthcare, cultural and leisure services, in addition to the serious and increasing rates of deadly violence, reflected in the fact that several municipalities in the region are among the most threatening to the lives of adolescents and young people.

In addition to the context of violation, the Amazon is central to the interests of large projects, large public and commercial investments and large infrastructure works, which, generally, instead of improving the lives of the population, further accentuates the exclusion and the violence.

It is for these reasons that we, the adolescents and young people of the Legal Amazon, have gathered in Belém to discuss the context in which we live and the problems we face in accessing rights and obstacles to healthy development.

The goal is for our efforts to be recognized, our demands heard and, more than that, to become concrete policies and actions for us and the generations to come.

Considerin

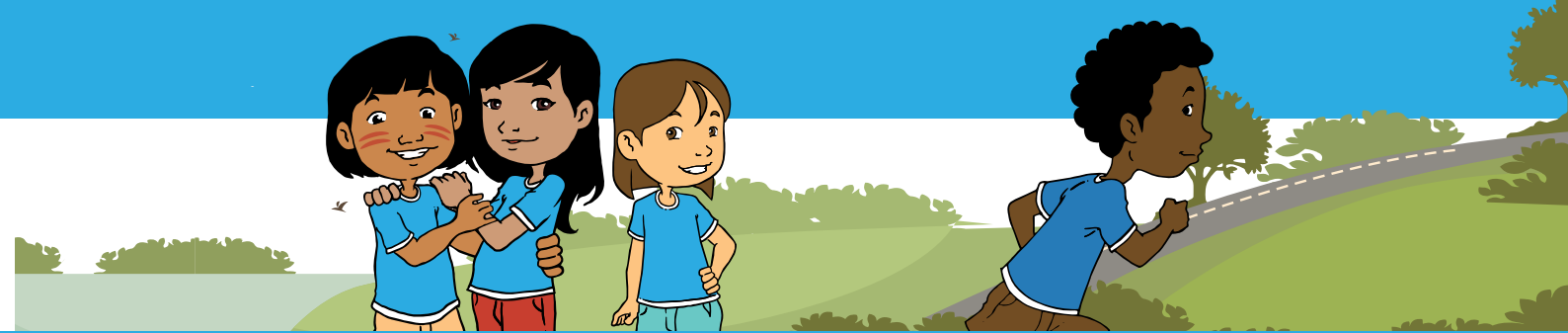
- That all children and adolescents in Brazil have the right to full protection;
- That participation in political life and in the discussion on matters of interest is one of the rights guaranteed to all children, both in the Child and Adolescent Statute (ECA) and in the International Convention on the Rights of the Child;
- That we, adolescents, seeking our duty to contribute to society, debate, for three days, topics of great relevance to respect for human dignity;
- That we, adolescents, from all the debates held during the Amazon Meeting, are against the reduction of the penal age because we know that it will not solve the problem of violence in the country.
- That the population must understand that young people are the ones that die more and not those who kill more. They want to blame us for the violence in the country. That if there are young people who commit an infraction, it is due to a lack of public policies, such as education, housing, healthcare, social projects, etc.

Therefore, we propose that the authorities:

- Build more public spaces with social projects that involve children and adolescents in educational, recreational, professional, etc. activities, to help them build their lives

in a healthy and dignified way. For we know that, although these are basic rights already guaranteed by law, not everyone has the opportunity to participate in these projects and get away from violence, crime and mortality;

- Include in the schools a discipline that discusses the Child and Adolescent Statute, as well as violence, drugs and sexuality, and sexual violence against children and adolescents, etc.;
- Support the holding of the World Social Forum for the guarantee of the rights of children and adolescents, so that all society is aware that we are subject to rights and does not stand against what we have already achieved, such as, for example, the penal age at 18 and initiatives such as Adolescent Apprentice, etc.;
- Build public clinics to support adolescents and young drug addicts;
- Enable the performance of qualified and committed teachers, valuing their role as educators (salaries);
- Support lectures in schools to educate students about their rights and responsibilities;
- Create a special body to avoid school dropout;
- Broaden public policies that encourage the participation of young people in schools;
- Create free vocational courses and projects for youth and adolescents in all municipal and state public schools;
- Create pre-college courses in public schools, considering study models that already have an agreement;
- Create and expand health centers to care for children and adolescents;
- Improve socio-educational care;
- Create spaces for sports and leisure that stimulate culture in the peripheries, in the Indigenous reserves and settlements; Provide more security in places of leisure (such as the Amazon Portal, in Belém), with attention to the conservation of the environment;
- Qualify and invest in public safety professionals to act in a welcoming and respectful manner in the community, including schools;
- Combat abuse of power, guaranteeing the freedom for young people to come and go without repression in public places;
- Effect anti-militia policies;
- Fight discrimination by authorities against young people and adolescents;
- Promote development projects for the countryside and indigenous reserves (basic sanitation, security, etc.);
- Foster public policies aimed at the rural community so that young people can develop their capacities in their place of residence and stay in the countryside;
- Give more value to the environment and respect for indigenous people;
- Invest in more housing;



