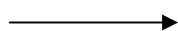


## Project Review: Child Friendly Movement, Philippines

### 1) Basic Data

**Project Title:** Child Friendly Movement (CFM)  
**Country:** The Philippines  
**Initiators of the project:** UNICEF Philippines - Government of the Philippines (GOP)

**Project focus:**



Focus areas	emphasis		
	low		high
Situation Analysis			•
Child and Youth Participation		•	
Cross-Sectoral Approaches		•	
Strategic Partnerships		•	
Attention for disadvant. groups		•	
Linkages with CFC Networks	•		
Advocacy Strategies		•	
Resource Mobilisation		•	
Institutional and Legal Reforms			•
Capacity building			•
Monitoring & Evaluation			•

**Target group:** Children living in urban areas in 20 provinces and 5 cities: Pasay City, Manila and Quezon City in Metro Manila; Cebu City in the Visayas; and Davao City in Mindanao.  
**Starting / ending date:** 1999 – with final goals for 2025.

### 2) Background

#### Situation of the target-group

The cities of the Philippines are characterised by continuous growth, e.g. annual growth for 2002 was estimated at 4%. This is mainly caused by high rates of population growth and migration from the rural areas. Cities cannot absorb this rapid expansion; provision of basic services, suitable housing and opportunities for employment have fallen behind and many families are forced to live in informal settlements. This especially affects children who make up a large part of the population; 40% of the population is below 14 years of age.

In the 1980s, the Government of the Philippines (GOP) started the process of examining the nature and function of informal, marginal settlements in order to develop policy responses to deal with them. The result of this process determined the main focus of the government plans that are outlined in the Medium Term Philippine Development Plans (MTPDP) for the periods 1987-1992 and 1993-1998. The problems faced are: poverty alleviation and addressing the fundamental social problems; poverty and income inequality; high unemployment; urban and rural disparities; and the situation of women and children. The Urban Basic Services

## Review of Child-friendly City Projects

Programme (UBSP)<sup>i</sup> was seen as a useful strategy to bring about these objectives. The Programme started as a small scale project in four cities as part of the Second UNICEF Country Programme for Children (CPC II, 1983-1987) and was expanded under the Third UNICEF Country Programme for Children (CPC III, 1988-1993) and the Fourth UNICEF Country Programme for Children (CPC IV, 1994-1998) to include a total of 18 cities and 9 urban municipalities with a combined population of about 11.4 million people by 1995. The Urban Basic Services Programme (UBSP) was developed as an integrated package of projects designed to uplift the quality of life of urban poor children and their families by increasing their access to basic services and their opportunities for social and economic development. The objectives of the programme included:

- (1) to enable children and women of poor communities to have access to basic services and increased opportunities for social and economic development;
- (2) to empower urban poor communities to self-propelled development, particularly in the planning, implementation, monitoring and evaluation of efforts for children and women;
- (3) to raise the capabilities of government and non-government agencies to address the needs of urban poor children and women;
- (4) to advocate the formulation of a comprehensive urban development policy that will benefit the urban poor.

The programme consisted of the following components: direct child survival services, child development services, special projects for children in especially difficult circumstances, women's development projects, community organization services, support services.

The Urban Basic Services Programme (UBSP) had a significant impact on the lives of urban poor children and women in the participating communities through the following advances.

- (1) Health and Nutrition: immunisation coverage improved, there was increased coverage of vitamin A provision to target groups, and the increased use of oral re-hydration therapy;
- (2) Education: literacy rates increased, but so did the rate of children dropping-out of school;
- (3) Water and Sanitation: increases were made in the supply of safe water to households and in the provision of sanitation services.

The programme had its limitations, however, for only 15% of the possible number of urban children in the participating cities were reached, and the programme only partly addressed the rights, well-being and needs of children. Livelihood, employment opportunities, land tenure and housing issues were not sufficiently addressed. Goals affecting pregnant women and the Baby Friendly Hospital Initiative were difficult to achieve because of cultural mindsets and practices, as well as the lack of proper information. Moreover, the Urban Basic Services Programme (UBSP) was considered by the local governments to be a 'special programme' outside the official, institutional framework. An evaluation revealed that several aspects still had to be addressed: sustaining gains in community participation and empowerment; advocacy and capacity building at higher levels; data disaggregation and reliability, such as information on age, gender, socio-economic groups; sustainability and institutionalisation.

### **Political context**

On 11 December 1993, during a workshop supported by USAID and UNICEF, 61 city mayors from all over the Philippines signed a Declaration of Commitment to pursue the 1995 Mid-Decade Goals for Children as set forth in the Philippine Plan of Action for Children (PPA). The mayors were inspired and challenged by children's efforts, and were acting in solidarity with the global movement of Mayors as Defenders of Children. The city mayors also committed themselves to banning child labour from hazardous occupations and to

## Review of Child-friendly City Projects

protecting and rehabilitating street children, abused and neglected children. By 2001, the Declaration of Commitment had been signed by over 100 cities in the Philippines.

