



Methodological Guide

UNICEF

MUNICIPAL SEAL
OF APPROVAL



2013-2016 Edition / Semiarid Region

MY MUNICIPALITY AND I
GROWING TOGETHER





UNICEF

Methodological Guide

UNICEF MUNICIPAL
SEAL OF APPROVAL

2013-2016 EDITION / SEMIARID REGION

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Methodological Guide of the UNICEF Municipal

Seal of Approval 2013-2016 Edition

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INTRODUCTION

The 1988 Brazilian Federal Constitution decentralised responsibilities of public policy implementations and placed the development challenge into the hands of the municipality. In recent years, Brazil has consolidated its attention on education, health and social assistance through its municipalities, and has, in addition, promoted advances in childcare. The new administrations' challenge is to promote the integral protection of children and adolescents up to and including 17 years of age, by integrating actions and increasing adolescent social investment in order to ensure a reduction in social inequalities.

With the objective of contributing to the strengthening of municipal management fulfilling its constitutional role, UNICEF launched the **UNICEF Municipal Seal of Approval 2013-2016 Edition** for the Semi-arid (4th edition) and the Brazilian Legal Amazon (2nd edition). Thus the successful partnership with municipalities to ensure the rights of all children and adolescents, especially those of vulnerable girls and boys who live in rural, quilombola and indigenous communities, have some kind of disability, or are more affected by emergencies and disasters, has been given continuity. The Seal's objective is to place the theme of integral protection – one of the pillars of the Statute of the Child and Adolescent (Federal Law 8.069/1990) – at the centre of the municipalities' public agendas.

Social indicators reveal that girls and boys of the semi-arid region face an unfavourable reality compared to the life of the average Brazilian in the same age group. The percentage of undernourished children under the age of two in 2012 was 59% higher in the Semi-arid (1.56%) than in the country as a whole (0.98%). In 2011, the age-grade distortion in Primary Education was also 59% higher in the region (43.7%) than the national average (27.6%). The dropout rate in Primary Education was 85% higher in the Semi-arid (4.44%) than in the whole of Brazil (2.4%).

The Seal's mission is to reverse this situation. It is UNICEF's main contribution to **The National Pact** entitled **A World Fit for Children and Adolescents in the Brazilian Semi-arid Region** and the **Amazon Child Agenda**, which in turn are commitments that were made and renewed by Federal, State and Municipality governments, civil society, enterprises and international bodies during the closing ceremony of the 2009-2012 Seal.

The current edition of the Seal maintains its four fundamentals: 1) communication for social development and mobilisation; 2) development of local actors' technical capacities to support the strengthening of public policies; 3) monitoring of

social indicators; and 4) performance assessment and certification of the municipalities that achieve the best results. The methodology has shown itself to be efficient since 1999 – when it was first tested in Ceará and Rio Grande do Norte – until the 2009-2012 Edition, when 2,300 municipalities from 19 states of the semi-arid and amazon regions participated. All of them presented positive results such as: a decrease in infant mortality rates, 58% higher than the national average; prenatal care access, which increased to 19.4% compared to 8.5% nationwide; and an age-grade distortion reduction to 15% compared to 12.5%.

With the 2013-2016 Seal, UNICEF is initiating a new work cycle with the municipalities of the semi-arid region. It proposes to foster the implementation of a set of Strategic Actions of Public Policy and Social Participation to ensure equity-based access to rights for every child and every adolescent, irrespective of colour, gender, creed, social condition, place of birth, or personal condition.

Adolescents, families, communities, civil society organisations, Rights- and Guardianship Councils, enterprises, religious groups and the media will be invited to support managers and technical staff in childhood and adolescence programmes. It is the UNICEF Seal that promotes social participation – especially in adolescents –, democratises public management, fosters citizenship and promotes the development of children, adolescents and the municipality itself.

This publication serves as a reference for those who are interested in following the UNICEF Seal and contributing to the securement of a better life for the children and adolescents of the semi-arid region.

Enjoy your reading!



