

## Projeto Prefeito Amigo da Criança

Abrinq Foundation  
São Paulo  
BRAZIL

<http://www.fundabrinq.org.br/>

### Short description of the programme

In 1997, the Projeto Prefeito Amigo Criança (*the mayors' child friendly Project*) was started by the Abrinq Foundation in an effort that (candidate) mayor would look for the city that they intend to govern of the point of view of the child. For this, the project offered for the mayors a special guide with ideas for Brazilian cities to reach the year 2000 without feeling 'ashamed' about the conditions of its children and adolescents. The guide subsidised the candidates the mayors with the actions necessary to promote a child-friendly city. After the elections, the project sent the elected mayors the booklet "Luggage", which contains tips on budgetary resources, technical support and financing, beyond the Map of the Child. As much as 821 mayors compromised themselves to the project. The project carried through state meeting to technical support the child-friendly municipal actions and also it published the Notebook 'Mayor for Children', with subsidies for the implementation of municipal public politics on integrated protection for children and adolescents, as well as a summary of the municipal experiences presented in the state meeting of the Mayor for Children Network. In 1999, the Abrinq Foundation recognised five successful city with a, so-called, Seal of Approval that had reaffirmed their commitment towards children, investing in a set of accomplishments in the diverse social areas of its municipal management, that qualitatively transformed the reality of the children and adolescents of its city. In 2000, another five cities were awarded the Seal. This program has a strategic role as a stimulus to encourage mayors to implement public policies for children and adolescents. In 2002, there were 1,280 mayors who had joined the Network of the Mayor for Children Project. They represented 24% of all Brazilian municipalities, 44% of the country's population and approximately 23 million children and adolescents.

### PARAMETERS

The indicators for the Mayors for Children project in Brazil are clustered around six groups:

- Basic data
- Education, culture, sport and leisure
- Health
- Social assistance
- Participation
- Public budget