The Mayors as Defenders of Children Movement was an initiative that was supported at the local government level. As the 21<sup>st</sup> century dawned, the Government of the Philippines (GOP) was determined to improve the lives of the urban poor and to fulfil and protect the rights of its children. With the launch in 1999 of a new Medium-Term Plan for the Development of the Philippines (MDTP) and the Fifth UNICEF Country Plan for Children (CPC V, 1999-2003) it was decided to reinforce child strategies. Coordinated by the National Council for the Welfare of Children, a council which directly advises the President's Office on children's issues and which was responsible for the Urban Basic Services Programme (UBSP), a multi-sectoral consultation and review of experiences was undertaken, involving academic and government specialists, programme implementers and children.

The Philippine National Development Plan for Children, also called "Child 21"<sup>ii</sup>, is a strategic framework that guides stakeholders in planning programmes and interventions that promote and safeguard the rights of Filipino children in the 21st century. The framework weaves child rights (survival, development, protection and participation) into a child's life cycle. It advocates not only a more focussed targeting of children, but also interfacing with children at important stages in a child's development. It is considered to be the most important policy development and innovation in a decade. As a strategic framework, it is not meant to be a comprehensive and detailed plan. Rather, it gives a vision for the quality of life of Filipino children in 2025. It is a road map for the national government as well as for local government units, private initiatives and non-governmental organizations, to be used in setting priorities for action and in allocating and utilizing resources to promote the rights of Filipino children. "Child 21" aims to synchronize family, community, and national efforts towards the full realization of the rights of children by 2025.

The formulation of "Child 21" underwent the processes of multi-sectoral and multi-level consultations involving prominent people, policy makers, local government workers and officials, programme implementers, academics and children themselves. The children's involvement during the consultations has been a big factor in ensuring that this document echoes the voices of Filipino children. A Presidential Executive Order was issued on 3 November 2000, authorizing its adoption and implementation. Funds were made available by the President's Social Fund to cover the expenses of the Council for the Welfare of Children (CWC) for the implementation of this Executive Order. Half of this amount was released to the Council for the Welfare of Children (CWC) in 2001 for use in advocacy, mobilization, mainstreaming sessions and to support operations by the national and local governments. In 2001, the Council for the Welfare of Children (CWC) started to intensify its efforts in advocacy and mobilizing resources and networks for the adoption of "Child 21" both at the national and local levels. The hope was that national agencies would use "Child 21" as the policy framework for children's programmes, and that local governments would use it to formulate local development plans for children.

As of December 2001, a total of 22 provinces and 6 cities had drafted and finalised their local development plans for children. At the municipal level, there are 38 municipalities whose local development plans have been finalized. "Child 21" presents a shared vision of the Filipino child of the future, crafted from the inputs of all stakeholders in the development planning process. It also presents strategic and programme frameworks that include cross-sectoral strategies, as well as individual sector programme goals and strategies. The major

goals of every programme (health, education, protection and participation), based on the developmental stages and evolving capacities of a child, are outlined; these are the milestones set forth for the medium and long-term periods. Institutional and implementation mechanisms are put in place to enable the integration of “Child 21” principles into local development concerns through a short-term localization process. A monitoring and evaluation framework presents strategic and critical indicators. The monitoring system mechanism attempts to translate the country's vision for Filipino children into concrete, measurable, impact indicators within the context of children's rights.

The national government acknowledges that this vision can only be realised by structural interventions and that it cannot be achieved by the government alone. The mobilisation of all sectors of society is needed, at national, provincial and local levels. In 1999, in cooperation with UNICEF, the government launched the Child Friendly Movement (CFM) to facilitate this mobilisation and create a child friendly policy environment at the local level; this is the institutional level closest to the communities and families in which children live and grow. The Child Friendly Movement (CFM) relies on the Local Government Code of 1992, which increased the regulatory powers of local governments. The Code also improved the relationship between local governments and the national government, promoted the creation of local partnerships, and gave the local governments more responsibilities for taking better care of their citizens, especially children, through creating better policies, urban services, more responsive planning.

### **Justification of the project**

With the Child Friendly Movement (CFM), the Government of the Philippines (GOP) made a real effort to integrate children's rights issues into local planning and development. Whereas the Urban Basic Services Programme (UBSP) was seen as a ‘special programme’ and functioned outside the official institutional frameworks, the Child Friendly Movement (CFM) was implemented through local governments and communities integrating it into existing institutional frameworks and mechanisms. The Child Friendly Movement (CFM) was intentionally implemented in a limited number of cities in comparison with the Urban Basic Services Programme (UBSP), in order to offer the maximum support within available resources. Another difference with earlier urban programming was that an endeavour was made to address the broader issues that affected the realisation of the United Nations Convention on the Rights of the Child. Instead of limiting interventions to health, nutrition, water and sanitation, issues of land tenure, housing, livelihood and employment opportunities, which are at all times priority needs of the urban poor, have been included in the Child Friendly Movement (CFM) strategy.

## **3) Description of the Initiative**

### **Main goal of the initiative**

The main goal of the Child Friendly Movement (CFM) initiative is to realise the “Child 21” vision by mainstreaming children's rights into local development planning. The initiative focuses on the transformation of the United Nations Convention of the Rights of the Child from a legal framework into a well-defined, national, strategic movement and into development interventions such as child friendly policies, institutions and programmes.