Gary Stahl, UNICEF Representative to Brazil



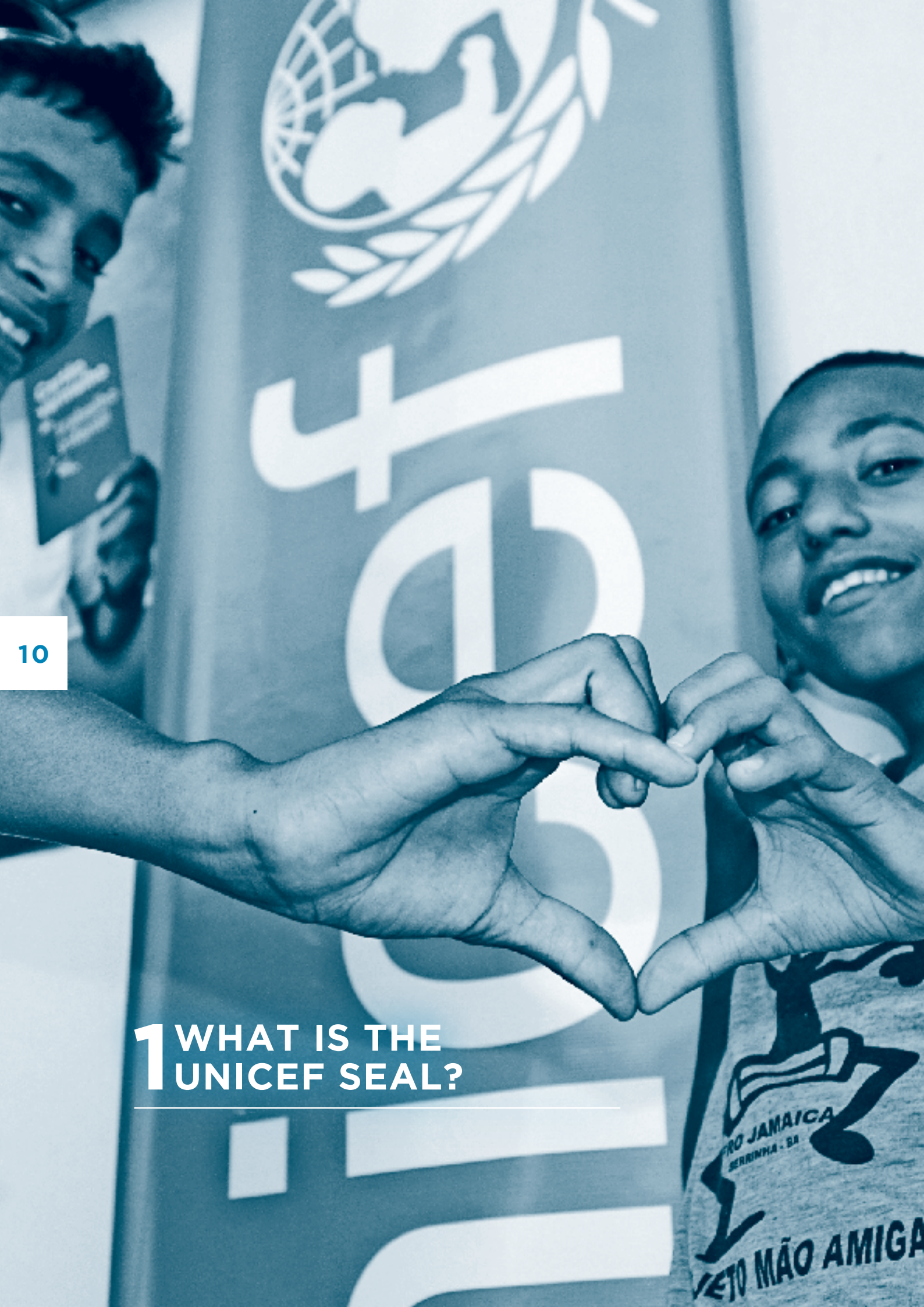




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1 WHAT IS THE UNICEF SEAL?

PRO JAMAICA
BERRINHA - BA
VETO MÃO AMIGA

The **UNICEF Municipal Seal of Approval** is a UNICEF strategy that is carried out in partnership with the municipalities of the Semi-arid and Brazilian Legal Amazon and aims to promote the improvement of the quality of children's and adolescent's lives in the aforementioned regions. The municipalities that sign up for the Seal commit themselves to devising, in a participatory process, a situation **diagnosis** of the population aged zero to 17 and a **Municipal Action Plan** to address the key issues that affect girls and boys. Municipalities also commit to developing actions in the areas of child and adolescent health, education, social protection and participation, as well as to the monitoring of the objectives achieved by means of indicators and community forum debates.

For this to occur, the prefecture mobilises people and organisations of different sectors, unites its efforts with civil society, families, adolescents, schools, communities, religious and cultural groups, various means of communications and enterprises. Thus, the municipality becomes enlivened and enthusiastic to overcome the challenges. The engagement of all segments is indispensable to the success of this initiative for children and adolescents.

UNICEF, on its part, promotes the training of municipal managers and technical staff – representatives from the organisation's Rights Guarantee System, like the Rights- and Guardianship Councils, and adolescents –, with the aim of focusing their efforts on the processes of devising, implementing, monitoring and evaluating public policies in the areas of health, education, social assistance, communication, culture, sports and leisure. UNICEF also monitors and evaluates the results on the living conditions of children and adolescents, providing international recognition to municipalities that achieve real advances in ensuring the rights of every girl and boy.

This Seal is linked to the National Pact entitled A World Fit for Children and Adolescents in the Brazilian Semi-arid Region and the Amazon Child Agenda; both are initiatives whose objective it is to reduce regional disparities and support Brazil in achieving the Millennium Development Goals (MDGs link to the following table).

THE MILLENNIUM DEVELOPMENT GOALS (MDGS)

In 2000, representatives of the United Nations (UN) member countries, met to reflect on humanity's path. They jointly signed the Millennium Declaration and with it set targets to be met by 2015. The Brazilian government, together with 188 countries, committed itself to achieve the eight objectives:

- 1 - Eradicate extreme poverty and hunger
- 2 - Achieve universal primary education
- 3 - Promote gender equality and empower women
- 4 - Reduce child mortality
- 5 - Improve maternal health
- 6 - Combat HIV/AIDS, malaria and other diseases
- 7 - Ensure environmental sustainability
- 8 - Develop a global partnership for development

The MDGs represent a commitment by the State towards the international community and civil society, as well as a global reference framework to ensure the compliance of every human right, especially those of children and adolescents. The UNICEF Seal's methodology reflects the Federal Government's and the MDGs' priorities. The Seal incentivises the adoption of the *2013-2016 Federal Government's and Municipalities' Commitment Plan* – a pact between the Federation and more than five thousand mayors, that aims to improve the population's living conditions – and will continue to contribute to Brazil's achievement of the MDGs, while prioritising the most vulnerable people.