- Train people from the countryside and indigenous people in aspects of culture and leisure, technical courses and investments in education;
- Create and guarantee permanent spaces for the socialization of experiences and information on topics of interest to adolescents, with a view to the rights of children and adolescents and school as a privileged place;
- Support youth social and educational initiatives (such as the Youth United for Life in the Amazon (JUVA)) that offer children and adolescents leisure activities, vocational training, among others, in order to seek the union of youth by valuing life and dignity within the Amazon scenario (because we know that not everyone has the opportunity to participate in these projects);
- Expand and guarantee the health and prevention projects in the state and municipal public schools;
- Promote and finance the debate in schools with the presence of adolescents and young people from the states for the purpose of explaining the issue of reducing the penal age, requiring the non-reduction of criminal majority and guarantee the commitment to the laws created with the objective of protecting of children and adolescents;
- Create subsidies for the retention of young people in the rural areas through public policies that provide them with a quality education, in which the rural schools are autonomous and have a technical and higher education, promoting employment opportunities in the rural areas through actions that prioritize the sale of products produced by young people, also offering security and creating police posts in settlements with more than 70 families, as well as specialized healthcare centers, prioritizing the care for children and adolescents in the countryside;
- Create and expand spaces for the participation of adolescents, encompassing the different spheres and stages of implementation and execution of public policies in all areas that relate to childhood and adolescence;
- Affirm and guarantee the Judiciary's role in investigations into the criminalization and homicide of adolescents and youth;
- Guarantee the right to public policies and the realization of opportunities, considering the particularities of each region and each people;
- Expand the quotas for admission to the universities for blacks, indigenous and students of public schools and the rural areas;
- Create the Youth Forum (children, adolescents and youth), with a direct agenda in the Legislature, with the presentation of bills, in addition to building study centers, with the promotion of debates in civil society, addressing the discussion of reality in the Amazon;
- Encourage the creation of public school guilds as a form of participation, and the government of each state provide speakers to support the organization of these guilds;
- Affirm that the budget related to children, adolescents and young people, respecting their particularities, appear in websites that are created/updated and widely disseminated, and that the Municipal Council fulfills its role of overseeing, broadening the dissemination of all mobilization spaces;
- Make complaints portals more visible and active. Popularize the portals for denunciation and effect the anonymity of the denouncer;
- Create spaces, cultural centers and leisure areas for the participation of young people, adolescents and workers;
- Ensure that, before any major public works are implemented, there are public hearings with children, adolescents and young people. That every process is not only a matter of listening, but also an intervention, considering the diversity of our forests;
- Ensure that all land policy considers children, adolescents and young people in any public policy project;
- That the media stop oppressing youth;
- Develop more on the role of youth that is being oppressed by capitalist society;
- Improve the condition of health posts and public hospitals, with more professionals for emergency and emergency care, as well as equipment;
- Expand and make effective financial resources for youth employment;
- Ensure health posts and schools in indigenous villages; Ensure the training of indigenous teachers;
- Ensure basic sanitation, with adequate sewage treatment and waste/refuse collection, improving streets and roads;
- Promote more opportunities for participation in programs of learning and insertion in the labor market;
- Promote and guarantee the implementation of the Child and Adolescent Statute regarding the guarantee of non-display for images of adolescents in the sensationalist media, taking into consideration the dissemination of programs that stigmatize/criminalize the youth.

Belém (PA), 11th of April, 2013.

** The Charter of Principles for Adolescents and Young People of the Legal Amazon was discussed, produced and presented to the authorities of the Executive, Legislative and Judicial branches, during the 1st. Meeting of Adolescents of the Legal Amazon, held in April 2013, in Belém (PA). Subsequently, the document was delivered to several authorities with the same powers in the other states of the region.*



Local and global change

"My first experience with people from outside my state and with other ways of thinking was at JUVA. I saw that my world was bigger and that I needed to do something. It's quite a shock to wake up and see who I am today." From that realization, Rodman da Silva Santos, from the municipality of Abaetetuba (PA), was present in councils, commissions and conferences. "I was opening spaces and entering in the discussions, such as the battle against reducing the penal age." He saw the effect of his engagement when allegations of abuse in Marajó increased after he discussed the issue with students in schools. In Brasília, he represented Pará in G38, a group formed by an adolescent from each state and 11 more representatives of segments, such as indigenous and quilombolas. At age 21, after two terms in the UNICEF Seal, he wants a country where children are a matter of absolute priority, "not just on paper, in a lobby or during one week of action".

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"The collective construction of the UNICEF Seal, which brought together and articulated public policies, helped us to develop better structured programs and support municipalities in their plans", says Simão Bastos, State articulator in Pará and President of the Foundation of Socio-Educational Service of Pará (Fasepa).

In the municipality of Santa Bárbara do Pará (PA), Márcia Góes, Social Assistance Secretary and articulator, says that the UNICEF Seal helped her to improve her role, "with a more technical and scientific quality." Thus, CRAS professionals deepened ties with those of healthcare and also increased the frequency of visits to communities further away from the larger municipality.

As a result, cases of neglect, abuse and sexual violence against children and adolescents have been recorded with more frequency, thus reducing under-notification, a hitherto recurring problem in that

city. There was also a small decrease in the number of early pregnancies among adolescents. "We've carried out a lot of campaigns. Every year, in the Week to Combat Abuse and Sexual Exploitation of Children and Adolescents, in May, we walk through the streets, with cries of warning, banners and posters. And the community today recognizes the services that the municipality performs", says Marcia.

In addition, 147 municipalities reported having carried out campaigns to combat child labor in the Amazon, where more than 80,000 children aged 12 to 17 years only work, some of them harvesting crops such as açaí and chestnut. The city halls recorded 228 campaigns for child labor, 219 active searches of children and adolescents in this situation, with enrollment in the Single Register for Social Programs (CadÚnico), and 132 compulsory notifications of children and adolescents in situations of child labor.



147 localities

reported having campaigns to
combat child labor

294 municipalities reported
having **Guardianship Councils** with at least
the minimum functioning standards in
accordance with the **ECA**



186 initiatives

for training health professionals in the use of the
Adolescent Health Handbook

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More than **3 thousand municipal
agents** have increased their knowledge about
adolescent rights, violence, healthy eating, immunization,
oral health, sexuality, teenage pregnancy and prevention



Age-grade distortion

in the final years (6th to 9th grade) of the municipal
school network improved 7.7% between 2012 and 2015
among certified municipalities, while Brazil as a whole
increased by 7.6%

Among other Amazon cities, Tangará da Serra (MT) drew attention to the fight against child labor in 2016, through a parade on the main avenue of 500 children and adolescents, aged 7 to 14 years who brought pinwheels, which has become the symbol of the fight against child labor. The objective was to raise the awareness of trade and industry and increase the assimilation of citizens to the fulfillment of rights already guaranteed by law.