### **Objectives of the initiative**

The main objectives of the Child Friendly Movement (CFM) are:

## Review of Child-friendly City Projects

- Create a child friendly policy environment by linking international goals, such as the realisation of the United Nations Convention on the Rights of the Child with national and local goals.
- Mobilise all possible partners at the local level (legislators, community leaders, school teachers, non-governmental organizations (NGOs) and civil society organizations (CSOs), the private sector) to effectively address the needs and rights of children and increase communication on child friendly issues.
- Establish and monitor a child friendly local governance framework with sustainable mechanisms for local policy and institutional development.
- Provide strategic, technical and capacity-building support to health, nutrition, education, child protection and gender programming.
- Strengthen the role of the local governments because they are the convergence point between national and international thrusts on the one side, and the needs of the poor urban communities and their families on the other.
- Collect and analyse data on the situation of children in communities at city level as a basis for programme formulation and planning.
- Create child friendly communities and strengthen the capability of families to nurture children and to provide them with full support for their well-being and development.

### **Key Strategic Actions**

Under the Fifth UNICEF Country Programme for Children (CPC V, 1999-2003), the urban-based actions focus on the five major cities: Pasay City, Manila and Quezon City in the Metro Manila area, Cebu City in the Visayas, and Davao City in Mindanao. The Local Plans of Operations and the Memorandum of Agreement between the five cities and UNICEF have described the following key strategic actions considered crucial to making these cities child friendly:

- Maximising the leadership role of city mayors;
- Increasing public education and awareness of a new vision for children;
- Formulating a city development plan for children;
- Continuing situation analysis for advocacy, programming and monitoring;
- Annual reporting on the state of a city's children;
- Building partnerships and expanding alliances for children;
- Empowering families through community organizations and development;
- Strengthening networks and systems for children in need of special protection;
- Strengthening legislation and law enforcement

### **Roles played by stakeholders**

The roles played by the various stakeholders are:

Government of the Philippines: The Government of the Philippines (GOP) provides the overall directions and technical assistance for the strategy and monitors the activities at local level. It also creates a child friendly policy environment by reinforcing and complementing the initiatives of local governments with laws, programmes and other resources.

Council for the Welfare of Children (CWC): Financed by the President's Social Fund, the Council for the Welfare of Children (CWC) is in charge of advocacy and mobilization, mainstreaming sessions, and supporting operations by national and local governments.

## Review of Child-friendly City Projects

The League of Cities and the League Provinces: The Leagues serve as platforms for discussion and the exchange of experiences. They also have important roles to play in advocating and disseminating the principles of the Child Friendly Movement (CFM).

Local governments: Local Governments serve as convergence points for all of the efforts in pursuit of child rights, and function as interfaces between global and national strategies and local directions. They plan, develop, implement and monitor programmes, raise funds, and mobilize all possible partners. Local governments also continuously monitor the welfare of the children for whom they are responsible.

UNICEF: UNICEF acts as a catalyst to mobilize people rather than being an assistance agency involved in implementing specific programmes and projects. The UNICEF Country Office gives its primary support to the integration of children's rights in policies and legislation.

Non-Governmental Organizations (NGOs) and Civil Society Organizations (CSOs): With their vast experience in community organization, these local bodies play an important role in strengthening communities. Their networks are used to provide information and to advocate children's rights. Furthermore, they help generate support and resources for programmes that promote children's rights and provide families with income opportunities to support the needs of their children.

Communities and Barangays: These are the social units of children and their families. The barangays need to re-organise themselves so that they become responsible for the effective programming, implementation, monitoring and evaluation of the realisation of children's rights.

Families: Families are responsible giving care and providing support and guidance to their children.

### **Time-frame and planning cycles**

The strategies and activities of the Child Friendly Movement (CFM) are set out in Local Development Plans for Children (LDPC). These plans are linked with other plans with different time-frames.

Long-term (25 years): The main goals of the Child Friendly Movement (CFM) are set by the "Child 21" vision and should be achieved by 2025. These national goals are used as a basis on which to formulate long-term goals at the local level as part of the Local Development Plans for Children (LDPC).

Medium-term (3-10 years): The main guidelines for policy making and programming at the local level are given by the Local Development Plans for Children (LDPC) which are synchronised with the Comprehensive Local Development Plans prepared by city governments to run for 3-10 years. At the national level, the Child Friendly Movement (CFM) is linked to the Medium-Term Development Plan for the Philippines (MTDPP, 1999-2004) which states the main directions of the national government, and the Fifth UNICEF Country Programme for Children (CPC V, 1999-2003).

Short-term (1 year): Plans are prepared and reviewed every year, in order to monitor the progress of the strategy. The results of this evaluation are used to update the Local Development Plans for Children (LDPC) and to plan the activities for the coming year. The planning process of the Annual Development Plans for Children follows an 'integrated project cycle', composed of six main stages: Situation Analysis; Definition of Strategic Directions;

Formulation of Actions; Budgeting and Work Programming; Monitoring and Evaluation; and Annual Updating of the Plans.

### **4) Strategies**

#### **Situation analysis**

A comprehensive situation analysis (SA) is executed by the local governments as the basis for the development of the Local Development Plans for Children (LDPC). The situation analysis (SA) has the following components:

- The preparation of a profile of the local child using basic indicators.
- Assessment of existing structures and institutions involved with children.
- Identification of existing and potential programmes, projects and other activities aimed at children.
- Review of how local policies and laws address children's rights.