1.1. THE SEAL'S HISTORY

The UNICEF Seal was implemented for the first time in Ceará in 1999, where three state editions were applied. Similar work was carried out in Paraíba in 2002, entitled *Citizenship Seal - Child Protecting Municipality*. In 2004, the successful experiences led to the methodology's expansion across the entire Semi-arid and to the signing of the first *National Pact - A World Fit for Children and Adolescents in the Brazilian Semi-arid Region*.

The UNICEF Seal has mobilised almost 1,500 municipalities in the *National Action Programme to Combat Drought and Desertification's (NAP Brazil)* field of work in 11 states: Alagoas, Bahia, Ceará, Espírito Santo, Maranhão, Minas Gerais, Paraíba, Pernambuco, Piauí, Rio Grande do Norte and Sergipe. The territory extends across approximately 1,142,000 km² and contains almost 37 million inhabitants, 13 million of which are children and adolescents. Approximately 80% of these states' municipalities have accepted the challenge of mobilising for the rights of the child and the adolescent in the 2006, 2008 and 2009-2012 Editions.

In 2009, the year the *Amazon Child Agenda* was signed, the UNICEF Seal was adopted by almost 800 municipalities within nine of the Brazilian Legal Amazonian states: Acre, Amapá, Amazonas, Maranhão, Mato Grosso, Pará, Rondônia, Roraima and Tocantins, which then had the opportunities to improve the lives of nearly 13 million children.

1 - Although Maranhão would be included in NAP Brazil, in the 2013-2016 Edition it will participate in the Amazon UNICEF Municipal Seal of Approval, where most of its municipalities are located.

1.2. THE 2013-2016 EDITION

The new Seal edition seeks to mobilise the Brazilian municipalities of the Semiárido in order to secure the following rights of those up to and including 17 years of age: **to survive and develop; to learn; to protect oneself and be protected from HIV/AIDS; to grow up free of violence; to be an adolescent; to be a top priority in public policy; and to practice sports, play and have fun.**

The initiative demands special attention to be paid to excluded children and adolescents, such as those who live in indigenous, quilombola and Afro-Brazilian communities, those with disabilities, and those most vulnerable to emergencies and disasters. To this end it suggests a coordination of efforts to the municipalities, so that the following seven objectives can be achieved:

1. Reduce infant and maternal mortality rates, and chronic undernourishment;
2. All children and adolescents access, stay in, and complete age-appropriate and quality basic education, through successful learning;
3. Reduce the vertical transmission (from mother to child) and cases of HIV/AIDS in adolescents, especially in girls;
4. Reduce the violence, exploitation and abuse of children and adolescents; and strengthen the municipalities' Rights Guarantee System, in order to achieve equal rights, taking into account the dimensions of gender, race / ethnicity and disability;
5. Adolescents accessing multi-sectoral public policies and being known to society for their ability to contribute to the transformation of their realities;
6. All communities within the municipality have access to information and knowledge about the situation of children and adolescents, and are promoting activities to reduce inequalities;
7. All children and adolescents have the opportunity to access safe and inclusive sports, play and have fun in child education and community centres, as well as schools.

The municipalities' performances in achieving the seven objectives of the UNICEF Seal will be analysed using two evaluation axes: **Social Impact** and **Strategic Actions of Public Policies and Social Participation** (see item 4 on page 18).

Three Actions of Social Participation are compulsory for the municipality's continuity in the UNICEF Seal:

- **Adolescent Citizenship Nucleus (NUCA)** – creation and/or strengthening of NUCA as a discussion forum on themes that affect children and adolescents. The Nucleus must help adolescents with the development of their skills, contribute to the strengthening of their ability to add to public policies (see page XX), and the promotion of girls' and boys' engagement in the set of Strategic Actions.
- **Community Forums** – Promotion of two Seal Forums, with the objective of accomplishing a **Participatory Diagnosis** (a situation analysis of the lives of children and adolescents), and for the creation, implementation, monitoring and evaluation of the outcomes of the **Municipal Action Plan for the Integral Protection of Childhood and Adolescence**.

The Municipal Action Plan must state how the municipality will develop the Action Strategies aimed at achieving the Seal objectives. The document must be presented to the community, which can be done by presenting it to a public audience in the Chamber of Councillors. The planning concept will be detailed in the Municipality Orientation Guide for the Strengthening of Public Policies (Tip Manual) produced by UNICEF.





2 HOW TO PARTICIPATE IN THE UNICEF SEAL

Municipalities are eligible to participate if they are part of the National Action Programme to Combat Drought and Desertification² in the following ten states: Alagoas, Bahia, Ceará, Espírito Santo, Minas Gerais, Paraíba, Pernambuco, Piauí, Rio Grande do Norte and Sergipe.

To join the initiative, a mayor must sign the Terms of Accession (available at www.selounicef.org.br) and guarantee the functioning of the Municipal Council for the Rights of the Child and the Adolescent (CMDCA). It is recommended that the president of this Council also signs the Terms of Accession. During the act of accession, the mayor must also indicate a person to fulfil the role of **Seal Coordinator**, who will be responsible for the coordination of Seal activities and actions in the municipality, as well as the communication with UNICEF. The telephone number and email address of the Seal Coordinator must also be included in the document.

The completed and signed Terms of Accession must be sent by post to the UNICEF office responsible for the municipality's state, until the last registration day (see list on page 34),

The CMDCA (link box below) must participate in the management of the Seal and coordinate the Community Forums. For this purpose, it needs to permanently link itself to diverse sectors: public officials, other sectorial councils, legislative powers, social organisations, adolescent groups, private sector representatives, besides the municipality's Seal Coordinator.