Water and sewage treatment

Sanitation and health go hand in hand. The access a mother and baby have to treated water and sewage contributes to the child's right to survive and thrive because it lessens the chances of transmission of diseases that can lead to infant and maternal deaths. The lack of adequate water for consumption and sanitary sewage affects not only health, but also the learning conditions and the dignity of children and adolescents, limiting their development.

In the Amazon this is a priority theme, since there is plenty of water in the territory, but little is treated. Few municipalities in the region have approved their Basic Municipal Sanitation Plan (PMSB), but without it, they are prevented from receiving funds from the federal government for projects in the area. The plans are provided for in Federal Law No. 11,445 of 2007, or Basic Sanitation Law.

According to data from the IBGE PNAD 2013, only 11% of the children living in poverty in the Amazon reside in places with sanitary sewage or rainwater collection systems, 35% of which have access to a septic tank not connected to a sewage system, 46% use rudimentary

wells and 35%, wells dug by hand.

In order to improve this scenario, UNICEF Seal training programs in 2016 led to information for municipal and state managers on water treatment, solid waste management, waste cleaning and drainage. The purpose was to make them more aware of the basic human right to clean water and guide them to action, which involves the integration of several secretariats such as Health, Environment, Infrastructure and Works. Of the participants in the edition, 181 municipalities recorded improvement measures among access to water (75% of municipalities), basic sanitation (71%), refuse/waste collection and disposal (80%) and control of vectors that transmit diseases (87%).

UNICEF mobilization was also present on "Global Handwashing Day", which, on October 15, highlights the importance of good hygiene practices to prevent disease. One of these, diarrhea, still affects a large part of the population up to 6 years of age in the Amazon region. In order to minimize pollution of streams and rivers, UNICEF's social participation actions included refuse/waste collection, with the involvement of adolescents and the Community.

Eliminating dengue mosquito breeding grounds

In the Amazon, at least 215 municipal and state technicians participated in training programs to deal with mosquitoes transmitting dengue fever, yellow fever, chikungunya and the Zika virus. They set up and supported the Intersectoral Municipal Committee to Combat *Aedes Aegypti* and promoted clean-up mobilizations.

Children, adolescents and their fami-

lies participated in thousands of activities to clarify the importance of combating the mosquito, with the participation of municipal schools. Local media, such as radio and newspapers, as well as groups of healthcare professionals on social networks, also collaborated.

In all, 174 Amazon municipalities carried out actions to eliminate mosquito breeding grounds. The significant involvement of children and adolescents in these actions, in the community and in schools within the framework of the UNICEF Seal, made a difference in changing individual and community behaviors.

The most endemic cities in Maranhão – such as Buriticupu, Pinheiro, and Timon – gave lessons in engagement with the union of different secretariats and in efforts for waste/refuse collection. The municipalities of Paraíso do Tocantins (TO) and Apiacás (MT) distributed and planted the crotalaria plant in public spaces, whose flower attracts dragonflies that eat mosquito larva. In Santarém (PA), all neighborhood associations engaged in joint efforts, while Xambioá (TO) promoted an appropriate site for old tires, and Porto Velho (RO) relied on games and theatrical plays in the schools to unite adolescents.

Less school dropout and age-grade distortion

Certified municipalities reduced the dropout rate in the municipal primary/middle school network by 19%, from 2012 to 2015. They collaborated in the search for infrequent children and adolescents, or those who had abandoned school in at least 191 municipalities in the Amazon, as well as campaigns to combat child labor, violation of rights, for which seasonality

affects the flow of schooling and learning in the region.

In the state of Maranhão alone, 3,623 active searches of children and adolescents were carried out, in Amazonas, 1,693 and Pará, 894. In Acre, technicians went from door to door in rural areas. Among the municipalities registered in Tocantins 674 active searches of infrequent or abandoned children and adolescents were carried out and the dropout rate in primary/middle schools fell 39.2% from 2012 to 2015. In Mato Grosso, where the drop was 35.6%, 31 cities confirmed the active search and 30 showed that they had implemented school councils with the participation of the adolescents and, at the same time, the UNICEF Seal Intersectoral Commissions strengthened these with the support of the State Department of Education.

In the Amazon, the flood season can also affect the school calendar, since classes may be suspended for days, due to a lack of access. In order to better cope with this situation, the UNICEF Seal edition worked on the theme of climate change in municipal schools and also encouraged municipal governments to create the Municipal Civil Defense Commission to improve actions during disasters and emergencies.

Also, in the region, the adequacy between the age of the student and the grade enrolled has progressed. The distortion in the final years of primary/middle schools of the municipal network among evaluated Amazon municipalities fell 9.3%, from 2012 to 2015, while in Brazil as a whole, the decrease was lower, at 7.6%.

The elaboration of the Municipal Education Plan by 215 municipalities, with objectives and goals for advancement of the area, collaborated with this improvement. The more the municipalities tracked the



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daily the development of the students, the more they contributed to avoid nonattendance and dropout, which were causing the lag between the age and the appropriate grade.

Also, 73 municipalities of Mato Grosso registered in the UNICEF Seal stood out for their reduction of the age-grade distortion for the final years of the primary/middle schools of the municipal network from 24.3% in 2012 to 15.5% in 2015, an improvement of 36%. The creation, by 32 municipalities, of the Municipal Education Plan helped in the advance of the indicator.