A 'standardized' system has been developed to help local governments undertaking this process, together with the other steps necessary, to prepare a Local Development Plan for Children (LDPC) (see Section 5, Planning tools for Local Development Plans for Children). This system links the different steps of the planning process with each other by defining clear inputs and outputs.

At the start of the situation analysis (SA), children's rights are grouped into four categories: child survival, child development, child protection and child participation. These categories are analysed for the different age groups, following the life-cycle approach. This approach looks at the different needs and capabilities of children at each stage of their lives. The age groups used for the analysis are: pre-natal period, infancy (0-2 years of age), early childhood (3-5 years of age), childhood (6-12 years of age) and adolescence (13-17 years of age).

Indicators have been defined for the different children's rights categories and age groups to give an overall view of the situation of children. These indicators are derived from existing programmes: The Philippine Plan of Action for Children (PPAC) and the Poverty Alleviation Programme using the Minimum Basic Needs (MBN) Indicators. Local governments, communities and families were familiar with these indicators which had already generated positive results, therefore making the development of new indicators unnecessary.

To complement the data generated by the indicators a problem analysis is carried out by asking the following questions of the local government leaders, community leaders, and civil society leaders involved in policy making and programming:

- What are the observed problems encountered by children?
- What are the direct and indirect causes of these problems?
- What are the effects on the children when the problems remain unresolved?
- What interventions addressing these problems are undertaken at local and national level?
- What are the gaps in the existing interventions and what new interventions would complement them?

This analysis makes it easy for the local governments to plan their interventions on the basis of the situation analysis (SA) and to set up a monitoring and evaluation system using the indicators for children's rights.

#### **Children's and Youth's participation**

Children's participation is one of the goals formulated for the child friendly barangay strategy: "Children of 12-17 years old must have the opportunity and be stimulated to

## Review of Child-friendly City Projects

participate in socio-cultural and community development activities.” Efforts to achieve this include campaigns to keep the communities clean, to combat drug addiction and the spread of sexually transmitted diseases; in addition, community fund raising campaigns are organized and information is disseminated on children’s rights issues. The efforts made towards children’s participation are coordinated by a Children’s Organisation set up in each barangay; assistance is given by officers trained in child friendly principles. The Children’s Organisation prepares an annual plan of action, documents activities undertaken (through photos and scrapbooks prepared by children, etc.) and monitors the effects of the activities (how many children and community members benefited, how did they benefit, etc.).

Children’s Sector Representatives are engaged at the local government level to ensure that children are represented in critical sectors of government and in decision making processes concerning children’s rights. They participate in relevant council meetings and working groups and are responsible for the integration of children’s issues into the Local Development Plans for Children (LDPC).

### **Cross-sectoral approaches**

The Child Friendly Movement (CFM) is a holistic strategy having the goal of mainstreaming child related issues. Realising children’s rights requires cross-sectoral programming because the rights of children as equal citizens cannot be compartmentalized into discrete sectors. The Local Development Plans for Children (LDPC), the main instrument of the Child Friendly Movement (CFM) strategy, effectively combine all sectoral plans on children’s issues. The creation of Local Development Plans for Children (LDPC) always needs to be supported by local working groups comprised of people from different professional backgrounds in order to target cross-sectoral issues.

### **Strategic Partnerships**

Non-Governmental Organizations (NGOs) and Civil Society Organizations (CSOs) are tapped and brought into the existing alliances for children’s rights promotion and child protection. These organisations play an important role in organising and strengthening the Barangay Councils for the Protection of Children; for example, religious organisations have experience in organizing communities, extended networks, and human resources at community, city and province levels which can be used effectively for promoting children’s rights.

### **Linkages with CFC networks**

One of the major stakeholders of the Child Friendly Movement (CFM) is the League of Cities of the Philippines (LCP). The League, with 65 cities in its membership, is an important platform for exchanging experiences between cities and an important partner of the national government. In 1993, the League signed the ‘Declaration of Commitment to Urban Children’; this resulted from a workshop focusing on urban children. In so doing, numerous mayors expressed their commitment to mobilising city government resources in support of the 1990s mid-decade goals for children. The Child Friendly Movement (CFM) may be seen as a continuation of these efforts, for despite the fact that only a small number of cities participate fully in the Child Friendly Movement (CFM), all cities in the League of Cities of the Philippines (LCP) have committed themselves to the strategies.

### **Special attention for disadvantaged groups**

Institutional mechanisms are set up to address the unique needs and circumstances of children in need of special protection: street children, children in conflict with the law, children who are sexually abused, children who are exploited through labour and commercial sex activities. Multi-level protection systems are established at barangay, city, municipal, provincial and

national levels. These are equipped with special tools to identify, locate and track down children at risk. Such tools include master-listing, mapping, monitoring, surveillance and rescue mechanisms.

### **Advocacy and awareness-raising strategies**

“Child 21” has developed a new vision of childhood, affirming that children are human beings entitled to rights and that children’s rights are the most important of all human rights. All possible channels, including the mass media, should be used to disseminate this vision. The city mayors play a central role as advocates of the Child Friendly Movement (CFM). They have the responsibility to mobilize all possible partners, including non-governmental organizations (NGOs), civil society organizations (CSOs), universities, mass media, and the business sector to create powerful partnerships around the movement.

### **Institutional and Legal reforms**

The participating cities and provinces have an obligation to review their legislation and policy making on children’s rights and make them more child friendly. The local government has two tools for filling the gaps existing in policies and legislation.