2 - Atlas das áreas suscetíveis à desertificação do Brasil / MMA, Secretary of Water Resources, Paraíba Federal University; Marcos Oliveira Santana, organiser. Brasília, Ministry of the Environment, 2007.

WHAT IS THE MUNICIPAL COUNCIL FOR THE RIGHTS OF THE CHILD AND THE ADOLESCENT (CMDCA)?

The CMDCA is responsible for the municipality's formulation and control of policies that affect childhood and adolescence. It consists of civil society and government representatives. It is also the space in which civil society participates in the defining of childhood and adolescence public policies. The Council manages the Municipal Fund for Youth Rights, used to facilitate activities and programmes that address the needs of the child and the adolescent.

TIP:

Promoting child and adolescent participation is one form of securing your rights. Girls and boys must be heard, their ideas and anxieties about public services expressed, and thus they will contribute to improvement of policies. However, the municipality must avoid overloading the adolescents involved in the mobilisation of the UNICEF Seal and prevent them from losing out on school. Adolescents should always participate in Seal activities outside of their regular school hours.



LEITURA

3 HOW TO PREPARE
THE MUNICIPALITY
FOR THE UNICEF



3.1. THE INTERSECTORAL COMMISSION FOR THE RIGHTS OF THE CHILD AND ADOLESCENT

The municipality should work so that the rights of children and adolescents become a concern of the entire society and not only of the prefecture or a few secretaries. It is recommended that the Intersectoral Commission for the Rights of the Child and the Adolescent be created with the following members: Coordinator, strategic bodies of the City Hall, such as the Secretaries of Education, Health, Social Assistance, Culture, Sports and Communication, a strong representation from the Municipal Council for the Rights of the Child and the Adolescent (CMDCA) and of the Rights and Guardianship Council, civil society organisations with experience in the defence of child and adolescent rights, adolescent leaders and communicators.

ATTENTION!

The Intersectoral Commission for the Rights of the Child and the Adolescent does not substitute the role of the CMDCA, but should be an integral part of the Council. The Commission is operational and should plan, implement and follow the actions laid down in the methodology of the Seal, e.g.: promote systematic meetings, monitor social indicators and contribute to its own improvement. The CMDCA can host the meetings of the Commission and should influence its activities, in order to play its role in the strengthening of public policies on childhood and adolescence.

3.2 THE MUNICIPAL COORDINATOR OF THE UNICEF SEAL

The indicated person to coordinate the Seal within the municipality should act as a reference in the management of public policies related to childhood and adolescence. S/he should also be able to work together with the Municipal Secretaries of Education, Health and Social Assistance, with the CMDCA and other sectorial councils, civil society organisations and private initiatives. Important characteristics to consider in the choosing of a coordinator are:

- Commitment to making children and adolescents a priority in the municipality;
- Ability to develop communication actions to mobilise civil society;
- Ability to mobilise the actors responsible for public policies;

- Willingness to overcome the intersectional challenges;
- Availability to implement the activities foreseen in the Seal methodology;
- Sensibility to promote social inclusion, diversity and respect for differences;
- Tolerance in listening, negotiating and conflict mediation; and
- Democratic vision to understand that the management must be collective and participatory.

The coordinators play different roles during the course of the Seal, including:

- Participating in the training offered by UNICEF and/or its partners;
- Stimulating the creation and organisation of a space/room in the municipality for the Seal;
- Incentivising and supporting the creation of the Intersectoral Commission for the Rights of the Child and the Adolescent;
- Following the schedule of the UNICEF Seal;
- Maintaining permanent contact with the coordination of the Seal in order to receive guidance and clarify doubts;
- Working in constant conjunction with the CMDCA;
- Mobilising diverse sectors around the cause of the child and the adolescent;
- Supporting and stimulating adolescent participation in the municipality;
- Promoting linkages between the different municipal administrative actors, civil society and the private sector;
- Disseminating and promoting social participation in the different stages of the Seal methodology;
- Following and disclosing the social indicators of the municipality;
- Passing the information received from UNICEF on to the mayor, members of the Intersectoral Commission for the Rights of the Child and the Adolescent and the various society sectors within the municipality;
- Communicating good practices and results of the Seal's actions;
- Sending requested information to UNICEF;
- Dividing and sharing tasks; and
- Prioritising communication that is vital to the process of social mobilisation related to the Seal and the Pact.

TIP: The choosing of a Municipal Coordinator is strategic. Changing the coordinator during the course of a UNICEF Seal edition can impact negatively on the performance of the municipality.





4 HOW THE MUNICIPALITIES WILL BE EVALUATED

The Seal uses two evaluation axes to assess the performance of municipalities in the improvement of children's and adolescent's living conditions: 1) Social Impact; and 2) Strategic Actions of Public Policies and Social Participation.

4.1. AXIS 1: SOCIAL IMPACT

This axis evaluates the living conditions of boys and girls aged zero to 17 years. The municipalities develop activities to achieve the **seven objectives** proposed by the Seal and are monitored using **14 Social Impact indicators** from the areas of health, education, protection and political participation. UNICEF collects the data, which is produced by official national sources and is based on the most recently available information at the beginning, in the middle and at the end of the Seal edition.

The **objective** is the desired improvement of the lives of children and adolescents.

