

Project Review: Programa Prefeito Amigo da Criança (Child Friendly Mayor Programme)

ACTIVITIES/TOOLS

The Map of Children and Adolescents is one of the key activities developed within the framework of the project. The map contains the following elements:

- A diagnosis for each municipality of figures on education, health, social assistance, social participation, and public budget;
- A vision of the future;
- Challenging goals;
- An action plan.

The Seal of Prefeito Amigo da Criança (*Child Friendly Mayor*) serves as a monitoring and evaluation tool that allows the municipalities to evaluate their own child-friendliness and can be used as a basis for better programming. In order to be awarded the Seal, a municipality should:

- Make a diagnosis;
- Set challenging goals that detail results, effort and participation;
- Draw up an action plan approved by the Municipal Council for the Rights of Children and Adolescents;
- Obtain approval of the plan from the Technical Committee of the Abrinq Foundation.

Those mayors who are awarded with the Seal, have met challenging goals to which they have committed themselves, they have accomplished goals in an exceptional manner, and have highlighted those exemplary programmes.

Project cycle 2001-2004

During the electoral campaign of 2000, the Abrinq Foundation entered into an alliance with those prospective mayors who had declared themselves to be child friendly, and had committed themselves to new models of democratic, participatory and integrated management of their local authority, with strict focus on children and adolescents. To achieve this, Abrinq began an electronic forum for the future mayors.

At the same time, the Programa Prefeito Amigo da Criança (*Child Friendly Mayor Programme*) was restructured to cover the period 2001-2004. The main changes that were made were put in place so as to allow consistent objectives for cities with different socio-economic realities; divergent conditions required different strategies and resources. The project has been structured in four cycles.

1st Cycle: June 2001-July 2002

- Distribution of the Prefeito Amigo da Criança (*Child Friendly Mayor*) Guide to all the Brazilian Mayors; the “Terms of Commitment on Children and Adolescents” were enclosed.
- Registration of the cities that have send their completed “Terms of Commitment on Children and Adolescents” to the Abrinq Foundation.
- Distribution and elaboration of the Map of Children and Adolescents 2001 by the registered cities.
- Development of a Plan of Action.
- Accomplishment of training seminars on participatory, strategic planning.

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2nd Cycle: January 2002-November 2003

- Return of the Map of Children and Adolescents 2001 back to the cities, accompanied by technical comments and observations by specialists in the area of public policy on children and adolescents.
- Recognition of municipalities with Seals for Prefeito Amigo da Criança (*Child Friendly Mayor*) for accomplishment of the first stage of the project.
- After receipt of the Map of Children and Adolescents 2001, distribution of the Map of Children and Adolescents 2002, which requests municipal managements to register the programmes and projects that are being implemented to reach the previously defined goals, as well as to provide information on applied budgetary resources.
- Sending of the questionnaire entitled “City Council & the Rights of the Child”.
- Development of a Plan of Action.
- Distribution of information cards, the “Rights of the Child – a step by step and training guide”, to advise municipalities about children’s rights.
- Accomplishment of thematic seminars for experience exchange and qualification in public policies for children.

3rd Cycle: December 2003-June 2004

- Return of the Map of Children and Adolescents 2002 back to the cities, with some technical comments and observations by specialists in the area of public policy on children and adolescents.
- Recognition of municipalities with a Seal of Prefeito Amigo da Criança (*Child Friendly Mayor*) for accomplishment of the second stage of the project.
- Accomplishment of the second stage of the Seal.
- Accomplishment of thematic seminars for experience exchange and qualification in public policies for children.
- Distribution of the Map of Children and Adolescents 2003. By using the Map, municipal managements will be able to bring the social indicators for progress in the city up to date, to describe the results of actions carried out and the channels of participation created for the management of public policies on children and adolescents that go beyond information on the allocation of budgets for children.
- Return of the Map of Children and Adolescents 2003 back to the cities, with some technical comments and observations by specialists in public policy on children and adolescents.
- Accomplishment of the third and last stage of the Seal.
- Accomplishment of thematic seminars for experience exchange and qualification in public policies on children.
- Technical visits to those cities in contention to be Prize winners.
- Recognition of the municipalities that have reached the best results through actions in the different social areas, such as the goals established in their strategic plans; awarding of the Prefeito Amigo da Criança (*Child Friendly Mayor*) Prize.

4th Cycle: July 2004-February 2005

- Return of the Map of Children and Adolescents 2003 back to the cities, with some technical comments and observations by specialists in the area of public policy on children and adolescents.
- Recognition of municipalities with a Seal of Prefeito Amigo da Criança (*Child Friendly Mayor*) for accomplishment of the third and final stage of the project.

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- Launching of the electoral forum for Prefeito Amigo da Criança (*Child Friendly Mayor*).
- Seminars conducted across the national network of child friendly mayors.
- Update of the Prefeito Amigo da Criança (*Child Friendly Mayor*) Guide.

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