- Preparation of a *Local Code for Children*: This Code covers all sectors that concern children and complements the Local Government Code. It encourages the integration of children’s rights into local plans, budgets and programmes. It can be drafted together with, and attuned to, the Local Development Plans for Children (LDPC).
- Issuing of *Ordinances for Child Rights*<sup>iii</sup>: These ordinances can fill existing gaps. They are meant to promote certain activities that protect and highlight children’s rights, e.g. ordinances for Adopt-a-School programmes (legalizing private sector support for public schools), ordinances for monitoring child-trafficking, and ordinances that can foster children’s participation.

### **Resource Mobilisation**

At the national level, financial allocations have been made from the President's Social Fund to cover the expenses of the Council for the Welfare of Children (CWC) for the implementation of “Child 21”. The participating local governments and communities are given the responsibility to plan and allocate their own budgets for child friendly programmes based on specific needs and priorities. Annual Investment Plans for Children are prepared by the cities and communities as part of the Annual Development Plan for Children and are directly linked to planning programmes and activities. A local government must allocate 20% of the City Development Fund to child friendly activities and is responsible for raising funds from other sources, e.g. the private sector. The local government is also given the power to enact and adjust local taxes (property taxes, local hospital fees, garbage fees, etc.).

### **Capacity building activities and methods**

The participating cities are provided with technical and legal advice for reviewing and revising existing legislation and policies by experts of the national government in order to ensure consistency with the United Nations Convention on the Rights of the Child and other standards on children’s rights. Staff of the local government is oriented and trained on themes related to the United Nations Convention on the Rights of the Child. Capacity building in the local government aims to achieve:

- An educational system that is more responsive to the learning needs of children including the use of appropriate, alternative teaching methods;
- A health care system that is responsive to the unique health needs of children at every stage of their life cycle and with priority given to the prevention of disease;

## Review of Child-friendly City Projects

- A justice system that is more sensitive to the condition of children at every stage of the juvenile justice process;
- A legislative system that puts children first, and promotes and facilitates children's rights.

Empowering poor communities and their families so that they are capable of protecting and caring for their own children is a core strategy of the Child Friendly Movement (CFM). Information centres and training centres are being set up in each barangay to provide people with the necessary information, capacity and knowledge to fulfil the rights of children. Non-governmental organizations (NGOs) and civil society organizations (CSOs) play an important role in capacity building since they have experience in community organization.

### **Monitoring and Evaluation**

Monitoring and evaluation systems have been set up at national, city and community levels to keep track of the progress made at each level of social organization.

At the Barangay level: A self-assessment method has been developed for the barangays. The method was developed in careful consideration of the existing evaluation tools of the Council for the Welfare of Children (CWC). The method measures the progress made in each barangay by giving a score to their achievements. Data on the situation of children is collected by trained children's rights officers, volunteers and families. The sources of this data from the barangay are the health-post, Early Childhood Care and Development (ECCD) Centre, schools, etc. Data is collected at a community managed "knowledge centre". A city-wide network of such centres feeds the data into a "knowledge centre" set up at the city level.

At the city level: An annual *State of the City's Children Report* is prepared to monitor and evaluate the progress made by the Child Friendly Movement (CFM) on the situation of children. The data from the different barangays gathered by the "knowledge centres" represents the basis for the report. The City Development Plan for Children is developed on the basis of the data processed in the report, together with an Annual Investment Plan.

At the national level: The data drawn from all cities and municipalities is collected at national level where it is used to monitor the progress towards achieving the "Child 21" vision. The data is stored in a "Child Info" system, a database that is easily accessible and that can present statistics in easy-to-use formats (charts, tables etc.). Using strategic and critical indicators, the monitoring system mechanism attempts to translate the country's vision for the Filipino child into concrete, measurable impact indicators within the context of children's rights and a child's continuous life-cycle.

### ***Search for the Child Friendly Municipalities and Cities***

An annual, national evaluation of cities entitled the *Search for the Child Friendly Municipalities and Cities*<sup>iv</sup> is undertaken by the Council for the Welfare of Children (CWC) to monitor and evaluate the implementation of programmes and services for children. The search is more than a monitoring mechanism, for it sets in motion a positive competition among municipalities and acts as an incentive for municipalities to improve their performance in achieving child focused goals. The cities showing the best performances receive the *Presidential Award for the Child Friendly Municipalities and Cities*. This award gives outstanding cities and provinces national recognition. The evaluation is carried out on the basis of specially developed evaluation tools, criteria and indicators and complemented by validation visits to communities. It covers all aspects of the child friendly cities and municipalities, from the health status of children and the performance of the education system, to the integration of children's issues into the Local Development Plans for Children (LDPC).

## 5) Activities and Tools

### Child Friendly Barangays <sup>v</sup>

Barangays are the urban communities of the Philippines. They have an important role within the Child Friendly Movement (CFM) for they are the environments in which children and their families live. The goal of the child friendly barangays is to provide all children with a healthy, safe and nurturing environment that presents opportunities and conditions for developing to their full potential. Moreover, the barangay should provide systems that promote peace, unity and community spirit.

A Child Friendly Barangay is one with the following characteristics.