The **indicator** is the way of measuring how these changes are being achieved

4.2. AXIS 2: STRATEGIC ACTIONS OF PUBLIC POLICIES AND SOCIAL PARTICIPATION

The improvement in the quality of the lives of children and adolescents, expressed by the Social Impact indicators, is related to, and depends on, the actions, as well as the created and implemented programmes and policies that are managed by the municipality. This axis comprises of a set of 27 Strategic Actions - 19 of which are Public Policy orientated, while the remaining eight are based on Social Participation -, including three that are compulsory: the Adolescent Citizenship Nucleus (NUCA) and the two UNICEF Municipal Seal of Approval Community Forums.

These Strategic Actions are a set of initiatives from which the municipality must choose **at least 19 actions** (out of 27) from the **seven thematic areas of the Seal**, develop them and include them in its Municipal Action Plan. These initiatives are paths that the municipality can follow in order to improve the social indicators.

The following table summarises the main objectives, social impact indicators and strategic actions of public policies and social participation that are proposed by the Seal as a way to achieve the seven objectives associated to the principles and aims of the Millennium Development Goals (MDGs).

TIP

UNICEF recommends that the National Plan for Early Childhood, the Educational Sports Plan and/or any other municipal plan are drawn up in line with the objectives and goals of the **Ten Year Plan for the Promotion, Protection and Defence of the Child's and Adolescent's Human Rights** (2011-2020).



RIGHTS	OBJECTIVES (Until 2016)	SOCIAL IMPACT INDICATORS
TO SURVIVE AND DEVELOP	Reduce infant and maternal mortality rates, and chronic undernourishment	I.1. Infant Mortality Rate - MS/SIM (the municipality only scores if the rate does not worsen between the initial and final years) I.2. % of pregnant women with 7 or more prenatal visits - 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
TO LEARN	All children and adolescents access, stay in, and complete age-appropriate and quality basic education, through successful learning	I.6. Primary Education drop-out rates (by race, ethnicity and gender) - MEC/INEP I.7. Age-grade distortion in the final grades (5th to 9th year) of daytime Primary Education of the municipal school network - MEC/INEP I.8. % of children benefiting from the Continuous Cash Benefit plan (BPC) that are in school - MDS/MEC I.9. % of schools of the municipal school network that reached or exceeded the goal of the IDEB (Basic Education Development Index), 5th grade national assessment. Better than initial years. MEC/INEP
TO (SELF-) PROTECT FROM HIV/AIDS	Reduce the vertical transmission (from mother to baby) and cases of HIV/AIDS in adolescents, especially in girls	I.10. % of pregnant women who took the HIV and Syphilis tests until the 20th week of pregnancy - MS/ Sis prenatal
TO GROW UP WITHOUT VIOLENCE	Reduce the violence, exploitation and abuse of children and adolescents; and strengthen the municipalities' Rights Guarantee System, in order to achieve equal rights, taking into account the dimensions of gender, race / ethnicity and disability	I.11. % of up to 1 year old children that are officially registered , out of the total of live births - IBGE/ Estatística do Registro Civil e MS/SINASC I.12. Mortality rate of external deaths among children and adolescents aged 10 to 19 years - MS/SIM
TO BE AN ADOLESCENT	Adolescents accessing multi-sectoral public policies and being known to society for their ability to contribute to the transformation of their realities	I.13. % of live births of women aged 10 to 19 years - MS/SINASC I.14. % of 16 to 17 year old adolescents registered in the Regional Electoral Court - TRE
TO BE A PRIORITY IN PUBLIC POLICIES	All communities within the municipality have access to information and knowledge about the situation of children and adolescents, and are promoting activities to reduce inequalities	
TO PLAY, PRACTICE SPORTS AND HAVE FUN	All children and adolescents have the opportunity to access safe and inclusive sports, play and have fun in child education and community centres, as well as schools	



STRATEGIC ACTIONS		PRINCIPLES AND MDGs
PUBLIC POLICIES	SOCIAL PARTICIPATION	
A.1. Municipality implementing the National Plan for Early Childhood for at least 1 year A.2. Municipality implementing prenatal, parturition and postnatal assistance actions to reduce maternal and neonatal mortality	P.1. Municipality implementing Baby Week in 2014 and 2015	1. Eradicate extreme poverty and hunger 4. Reduce child mortality 5. Improve maternal health
A.3. Municipality implementing programmes for the inclusion and retention of children in basic education A.4. Municipality implementing the two stages of Provinha Brasil (a government evaluation of student literacy) in municipal schools, with enrolment in the second year of Primary Education A.5. Municipality promoting access to quality water, masculine and feminine bathrooms and a kitchen in schools A.6. Municipality implementing Laws 10.639 and 11.645 in schools A.7. Municipality developing educational actions for the coexistence of the semi-arid region in schools	P.2. Municipality promoting mobilisation actions in schools related to UNICEF's campaign <i>For a Childhood without Racism</i>	2. Achieve universal primary education 3. Promote gender equality and empower women 7. Ensure environmental sustainability
A.8. Municipality implementing actions to guarantee HIV/Syphilis testing for pregnant women A.9. Municipality developing activities on sexual and reproductive rights in schools		6. Combat HIV/AIDS, malaria and other diseases
A.10. Municipality implementing preventative and compulsory notification of violence programmes and the care of sexual violence cases A.11. Municipality implementing preventative and compulsory notification of violence programmes and the care of children and adolescents involved in child labour situations A.12. Municipality itself or its partners offer institutional or family sheltering A.13. Municipality implementing socio-educational programmes to attend to adolescents in conflict with the law and on parole	P.3. Municipality implementing informative and communicative actions related to sexual violence, child labour, and/or about the fatality of Afro-descendent and indigenous adolescent	Millennium Declaration, Chapter VI 3. Promote gender equality and empower women
A.14. Municipality distributing the Adolescent Health Handbook and training professionals in its use A.15. Municipality with an existing and properly functioning Drug Enforcement Committee/Council	P.4. Municipality holding the Child and Adolescent Rights Conference and ensuring adolescents' participation as delegates P.5. Municipality implementing the Adolescent Citizenship Nucleus (NUCA) and promoting its engagement in the realisation of the Strategic Actions of Social Participation (compulsory)	8. Develop a global partnership for development
A.16. Municipality with a Guardianship Council that is functioning in accordance with the requirements of the Statute of the Child and Adolescent A.17. Municipality with a CMDCA functioning in accordance with the requirements of the Statute of the Child and Adolescent A.18. Municipality implementing protective actions for children and adolescents before, during and after disasters	P.6. Municipality holding the 1st Community Forum of the 2013-2016 UNICEF Municipal Seal of Approval Edition (compulsory) P.7. Municipality holding the 2nd Community Forum of the 2013-2016 UNICEF Municipal Seal of Approval Edition (compulsory)	8. Develop a global partnership for development
A.19. Municipality implementing municipal plans for educational sports for at least one year	P.8. Municipality implementing mobilisation actions for safe and inclusive educational sports	8. Develop a global partnership for development