The need to improve the quality of primary/middle education persisted in the Amazon municipalities. For this reason, state governments supported the ongoing training of teachers of this stage, in terms of curricular contextualization for the Amazon reality, so that children and adolescents recognize and learn more about their region. In all, 18,374 teachers accessed knowledge

about ethnic-racial relations, Afro-Brazilian, African and indigenous peoples' history and culture, and 19,868 on education of children and adolescents with disabilities.

Kennedy Leite da Silva, Executive Secretary of Undime-RR, a local partner, approved of UNICEF's contribution to educational technicians. "About 70% of our secretaries have received training. The subjects have generated interest for teachers in municipal networks. In addition to the financial challenges, municipal governments still have a lot to do with advancing the technical training of personnel", he observes.

Driven by its participation in the UNICEF Seal, the municipality of Rio Branco (AC) has also focused on improving the student/family/school relationship by creating more spaces for dialogue, including students with disabilities in all schools and daycare centers in the municipality and creating new teaching centers and places for leisure.

In the sum of efforts to ensure the development of children and adolescents, 207 Amazon municipalities promoted social mobilization with sport and citizenship themes that guaranteed the right to practice sports, through safe and inclusive recreational activities in school environments and community spaces. Maranhão and Mato Grosso led, with 42 initiatives each, followed by Pará, with 35 and Tocantins, 28.

On the Peruvian border, Atalaia do Norte (AM), with 19,000 inhabitants, has improved the learning and approval rates of its children. The percentage of municipal public schools that met or exceeded IDEB's target in the early years rose from zero to 100 percent between 2011 and 2015.

Multiple factors have contributed to the educational advances of this extensive municipality on the banks of the Javari River, with rural, indigenous and riverine communities and the flow of foreigners. The school staff, from the caterers to the teachers, received support in training, which raised the collective commitment. A partnership with the state government and the Nation-

al Indigenous Foundation (Funai) enabled a professionalization course for indigenous teachers, who also receive remuneration similar to that of non-Indigenous teachers.

After the 1st Community Forum, perceptions of rights increased and the population began to demand better facilities, everything from toys and classrooms to food. Schools began to rely on nutritionists and regional food, in accordance with local habits. The CRAS team has been strengthened – in the municipalities of the Alto Solimões area, this is a service that still needs to be augmented.

"You can only transform society with Education. I was very excited about the UNICEF's "Brazilian Out of School Children Initiative". We conducted the active search, and then you think, 'Why is this child out of school?' And then we saw how the life of those children can change", recalls Nailson Tenazor, Atalaia do Norte's articulator and Secretary of Communication (2013-2014) and Secretary of the Governor's Office (2015-2016), who relocated 48 children and adolescents back into school. "These are

Ongoing education of primary and middle school teachers

States	Teachers trained in ethnic-racial relations, Afro-Brazilian, African and indigenous peoples' history and culture	Teachers trained in the education of children and adolescents with disabilities
Amapá	467	506
Amazonas	1,541	1.685, including 50 indigenous teachers
Maranhão	7,096	7,445
Pará	4,861	7,268
Roraima	398	684
Tocantins	4,011	2,280



small achievements that become great. We become more integrated and we began to feel bigger.”

Like other Amazon municipalities, the city faced data connection problems, which affected the loading of the SOMA platform. “The Internet drove us crazy; both for research and access to documentation, and for sending the materials to the UNICEF Seal”, says Nailson.

Daycare and preschool

Expanding access to daycare centers and preschools challenges the Amazon municipalities. In Pará, the logic of the UNICEF Seal methodology helped the city of Benevides improve “the education network’s view of equity”. This is what municipal Secretary of Education, Professor Leila Freire, proudly proclaims when presenting one of the three new Municipal Infant Education Centers (CMEI), created with federal support from the National Fund for Education Development (FNDE), in an architectural and pedagogical education standard that guarantees adequate learning spaces for young children.

With decentralization, Raimunda Fabricio Costa, mother of William Davi Costa de Lima, 5 years, now goes to work free from worry because, before 7 am, she drops her son at CMEI Jardim das Juritis preschool, where he also has lunch. The Center was installed in 2014 in the Cohab neighborhood, which previously lacked child education facilities. In 2016, it served 292 students and had 43 employees.

In the rural area of Benevides, in the Santa Maria neighborhood on the banks of the Taiassui River, another example: the large and well-structured Angélica de Souza Sales Municipal School for Infant and Primary Education (EMEIP) replaced, in 2016, the old and neighboring school of the same name. The previous facilities



Taking a leading role as a multiplier

"For me – activist, professional, academic, discerning –, JUVA has helped me realize that it is necessary to organize in order to fight. I saw that the suffering due to the impact of the grand construction projects on the lives of children and adolescents in Jaci-Paraná [Porto Velho district] was not just mine". This is how Wilson Guilherme Dias Pereira, a 19-year-old student from Rondônia state, reports his awakening to public participation, when he also discovered the existence of Rights Councils. Now I work in the Secretariat of Social Assistance, strengthening the councils. The JUVA network gave me the ability to help change the lives of other people. The role is liberating and only this can make politics happen for real."

The time and the place are here and now

"You won't know what a child needs if you do not ask. Listening attentively to what children are thinking and feeling about their situation is what allows us to build the future," according to Amanda de Cássia Pinheiro Corrêa, 19, a physical education student from Abaetetuba (PA) who has participated in UNICEF Seal activities since the age of 10. Mindful of childhood causes, she began to teach dance in a municipal school in a vulnerable neighborhood, where she could help with "problem children" and realized that, in fact, "they just needed to talk and be heard." From her long experience on discussion forums, she fires off a message: "Politicians, stop generating adults with limitations, invest in the children now, change their reality today, fulfill your obligations."



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had low ceilings and dark and stuffy rooms. The new building, with 22 employees, now has restrooms inside the building and access for those with disabilities, a kitchen, a library, sports courts and serves 194 students from daycare to 5th grade.

