

# UNICEF in Brazil

As established by the Convention on the Rights of the Child, the mandate of the United Nations Children's Fund (UNICEF) is to monitor the situation of children and adolescents in order to ensure that their rights are guaranteed. Present in 191 countries, UNICEF is the global reference for knowledge and development actions related to childhood and adolescence.

Active in Brazil for more than 60 years, UNICEF is proud to have helped the country to achieve important results such as the eradication of polio, the reduction of child mortality, the distribution of school meals and the extension of compulsory education from 4 to 17 years.

Learn more at [www.unicef.org.br](http://www.unicef.org.br)



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## Why urban centres

In Brazil, more than 84% of the population lives in urban areas. Here live thousands of children and adolescents who are yet to be guaranteed their rights to quality education, health and to a welcoming and protective environment. These shortcomings impede the full development of children and adolescents, restrict the access to opportunities and contribute to violence and to the reproduction of the poverty cycle.

At the same time, urban centres are areas of potential, with their stories and their peculiar aspects. Hence the Platform for Urban Centres, which promotes the reduction of inequalities, recognizing and valuing the differences that make up a city.

DESIGN [www.artecompasso.com.br](http://www.artecompasso.com.br)

### CREDITS



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### STRATEGIC PARTNERSHIP



### SUPPORT



### TECHNICAL PARTNERS



# Platform for Urban Centres



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FOR THE REDUCTION OF INEQUALITIES IN MAJOR CITIES





"This initiative acts as an opportunity for urban centres to build better places for the accomplishment of the rights of all children and adolescents. I am sure that this work will serve as a model for other cities in Brazil and in other parts of the world."

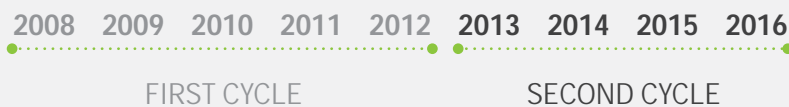
**Gary Lee Stahl**  
Representative of UNICEF in Brazil.

The **Platform for Urban Centres (Plataforma dos Centros Urbanos - PCU)** is a UNICEF Brazil programme with the aim of creating a model of inclusive development for major cities that is able to reduce the inequalities that affect the lives of their children and adolescents, ensuring each one of them greater and better access to quality education, health, protection and opportunities for participation.

The initiative's protagonists are the City Council and the Municipal Council for Children and Adolescents' Rights. It allows for the broad participation of residents of vulnerable communities, adolescents and society at large.

Initially instituted in 2008 in the cities of São Paulo, Rio de Janeiro and Itaquaquecetuba (SP), the initiative is currently held in eight major Brazilian cities: Belém, Fortaleza, Maceió, Manaus, Rio de Janeiro, Salvador, São Luís and São Paulo.

The **second cycle of the Platform for Urban Centres is scheduled to take place between 2013 and 2016.**



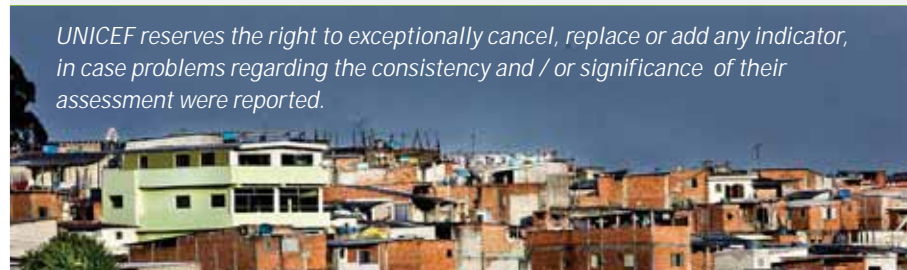
## Indicators

With the Platform for Urban Centres, the participating municipalities commit to the **reduction of inequalities** related to at least **ten social indicators**:

1. Neonatal mortality rate;
2. Percentage of live births in women with seven or more prenatal consultations;
3. Homicide rate among adolescents aged 10 to 19 years;
4. Death rate among adolescents aged 10 to 19 years from other external causes;
5. Percentage of live births in women between 10 and 19 years (divided in two age ranges: 10-14 and 15-19);
6. Age-grade distortion in municipal elementary schools;
7. Percentage of children aged 4 to 5 years enrolled in public crèches;
8. Percentage of municipal public schools that reached or exceeded the Basic Education Development Index (early years and final years);
9. Percentage of children served by the Benefício de Prestação Continuada\* who are in school; [\*an individual, non-transferable and not lifetime-long benefit, which is part of the welfare program and consists of the monthly transfer of one minimum wage to the elderly (65 years or more) and the person with disabilities (any age) whose long-term physical, mental, intellectual or sensory impairments may hinder their full and effective participation in society on an equitable basis with others];
10. Percentage of elementary schools that have sports facilities.

Each participating municipality may, in conjunction with UNICEF, set other indicators for the analysis of the local situation, provided they can be analysed in a disaggregated way per each area of the city.

*UNICEF reserves the right to exceptionally cancel, replace or add any indicator, in case problems regarding the consistency and / or significance of their assessment were reported.*



UNICEF/BRZ/Fabio Caffè

## How it works

The Platform for Urban Centres consists of five main steps:

- 1 **Signing** a partnership agreement between UNICEF, the City Council and the Municipal Council for Children and Adolescents' Rights of the participating cities;
- 2 **Preparation and analysis** of baseline indicators related to the rights of children and adolescents to health, education, protection, sport and participation. The indicators are divided per each municipal territory in order to highlight interurban inequalities;
- 3 **Development and implementation** of action plan to tackle and reduce inequalities in the city, with the participation of different sectors of society, including the vulnerable communities and the adolescents;
- 4 **Training** on priority topics;
- 5 **Evaluation and publicising** of the results.

## The three axes

To encourage the reduction of interurban inequalities, the PCU proposes three key strategies:

	<p>Monitoring of the <b>reduction of inequalities</b></p>
	<p><b>Social participation</b> in public policies in interurban territories</p>
	<p>Participation of adolescents as citizens</p>

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