4.2.1. COMPULSORY STRATEGIC ACTIONS

Three Strategic Actions of Social Participation are compulsory in order for the municipality to stay in the 2013-2016 Seal and receive UNICEF's certification: the Adolescent Citizenship Nucleus (NUCA) and the two Community Forums. These actions demonstrate the municipality's ability to involve different parts of society, including adolescents, in planning processes, implementation, monitoring and social controlling of public policies, all for the population aged up to and including 17 years. The evaluation of these actions will mainly be qualitative, taking into consideration the participants' diversity, social inclusion, the engagement of girls and boys and the products resulting from the mobilisation within the municipality.

4.2.2. ADOLESCENT CITIZENSHIP NUCLEUS (NUCA)

The participation of adolescents is crucial to achieving the Seal's objectives. It is treated as a fundamental right, an instrument for knowledge creation and as a development opportunity. The participation instigates the mobilisation and efforts of adolescents in the pursuance of a transformation of their realities, thus helping them to face their vulnerabilities and to overcome the inequalities and violations that affect their lives. It is also a privileged way of involving adolescents in the debate on public policies that will help to enforce their rights³.

UNICEF recommends the implementation of the Adolescent Citizenship Nucleus (NUCA), so that adolescents can reflect on and discuss the diversity and inequalities of the municipality, in terms of gender, race and ethnicity, disability, and rural and urban life. NUCA should also help them to organise themselves into networks and to be trained in the Methodology of Life Skills, which will be offered by UNICEF.

In regards to those municipalities that already count on initiatives similar to those of the NUCA, UNICEF proposes that these spaces are strengthened and that the adolescents involved in these actions engage in the Seal's agenda, especially in the promotion of the debate and mobilisation related to the causes of educational exclusion (students who are out of school and those not learning). NUCA reaffirms adults' fundamental roles in orienting, incentivising and protecting girls and boys, and helping to create relations of dialogue, respect and trust between different generations⁴.

Any municipality that does not implement and support NUCA cannot continue to participate in this Seal's edition.

3 - UNICEF. O direito de ser adolescente: Oportunidades para reduzir vulnerabilidades e superar desigualdades / United Nations Children's Fund. Brasília, DF: UNICEF, 2011. 4-Ibid.





4.2.3. THE COMMUNITY FORUMS

The Community Forum is a meeting space for participative dialogue within the municipality. It is in the Forum that the community analyses the situation of children and adolescents, plans and suggests actions for the guaranteeing of child and adolescent rights, and monitors and evaluates the impact of projects, programmes and social policies aimed at the improvement of the population aged zero to 17 years. The Forum should be coordinated by the Municipal Council for the Rights of the Child and the Adolescent (CMDCA), keeping in line with a specific guide that UNICEF will send to the municipalities.

Entities that can participate in the Forum are: councillors, community, trade union and religious leaders, children, adolescents and their families, health, education and social assistance professionals, communicators and artists, business sector representatives, and others. All of them have the opportunity to reflect and to jointly define the priorities that will guarantee the rights of the child and the adolescent, and achieve the objectives of the Seal.

Any municipality that does not hold either of the two forums cannot continue to participate in this Seal's edition.

UNICEF will send a guide about the holding of the forums, aimed at developing the Participatory Diagnosis - including the training of the adolescents involved in this action -, to the municipalities.

4.2.4. 1st COMMUNITY FORUM

The 1st Community Forum marks the launch of the UNICEF Seal in the municipality and should be held in the first half of 2014. The objectives of this meeting are to:

- Promote the launching of the Seal and explain its methodology;
- Present the Coordinator and the Intersectoral Commission for the Rights of the Child and the Adolescent;
- Conduct a situation analysis about the municipality's childhood and adolescence based on official indicators and the Participative Diagnosis; and
- Identify possible bottlenecks in the realisation of Seal objectives and ways to overcome them.