A coordinated series of measures contributed to the municipality's progression in learning: continuous teacher training, ongoing monitoring of pedagogical activities, adherence to the More Education federal

program, CRAS in neighborhoods with cultural activities for children and adolescents, and support from non-governmental foundation management programs. As a result, the city has increased the percentage of municipal public schools that met or exceeded the IDEB goal in the initial years from 58.3% to 92.9% between 2011 and 2015. Another highlight was to purge the rate of drop-out in primary/middle school in municipal network, which in 2012 was 2.1%.

New achievements require new efforts

Semi-Arid and Amazon municipalities that were evaluated and certified by the UNICEF Seal – 2013-1026 Edition have evolved to guarantee the rights of children and adolescents and to reduce inequalities in the provision of healthcare, education and assistance, as demonstrated by the set of quantitative and qualitative results presented in this publication.

Nevertheless, even with progress, there is much room for improvement, as several rights are still being violated in both regions, which requires even more commitment. It is imperative to universalize the civil registration of births, to ensure access to school at the right age with effective learning, to reduce pregnancy among girls aged 10 to 14 and to significantly reduce the number of homicides among the population of 10 to 19 years. At the same time, the most vulnerable and excluded cannot be left out. They need to be assisted by new specific municipal public policies.

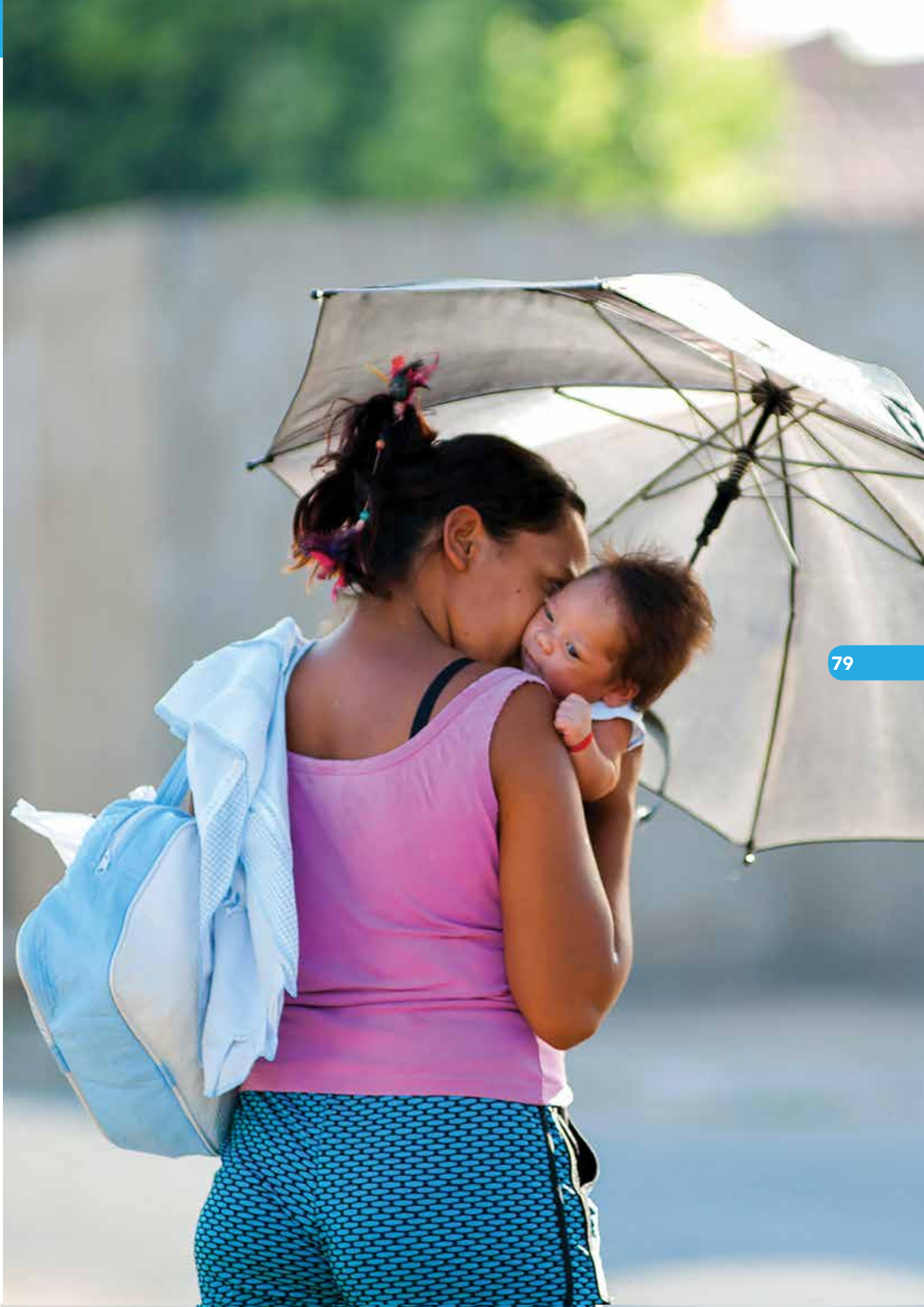
In view of this, the UNICEF Seal continues to be a challenge for the 2017-2020 edition. The promotion of intersectoral results-based management will encourage municipalities to further advance the rights of children and adolescents, provided in the Child and Adolescent Statute (ECA), in order to minimize inequalities and strengthen the implementation of policies for childhood and adolescence.

Evaluations and revisions of the meth-

odology on completion of the edition presented here, as well as listening to those who participated in it, have contributed to the improvement of actions. Among the innovations are the figure of the youth and adolescent mobilizer, which identifies and stimulates the active participation of this segment in the creation and execution of policies, in addition to monitoring the number of children under 5 years of age with high weight-for-age, and of pregnant women with syphilis who are undergoing adequate treatment.