- A barangay where children live long and live well, providing all children with the same opportunities and conditions that will allow them to express themselves in all matters that affect them and to grow, physically, mentally, spiritually and socially to their full potential.
- A barangay where parents and other members of the family share in the responsibility of rearing their children.
- A barangay where basic community institutions are in place, such as, a council for the protection of children, a school and a health station.
- A barangay that has systems in place that promote peace, unity and community spirit.

There are 24 child-specific goals<sup>vi</sup> that guarantee the development of a child friendly barangay. These goals have been formulated by focusing on child and maternal health, education, special protection, family practices such as hygiene and sanitation, and child participation. In a child friendly barangay the following conditions would apply.

#### Child Health:

- 1) All children are registered at birth.
- 2) All infants are exclusively breastfed up to about 6 months.
- 3) All children are fully immunized against Tuberculosis, Diphtheria/Pertussis/Tetanus, Polio and Measles.
- 4) All children from 0-2 years of age are weighed monthly and mothers counselled on health, nutrition and psycho-social care.
- 5) All children are well nourished.
- 6) All children from 1-5 years of age are given Vitamin A capsules twice a year.

#### Maternal Health:

- 7) All births are attended by trained personnel.
- 8) All pregnant women get at least four pre-natal checkups.
- 9) All mothers are immunised against Tetanus.
- 10) All pregnant or lactating women are sufficient vitamin A and are not anaemic.
- 11) All pregnant women who are at risk get emergency obstetrical care.
- 12) All pregnancies are spaced at least two years apart.

#### Education:

- 13) All children from 3-5 years of age attend early education programmes.
- 14) All children from 6-16 years of age are in school and finish high school.
- 15) All school children pass the National Elementary Achievement Test.
- 16) All out-of-school-children are identified and reinstated, or are provided with alternative education.
- 17) All illiterate parents and caregivers are enrolled in functional literacy programmes.

#### Special Protection:

## Review of Child-friendly City Projects

18) All children are removed from exploitative and hazardous labour, prostitution and pornography.

19) All cases of physical and sexual abuse, and violence are eliminated in the home and community.

### Family Practices:

20) All families have access to safe drinking water.

21) All families have access to, and use, only iodised salt.

22) All families use sanitary latrines.

23) All family members share in child care and other domestic responsibilities.

### Child Participation:

24) Children from 12-17 years of age participate in socio-cultural and community development activities, e.g. sporting activities, children's theatre, cleanliness drives, community fund raising campaigns and information dissemination activities concerning children's rights.

A self-assessment method<sup>vii</sup> has been developed for the barangays. The method was developed with careful consideration of the existing evaluation tools of the Council for the Welfare of Children (CWC). The method measures the progress in each barangay by giving a score to its achievements. Data on the situation of children is collected by trained children's rights officers, volunteers and families. The sources of this data from the barangay are the health-post, Early Childhood Care and Development (ECCD) Centre and schools. Data is collected at a community managed 'knowledge centre'. A city-wide network of such centres feeds the data into a 'knowledge centre' set up at the city level.

The Child Friendly Barangays are realised by co-ordinated activities and systems built around the goals for children. The following 7 components are set up with their respective activities.

1) A Barangay Council for the Protection of Children (BCPC): This council has the task of monitoring the situation of children in the barangay and facilitating the realisation of their rights. The council includes barangay representatives and officers who are trained in child friendly programming.

Activities of the Barangay Council for the Protection of Children (BCPC) include:

- Development of annual action plans for the barangay's children and women, including a plan for budget allocation.
- Updating of data, disaggregated by gender and age, on the children of the barangay.
- Monitoring of the enforcement of laws and ordinances concerning children in the barangay.
- Organisation of monthly meetings to review progress and facilitate community participation.

2) A Children's Organization: This organisation has the aim of encouraging the participation of children in socio-cultural and other community activities. It is supported by officers trained in child participation theory.

Activities of the Children's Organisations include:

- Preparation and implementation of annual action plans to increase children's participation and the involvement of children in community development.
- Documentation of completed activities, with the active participation of the children, by using photographs, drawings, etc.

3) A functional justice system: Barangay para-legal workers, trained in children's rights, handle cases of child victims and offenders.

Activities of the justice system include:

## Review of Child-friendly City Projects

- Setting up a monitoring system to track crime cases involving children (including domestic violence and child labour).
- Documentation and reviewing of cases to keep track of legal offences involving children.

4) A functional health and nutrition system: One adequately equipped health and nutrition post is established for every cluster of 20-30 households, with daily operations manned by a barangay health worker, a nutrition scholar and a parent volunteer, either a mother or a father.

Activities of the health and nutrition post are:

- Collection of regularly updated data on newborn, malnourished and sick children as well as pregnant and lactating mothers.
- Creation of detailed cluster spot maps.
- Establishment of links with the barangay health station to provide regular health care.

5) An Early Childhood Care and Development Centre: This centre should be staffed by a multi-sectoral team specialized in child development, and should include a childcare centre equipped with toys, story books, play area, etc.

Activities of the Early Childhood Care and Development (ECCD) Centre include:

- Preparation of annual action plans for the Early Childhood Care and Development (ECCD) Centre activities and setting up a monitoring system to review progress.
- Organization of parent groups that support the activities of the Early Childhood Care and Development (ECCD) Centre.