During the 1st Forum the participants should suggest priority actions needed to achieve the objectives that the UNICEF Seal proposes to the municipality, all in order to improve the lives of children and adolescents. The collected information will inform the creation of the **Municipal Action Plan for the Integral Protection of Childhood and Adolescence**, linked to the municipality's programmes and actions. It is for the Intersectoral Commission, the CMDCA and the Seal coordinator to pool the results, in order to organise this Plan according to the guidelines that will be forwarded by UNICEF.

The step-by-step guide for the creation of a Municipal Action Plan will be presented in the **1st Community Forum Guide** and will be published by UNICEF in order to be used as a tool, jointly, by the Intersectoral Commission, the sectors of Education, Health, Social Assistance, Culture, the Environment and Sports.

It is recommended that the CMDCA prepare periodical reports on the implementation of the Plan, from the 1st Forum onward. These reports may be used for the debates of the 2nd Forum and to systematise the results from the implementation of the Seal in the municipality.



The Participative Diagnosis should be carried out with the participation of adolescents and will be discussed in the 1st Community Forum. This document analyses the situation of the childhood and adolescence in the municipality, by using the Social Impact indicators and the strategic actions outlined in the Seal. The diagnosis should contemplate the operational analysis of the Guardianship Councils and the Municipal Council for the Rights of the Child and the Adolescent, while following criteria predefined by UNICEF and mentioned in the 1st Community Forum Guide.

TIPS

- UNICEF suggests the organization of a public audience in partnership with the Chamber of Councillors, to present the Municipal Action Plan for the Integral Protection of Childhood and Adolescence, prepared during the 1st Forum, to the local society.
- In 2014, the Child and Adolescent Rights Conference will be held. This is one of the strategic actions of social participation and an occasion to present the Municipal Action Plan.
- UNICEF will provide guidance for the development of municipal plans in accordance with the Ten Year Plan for the Promotion, Protection and Defence of the Child's and Adolescent's Human Rights (2011-2020).

4.2.5. 2nd COMMUNITY FORUM

The 2nd Forum should be held until April 2016. Its objective is to compare the municipality's situations from the times of the 1st and 2nd Forum. The evaluation of the municipality's performance should be carried out based on the previously developed Strategic Actions and the results achieved in relation to the seven Seal objectives, taking into account the priorities defined in the Municipal Action Plan.

For this Forum, the prefecture and the CMDCA should formally request the presence of a Mediator, a professional contracted and trained by UNICEF, to follow the debates and carry out field trips with the objective of gathering information and indicators that complement the municipality's evaluation. The 2nd Forum features the community's and Mediator's perception of the progress of the Municipal Action Plan's.

TIP

Mobilise the community! Disseminate the Community Forums in the municipality to guarantee a significant and diverse turn out. The presence of rural and peripheral residents, different ethnic and racial groups, different religious groups and confraternities, women and men, as well as adolescents at the Forums is important to the evaluation and scoring of the municipality.

HOW TO PROVE THE ACCOMPLISHMENT OF THE FORUMS IN YOUR MUNICIPALITY?

The Municipal Council for the Rights of the Child and the Adolescent, which is responsible for the coordination of the Forums, should provide the documents that prove the results of these public meetings on the virtual Seal platform, such as the Participatory Diagnosis, the Municipal Action Plan and its progress, besides the minutes and attendance lists containing the names, signatures and functions of the participants (e.g.: school director, guardianship councillor, teacher, student, father, mother, etc.). The CMDCA and the UNICEF Mediator will validate the documents that prove the holding of the 2nd Forum.







5 HOW TO SCORE IN THE UNICEF SEAL

The Seal's scoring system uses two colours (green and red), which account for the indicators of the Social Impact axis, as well as for those of the *Strategic Actions of Public Policies and Social Participation axis*.

On the first axis, the municipalities are evaluated within their respective states and compared to the municipalities that are assembled into groups with similar characteristics. The grouping of the municipalities is done through an analysis of joint economic and social indicators that reflect the living conditions of children and adolescents, such as: population, Gross Domestic Product (GDP) and poverty indexes. The quantitative indicators are always compared to the municipality's evaluation group average. On the second axis of the UNICEF Seal the municipalities receive scores for each Strategic Action that has been developed and proven according to the criteria set by UNICEF (see www.selounicef.org.br).

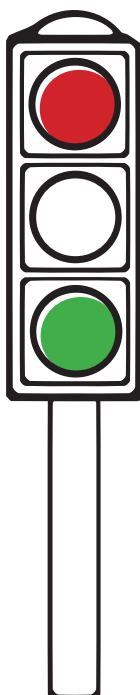
The Seal is awarded to municipalities that get a certain number of pre-set points for each axis.

GREEN

signals that a situation or progress of the municipality is equal to or better than the evaluation group average, or that the municipality held an activity with successful results. **Gains a point.**

RED

indicates caution. A situation or progress of the municipality is worse than the evaluation group average and needs to improve, or it signals that the municipality did not hold or achieve positive results in determined activities. **Gains no point.**



5.1. SCORING ON THE SOCIAL IMPACT AXIS

There are two necessary conditions to the quantitative Social Impact indicators, which need to be fulfilled in order to score points:

- For comparative purposes, the indicators may not have worsened between the first year and the final year.
- In the final year, the municipality's results must be equal to or better than the average of its group (green situation).

SPECIAL SCORING

If a municipality's indicator improves a lot in the final year, compared to the initial year and to the other members of the evaluation group, it is possible to gain a point even if the municipality is in red. To this end, the municipality should be among the top 15% of its evaluation group's municipalities that advanced the most in this indicator.