The new edition of the UNICEF Seal coincides, in 2017, with the periodical update of the UNICEF Country Program in Brazil, within which this initiative is inserted. The United Nations Children's Fund will work continuously in Brazil to ensure the rights of excluded children and adolescents; guaranteeing quality public policies for children and adolescents in situations of social vulnerability; preventing and addressing all forms of extreme violence against children and adolescents.

The results show that current policies aimed at the population aged 0 to 17 still need improvement in order to consolidate the inclusion of young children who have already been reached, and, in parallel, more initiatives must be created to reach those excluded, many of them living today in the Semi-Arid and Amazon regions. The way is set and clear: new achievements will require new efforts.



ACRONYMS

ASA - Agente de Saúde Adolescente
BPC - Benefício da Prestação Continuada
CadÚnico - Cadastro Único para Programas Sociais
CEU - Centro de Artes e Esportes Unificados
CMDCA - Conselho Municipal de Defesa dos Direitos da Criança e do Adolescente
CMEI - Centro Municipal de Educação Infantil
CPN - Centro de Parto Normal
CRAS - Centro de Referência de Assistência Social
CREAS - Centro de Referência Especializado de Assistência Social
ECA - Estatuto da Criança e do Adolescente
EMEIF - Escola Municipal de Ensino Infantil e Fundamental
Fasepa - Fundação de Atendimento Socioeducativo do Pará
FNDE - Fundo Nacional de Desenvolvimento da Educação
IBGE - Instituto Brasileiro de Geografia e Estatística
IDEB - Índice de Desenvolvimento da Educação Básica
INEP - Instituto Nacional de Estudos e Pesquisas Educacionais Anísio Teixeira
IPTU - Imposto Predial e Territorial Urbano
JUVA - Juventude Unida Pela Vida na Amazônia
LIRAa - Levantamento Rápido do Índice de Infestação por *Aedes aegypti*

PARTNERS

The advancement of the UNICEF Seal – Edition 2013-2016 was only possible with the invaluable support of committed local partners who work alongside UNICEF.

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Semi-Arid

Ação Social Arquidiocesana (ASA)
Articulação do Semiárido (ASA)
Associação dos Municípios Alagoanos (AMA)
Associação Municipalista de Pernambuco (AMUPE)
Associação para o Desenvolvimento dos Municípios do Ceará (APDM-CE)
Casa Pequeno Davi
Centro das Mulheres do Cabo
Centro de Defesa dos Direitos da Criança e do Adolescente - CEDECA Casa Renascer
Centro Dom José Brandão de Castro (CDJBC)
Cipó - Comunicação Interativa
Conselho Estadual dos Direitos da Criança e do Adolescente (CEDCA-AL)
Conselho Estadual dos Direitos da Criança e do Adolescente (CEDCA-PB)
Conselho Estadual dos Direitos da Criança e do Adolescente (CEDCA-PE)
Escola de Conselhos da Universidade Federal Rural de Pernambuco (UFRPE)
Federação das Associações dos Municípios da Paraíba (FAMUP)
Governo do Estado da Paraíba pela Secretaria de Direitos Humanos
Governo do Estado de Alagoas pela Secretaria Estadual de Desenvolvimento e Assistência Social
Governo do Estado de Pernambuco pela Secretaria da Juventude
Juspopuli - Escritório de Direitos Humanos
Ministério Público da Paraíba
Ministério Público de Pernambuco - Infância/Juventude
Movimento Pró-Desenvolvimento Comunitário
Oficina de Imagens - Comunicação e Educação
Pacto Um Mundo para a Criança e Adolescente do Semiárido de AL
Pacto Um Mundo para a Criança e Adolescente do Semiárido de PB
Pacto Um Mundo para a Criança e Adolescente do Semiárido de PE
Promotoria da Infância e da Juventude da Paraíba
Rede de Educação do Semiárido Brasileiro (RESAB)
Serviço de Tecnologia Alternativa (Serta)
Tribunal de Justiça do Estado da Paraíba
Tribunal de Justiça do Estado de Alagoas
Corporate partners Celpe, Coelba, Coelce, Cosern, Fundação Telefônica, Petrobras, VIM

LOA - Lei Orçamentária Anual
MEC - Ministério da Educação
MS - Ministério da Saúde
NUCA - Núcleo de Cidadania dos Adolescentes
ODM - Objetivos de Desenvolvimento do Milênio
PME - Programa Mais Educação
PMSB - Plano Municipal de Saneamento Básico
Pnad - Pesquisa Nacional por Amostra de Domicílios
Pnaic - Programa de Alfabetização na Idade Certa
PPA - Plano Plurianual
PSE - Programa Saúde na Escola
PSF - Programa Saúde da Família
SCFV - Serviço de Convivência e Fortalecimento de Vínculos
SIM - Sistema de Informações sobre Mortalidade
SINASC - Sistema de Informações sobre Nascidos Vivos
SISVAN - Sistema de Vigilância Alimentar e Nutricional
SOMA - Sistema de Orientação, Monitoramento e Avaliação
TRD - Teste Rápido Diagnóstico
UBS - Unidade Básica de Saúde