6) Child friendly schools: The schools are considered to be important places in the barangays where children learn to be valuable community members outside of the normal curriculum. The teachers in schools should be trained in active and participatory teaching methods.

Activities of the child friendly schools include:

- Implementation of programmes to attain a classroom ratio of one teacher per forty students, and provision of desks and textbooks to each child.
- Installation and maintenance of safe water and sanitation facilities.
- Organisation of an effective Parent Teacher Community Association that meets regularly to discuss emerging issues.

7) A community managed knowledge dissemination and exchange centre addressing issues concerning children and their families: This centre will collect data on the situation of the children and women in the barangay and provide information and support on children's issues.

Activities in this centre include:

- Preparation of annual action plans to increase active community involvement in sharing knowledge and skills concerning children and the community.
- Establishment of a communications system, including a community data board, a public address system or a community based radio station.
- Organization of regular meetings for community interest groups and the provision of information on children's issues, such as early childcare, child protection, and life skills.

Practical and user-friendly guidance materials have been developed to assist the barangays to set in motion these activities and for monitoring and evaluating child friendly action. They are assisted by technical working groups of the cities' governments and by non-governmental organizations (NGOs) and civil society organizations (CSOs) supporting the Child Friendly Movement (CFM).

### **Planning tools for Local Development Plans for Children (LDPC) <sup>viii</sup>**

A Local Development Plan for Children (LDPC) aims to bind together the plans of various sectors aiming in their work to put the child at the centre of local development activities. It

serves as a basis for local mechanisms guaranteeing children's rights, for child friendly local legislation and policies, for resource generation schemes, for programme synchronisation, and for monitoring and regularly updating the medium-term goals.

A set of planning tools has been developed at the national level to support Local Government Units (LGUs) in the preparation of Local Development Plans for Children (LDPC). These tools guide the Local Government Units (LGUs) systematically through the different steps of the planning cycle by defining clear inputs and outputs:

- 1) Situation Analysis Matrix (SAM): The System Analysis Matrix (SAM) helps to assess the real situation of children against an ideal situation. For this purpose, children's rights are translated into basic indicators and each age group is assessed separately according a life-cycle methodology. Consequently, direct and indirect causes of problems affecting children are analysed in order to address problematic situations.
- 2) Strategic Directions Matrix (SDM): The Strategic Directions Matrix (SDM) defines the long-term strategic directions ("Child 21" vision, and the mission towards 2025) and translates them into medium-term (3 years) directions, facilitating the definition of goals, expected outputs and indicators for the development of the Local Development Plans for Children (LDPC).
- 3) Plan of Programme Interventions for Children (PPIC) Matrix: The Plan of Programme Interventions for Children (PPIC) Matrix describes the different interventions, determining the timeframe, actors, indicators for monitoring, and estimated resource requirements.
- 4) Local Development Investment Programme for Children (LDIPC) Matrix: The Local Development Investment Programme for Children (LDIPC) Matrix plots the resources and schemes to access and mobilise resources identified in the Plan of Programme Interventions for Children (PPIC) Matrix.
- 5) Legislative Agenda Matrix (LAM): The Legislative Agenda Matrix (LAM) sets out the legislative actions necessary to ensure the implementation of programmes and the mobilisation of resources.
- 6) Annual Investment Programme for Children (AIPC) Matrix: The Annual Investment Programme for Children (AIPC) Matrix shortlists priority programmes for the coming year. It ensures that the budgetary needs for children's programmes are incorporated into the budgets of the Local Government Units (LGUs).
- 7) Annual Work Programme for Children (AWPC) Matrix: The Annual Work Programme for Children (AWPC) Matrix lists the funded programmes, tasks, and other necessary actions, such as legislative action and resource mobilisation, for implementation in the coming year.
- 8) Monitoring and Evaluation (ME) Matrix: The Monitoring and Evaluation (ME) Matrix checks whether the activities in the Annual Work Programme for Children (AWPC) are on track and if they really will lead to the realisation of medium and long-term goals. The outcomes may be used for the *Annual State of the Children Report* and allow adjustments to the following year's programme.

## 6) Conclusions

### Highlighting of good practices and opportunities for replicability

- Programme planning with the help of specially designed planning tools (the Matrices) and indicators based on children's rights and a life-cycle approach provides a systematic

method for planning and supporting the monitoring of programmes. It also facilitates comparisons between cities and exchanging experiences.

- The efforts to build an institutional framework for child friendly planning by linking the national, city and community levels provide a powerful strategy for realising children's rights. The fact that each level has its own set of responsibilities for planning, budgeting, implementing and monitoring the different programmes ensures accountability across the system.
- Combining the long-term vision of the "Child 21" initiative, with the medium-term goals of the Local Development Plans for Children (LDPC) and the short-term targets of the Annual Development Plans for Children, results in a practical approach to translating the United Nations Convention on the Rights of the Child into implementable programmes and actions.
- The Child Friendly Barangay paradigm offers a practical model for building child friendly environments by addressing all sectors (e.g. education, health and nutrition, child participation) and then integrating them into one model.
- The Child Friendly Barangay is an excellent mechanism for implementing the United Nations Convention on the Rights of the Child at the local level and for energizing municipal governments to implement it by including the rights and needs of children in development agendas as they are framed.