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5.2. SCORING ON THE STRATEGIC ACTIONS AXIS

This axis consists of **27 Strategic Actions, 19 of which are Public Policy based and eight Social Participation based**, whose evaluation will be carried out using the fulfilment proof of the strategic action. For each action that is developed according to criteria established by UNICEF, the municipality will receive one point. **The three compulsory Strategic Actions take into consideration:**

- The establishment and/or strengthening of the Adolescent Citizenship Nucleus (NUCA) for the promotion of debates and mobilisation connected to the themes related to adolescence, such as educational exclusion (students outside of school or those not learning);
- The holding of the 1st Community Forum (including the Participative Diagnosis and the Municipal Plan of Action); and
- The holding of the 2nd Community Forum.



5.3. THE SCORING NECESSARY TO ACQUIRE THE SEAL

AXES	NECESSARY SCORING
Social Impact	8 indicators in GREEN (out of 14) in at least 3 different objectives
Strategic Actions	19 Strategic Actions in GREEN (out of 27) in at least 5 objectives, of which at least 6 must be Social Participation ones, including the 3 compulsory ones (NUCA and Community Forums) .

CONDITIONS FOR THE PARTICIPATION AND CONTINUING PARTICIPATION IN THE:

- Maintaining a functional Municipal Council for the Rights of the Child and the Adolescent (CMDCA) and Guardianship Council;
- Holding of the two Community Forums; and
- Creating or strengthening the Adolescent Citizenship Nucleus (NUCA).

UNICEF reserves the right to, exceptionally, cancel, substitute or add to any Social Impact indicator in case problems relating to the availability and/or consistency of data are discovered. In the same way, UNICEF can cancel or substitute any/some strategic action(s), in case the unavailability of its/their development is realised. Any change will be communicated to the municipalities and published on the UNICEF Seal website in due course.





6 HOW UNICEF WILL SUPPORT THE MUNICIPALITY

UNICEF and its partners will promote a set of training activities (in person and virtually), with the objective of supporting the municipalities in their achievement of the actions proposed by the Seal and in their improvement of public policies for children and adolescents.

Ten *Seminars about the Municipal Policy on the Integral Protection of Childhood and Adolescence* will be held between 2013 and 2016. These face to face meetings will broach themes related to the UNICEF Seal's methodology and the strengthening of municipal management, and will mainly be directed at coordinators, municipal secretaries and technical staff, and Councillors of the CMDCA. Through institutional channels and social media, UNICEF will make available expert guidance on Health, Education, Social Assistance, Culture, Sports, Communication, and other areas linked to childhood and adolescence rights.

THE SEAL FITTING INTO THE MUNICIPALITY'S SCHEDULE

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UNICEF seeks to create the schedule of Seal activities in accordance with the municipality's calendar in order to avoid simultaneous occurrences of big events, like elections, and to take into consideration dates related to the rights of the child and adolescent. As such, it seeks to strengthen social mobilisation actions, such as those that mark the *National Day Against the Abuse and Sexual Exploitation of Children and Adolescents* (18th of May), the *World Day Against Child Labour* (12th of June) and the *Black Awareness Day* (20th of November). The training activities of the Seal will broach other content closely linked to the municipality's agenda, such as Baby Week, Child and Adolescent Rights Conferences and actions for the right to Safe and Inclusive Sports. UNICEF and its partners will distribute support material for the local initiatives.

UNICEF will produce a calendar, indicating the main activities of the 2013-2016 Edition, which will be kept updated on the UNICEF Seal website.





7 HOW THE MUNICIPALITY
WILL RECEIVE THE
UNICEF SEAL



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The granting of the Seals will take place in 2016, at a date and location yet to be announced by UNICEF. The approved municipalities will receive a trophy, a certificate and the authorisation to use the UNICEF Municipal Seal of Approval logo. The coordinator and a representative of the Municipal Council for the Rights of the Child and the Adolescent will also receive a certificate of acknowledgement.

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8 HOW TO UTILISE THE UNICEF SEAL

PROJETO
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The UNICEF Municipal Seal of Approval logo can only be used by those municipalities that are accredited by UNICEF during the course of a Seal edition, starting from the date of recognition until the announcement of the next edition's winners. As such, the municipalities that were accredited in 2012 can use the 2009-2012 Seal logo until the announcement of the new winners of the 2013-2016 Edition. These will then have the right to use the Seal in the municipality's dissemination material until the date of the next accreditation conducted by UNICEF.

The approved municipalities can use the logo on billboards, banners, signs, facades of public buildings, official vehicles, events, office material, etc. For this, UNICEF will provide them with **a user manual about the logo and visual identity.**

Seal participants can turn to other elements of visual identity to illustrate their communication and social mobilisation pieces for childhood and adolescence rights, like banners, posters, flyers, T-shirts, bags and stickers. They can, for example, use the three cartoon characters of the UNICEF initiative as well as the illustrative scenery of the Semiarid municipality, all of which are part of the official Seal material.

The Seal of The National Pact A World Fit for Children and Adolescents in the Brazilian Semiarid Region can also be used in materials prepared by the municipalities enrolled in the Seal. Though the logo of the United Nations Children's Fund can only be used by organizations that have signed a cooperation agreement or another type of partnership contract with UNICEF. The printing and/or transmission of communication pieces that contain the UNICEF logo will only be authorised upon prior consideration and approval of the organisation.



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