AMAZON

Amazon Sat
 Assembleia Legislativa de Rondônia
 Associação das Primeiras Damas do Mato Grosso (APDM)
 Associação dos Municípios do Acre (AMAP)
 Associação Matogrossense de Municípios (AMM)
 Associação Tocantinense de Municípios (ATM-TO)
 Centro de Defesa dos Direitos da Criança e do Adolescente – CEDECA Glória de Yvone (TO)
 Colegiado Estadual de Gestores Municipais de Assistência Social de Roraima (Coegemas-RR)
 Conselho Estadual dos Direitos da Criança e do Adolescente (CEDCA-AC)
 Conselho Estadual dos Direitos da Criança e do Adolescente (CEDCA-MT)
 Conselho Estadual dos Direitos da Criança e do Adolescente (CEDCA-PA)
 Conselho Estadual dos Direitos da Criança e do Adolescente (CEDCA-RO)
 Escola de Formação de Governantes do Maranhão (EFG-MA)
 Federação dos Municípios do Estado do Maranhão (FAMEM)
 Governo do Estado de Rondônia
 Governo do Estado de Roraima
 Governo do Estado do Acre
 Governo do Estado do Amapá
 Governo do Estado do Amazonas
 Governo do Estado do Maranhão
 Governo do Estado do Mato Grosso
 Governo do Estado do Pará
 Governo do Estado do Tocantins
 Instituto Peabiru
 Ministério Público Estadual de Rondônia
 Ministério Público Estadual do Amapá
 Tribunal Regional Eleitoral de Roraima
 União dos Dirigentes Municipais de Educação de Roraima (Undime-RR)
 União dos Dirigentes Municipais de Educação do Maranhão (Undime-MA)
 Universidade Federal do Maranhão (UFMA)
 Universidade Federal do Pará (UFPA)
Corporate partners Celpa, Cemar, Energisa

CERTIFIED MUNICIPALITIES

SEMI-ARID

1,502

ELIGIBLE MUNICIPALITIES

1,134

REGISTERED

Alagoas - 10 municipalities

Arapiraca
Coité do Nóia
Delmiro Gouveia
Limoeiro de Anadia
Palmeira dos Índios
Piranhas
Quebrangulo
São Sebastião
Taquarana
Teotônio Vilela

Bahia - 28 municipalities

Amargosa
Andaraí
Barreiras
Brumado
Caetité
Condeúba
Cordeiros
Coribe
Encruzilhada
Glória
Irecê
Itatim
Lagoa Real
Lapão
Maetinga
Mulungu do Morro
Muquém de São Francisco
Nova Fátima
Paulo Afonso
Riachão do Jacuípe
Rodelas
Ruy Barbosa
Serra Dourada
Tanhaçu
Uauá
Urandi
Valente
Vitória da Conquista

Ceará - 83 municipalities

Acaraú
Acopiara
Altaneira
Alto Santo
Aquiraz
Aracati
Araipe
Barbalha
Barreira
Barroquinha
Beberibe
Bela Cruz
Brejo Santo
Camocim
Campos Sales
Cariré
Cascavel
Coreaú
Crato
Crateús
Croatá
Cruz
Deputado Irapuan Pinheiro
Ererê
Eusébio
Farias Brito
Forquilha
Fortim
Frecheirinha
General Sampaio
Granja
Groaíras
Guaramiranga
Horizonte
Ibiapina
Iguatu
Iracema
Irauçuba
Itaiçaba

Itapajé
Itapipoca
Itatira
Jaguaribe
Jaguaruana
Jati
Jijoca de Jericoacoara
Jucás
Limoeiro do Norte
Maracanaú
Marco
Massapê
Mauriti
Milhã
Miraíma
Missão Velha
Morrinhos
Ocara
Pacoti
Palhano
Palmácia
Pambu
Penaforte
Pereiro
Piquet Carneiro
Pires Ferreira
Poranga
Porteiras
Potiretama
Quixeré
Redenção
Russas
Salitre
São Gonçalo do Amarante
São João do Jaguaribe
São Luís do Curu
Sobral
Solonópole
Tabuleiro do Norte
Tauá
Tanguá

Ubajara
Várzea Alegre
Viçosa do Ceará

Espírito Santo - 8 municipalities

Colatina
Jaguaré
Montanha
Mucurici
Nova Venécia
Pinheiros
Ponto Belo
São Gabriel da Palha

Minas Gerais - 16 municipalities

Águas Vermelhas
Araçuaí
Bonito de Minas
Capelinha
Chapada Gaúcha
Claro dos Poções
Divisa Alegre
Jequitinhonha
Juvenília
Lassance
Montalvânia
Pai Pedro
Patis
Pirapora
Porteirinha
Turmalina

Paraíba - 32 municipalities

Aparecida
Bananeiras
Bayeux
Bernardino Batista
Bom Jesus
Cabaceiras
Cabedelo
Campina Grande
Cubati
Cuité

82

AMAZON

805

ELIGIBLE MUNICIPALITIES

611

REGISTERED

Acre - 9 municipalities

Bujari
Cruzeiro do Sul
Jordão
Mâncio Lima
Marechal Thaumaturgo
Rio Branco
Rodrigues Alves
Sena Madureira
Tarauacá

Amapá - 4 municipalities

Calçoene
Macapá
Santana
Vitória do Jari

Amazonas - 15 municipalities

Anamá
Benjamin Constant
Borba
Careiro da Várzea
Coari
Fonte Boa
Humaitá
Ipixuna
Itacoatiara

Itapiranga
Manacapuru
Manicoré
Maués
Nova Olinda do Norte
Presidente Figueiredo

Maranhão - 42 municipalities

Açailândia
Afonso Cunha
Alto Parnaíba
Araioses
Bacabal
Bacabeira
Balsas
Barão de Grajaú
Barreirinhas
Buriti Bravo
Buriticupu
Caxias
Cedral
Chapadinha
Codó
Coelho Neto
Coroatá
Estreito

Governador Eugênio Barros
Humberto de Campos
Imperatriz
Itapecuru Mirim
Nina Rodrigues
Nova Iorque
Paraibano
Pastos Bons
Paulo Ramos
Pedreiras
Pinheiro
Pio XII
Porto Franco
Presidente Vargas
Rosário
São Domingos do Maranhão
São João do Soter
São João dos Patos
São José de Ribamar
Sucupira do Riachão
Timon
Trizidela do Vale
Urbano Santos
Vargem Grande

Mato Grosso - 30 municipalities

Acorizal
Alta Floresta
Alto Taquari
Apiacás
Arenópolis
Barra do Bugres
Cáceres
Campo Novo do Parecis
Campo Verde
Cláudia
Comodoro
Cuiabá
Glória D'Oeste
Ipiranga do Norte
Jangada
Marcelândia
Matupá
Nobres
Nortelândia
Paranaíta
Pedra Preta
Pontes e Lacerda
Porto dos Gaúchos
Primavera do Leste

658 ENGAGED/
EVALUATED

312 CERTIFIED

Damião
Dona Inês
Emas
Esperança
Frei Martinho
Juru
Lucena
Mogeiro
Monteiro
Nazarezinho
Nova Palmeira
Ouro Velho
Picuí
Pombal
Santa Helena
Santa Inês
Joca Claudino
São Francisco
São José dos Cordeiros
São Mamede
Solânea
Taperoá

Pernambuco - 35 municipalities

Águas Belas
Arcoverde
Bezerros
Bonito
Brejinho
Cabrobó
Caruaru
Casinhas
Cedro
Flores
Ibimirim
Itacuruba
Itambé
João Alfredo
Lagoa Grande
Limoeiro
Orobó
Panelas

Petrolândia
Petrolina
Poção
Salgueiro
Santa Cruz da Baixa Verde
Santa Maria da Boa Vista
Santa Terezinha
São Bento do Una
São Caitano
São José do Egito
Serra Talhada
Sertânia
Surubim
Tacaibó
Tacaratu
Tuparetama
Venturosa

Piauí - 41 municipalities

Acauã
Água Branca
Alagoinha do Piauí
Alvorada do Gurguéia
Aroazes
Arraial
Benedictinos
Bom Jesus
Buriti dos Montes
Caldeirão Grande do Piauí
Campinas do Piauí
Campo Grande do Piauí
Campo Maior
Capitão Gervásio Oliveira
Castelo do Piauí
Cocal
Conceição do Canindé
Curralinhos
Dom Expedito Lopes
Fronteiras
Hugo Napoleão
Ipiranga do Piauí
Itainópolis

Marcolândia
Monsenhor Hipólito
Olho D'Água do Piauí
Paquetá
Patos do Piauí
Paulistana
Picos
Pio IX
Piripiri
Santa Cruz do Piauí
Santa Rosa do Piauí
São Félix do Piauí
São João do Piauí
São Miguel do Tapuio
Simões
Sussuapara
Teresina
Vila Nova do Piauí

Rio Grande do Norte - 51 municipalities

Acari
Afonso Bezerra
Alto do Rodrigues
Antônio Martins
Apodi
Baía Formosa
Bento Fernandes
Brejinho
Cerro Corá
Coronel João Pessoa
Currais Novos
Doutor Severiano
Parnamirim
Extremoz
Florânia
Guamaré
Ipueira
Itaú
Janduís
Jucurutu
Lajes

Lucrécia
Macaíba
Major Sales
Martins
Messias Targino
Nova Cruz
Olho-d'Água do Borges
Ouro Branco
Parazinho
Parelhas
Rio do Fogo
Passa e Fica
Pau dos Ferros
Portalegre
Serra Caiada
Riachão da Cruz
Rodolfo Fernandes
Santa Cruz
Santana do Seridó
São João do Sabugi
São José do Seridó
São Paulo do Potengi
São Tomé
Severiano Melo
Tenente Laurentino Cruz
Timbaúba dos Batistas
Upanema
Venha-Ver
Vera Cruz
Viçosa

Sergipe - 8 municipalities

Aquidabã
Frei Paulo
Itabaiana
Itabaianinha
Lagarto
Propriá
Ribeirópolis
Simão Dias

83

294 ENGAGED/EVALUATED

192 CERTIFIED

Querência
Santo Antônio do Leste
São Félix do Araguaia
São José do Rio Claro
Sinop
Tangará da Serra

Pará - 39 municipalities

Abaetetuba
Ananindeua
Augusto Corrêa
Aurora do Pará
Baião
Benevides
Canaã dos Carajás
Capitão Poço
Curuá
Curuçá
Goianésia do Pará
Irituia
Itaituba
Jacareacanga
Marabá
Marituba
Muaná
Novo Progresso

Novo Repartimento
Oriximiná
Ourém
Ourilândia do Norte
Palestina do Pará
Paragominas
Parauapebas
Placas
Santa Bárbara do Pará
Santa Cruz do Arari
Santa Isabel do Pará
Santarém
São Caetano de Odivelas
São Miguel do Guamá
Senador José Porfírio
Tracuateua
Tucumã
Tucuruí
Viseu
Vitória do Xingu
Xinguara

Rondônia - 18 municipalities

Alto Alegre dos Parecis
Buritis
Cacoal

Cerejeiras
Corumbiara
Cujubim
Espigão D'Oeste
Jaru
Monte Negro
Novo Horizonte do Oeste
Parecis
Pimenteiras do Oeste
Presidente Médici
Santa Luzia D'Oeste
São Francisco do Guaporé
São Miguel do Guaporé
Seringueiras
Vale do Paraíso

Roraima - 5 municipalities

Amajari
Boa Vista
Caracarai
Mucajá
Rorainópolis

Tocantins - 30 municipalities

Aliança do Tocantins
Araguacema
Araguaína
Araguanã

Arapoema
Babaçulândia
Brasilândia do Tocantins
Chapada de Areia
Colinas do Tocantins
Colméia
Dianópolis
Dois Irmãos do Tocantins
Goianorte
Guaraí
Gurupi
Juarina
Palmas
Palmeirópolis
Paraíso do Tocantins
Pedro Afonso
Pium
Porto Nacional
Recursolândia
Rio Sono
Santa Rita do Tocantins
Santa Rosa do Tocantins
São Valério da Natividade
Sítio Novo do Tocantins
Talismã
Xambioá







Execution

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Amazon partnerships



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