### **Future challenges and problems**

- It is important to ensure that the complex child friendly mechanisms (institutional frameworks, policies and legislation, planning systems) are sufficiently integrated and operational. City government elections are held every three years and changes in the local power structure potentially threaten the sustainability of the Child Friendly Movement (CFM) mechanisms. Increased representation and participation by other stakeholders, such as communities, non-governmental organizations (NGOs) and civil society organizations (CSOs), would ensure continuity.
- Increased numbers of partnerships for the Child Friendly Movement (CFM) should be sought out to provide the level of human resources necessary to create city-wide networks. Stronger coordination by the local governments is necessary.
- The League of Cities of the Philippines (LCP) is a critical partner needing constant support. It can become a real forum for local leaders but it must develop more effective strategies and instruments to disseminate and exchange information and to advocate the principles of the Child Friendly Movement (CFM). It will then become a powerful instrument by which to realise the necessary legal and institutional reforms.
- The integration of children's rights-based planning into the overall city planning systems can be improved. The linkage between the Local Development Plans for Children (LDPC) and a conventional local development plan can sometimes be unclear or cause conflicts.

## **7) Consulted Documentation**

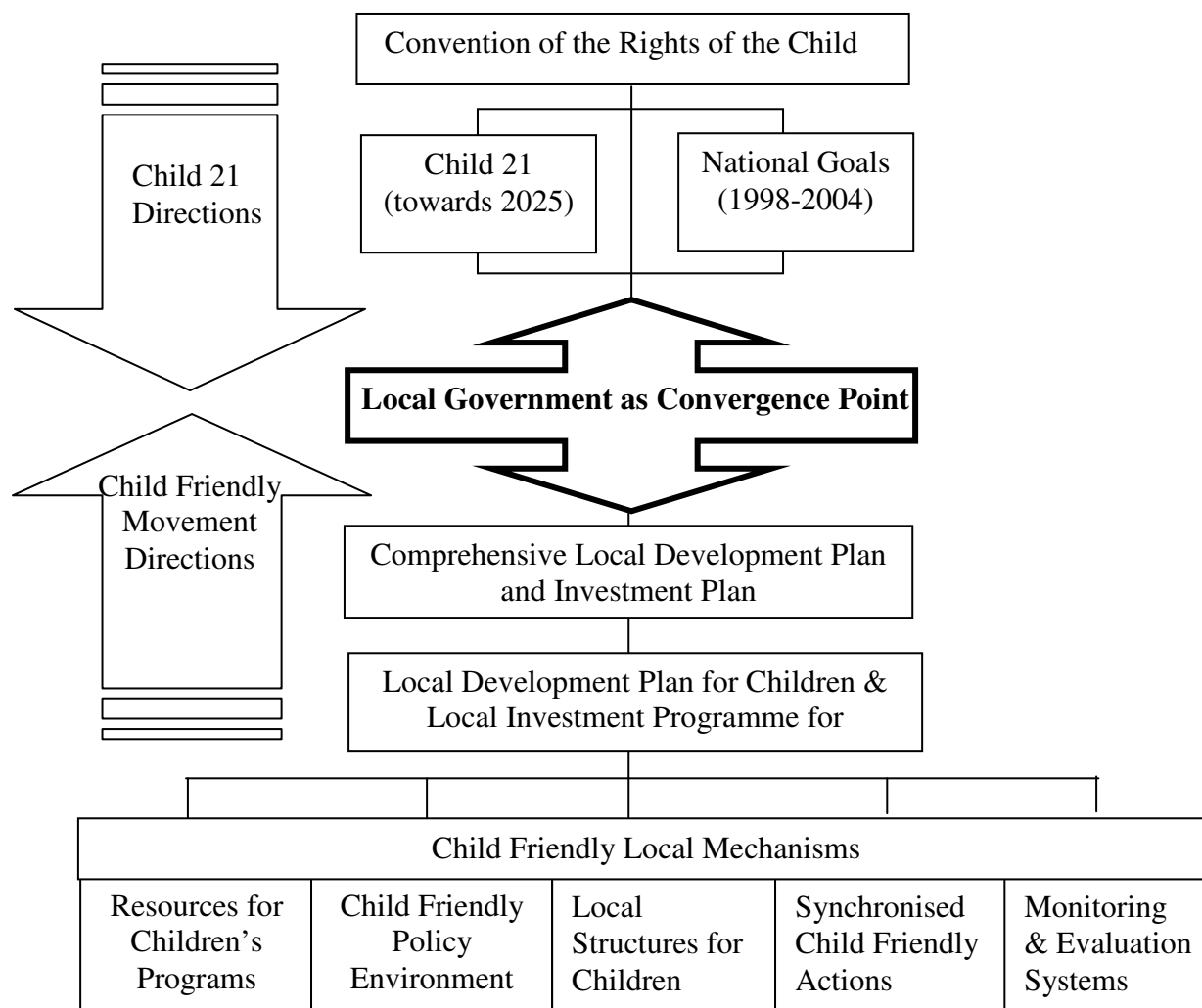
- Leopoldo M. Moselina, *Towards Making Cities Child Friendly: Evolving UNICEF experience in the Philippines*, UNICEF Manila, 2001.
- Jose L. Atienza, *Working to fulfil the rights of Children through the Child Friendly Movement, the Manila City Experience*.

## Review of Child-friendly City Projects

- UNICEF Manila, *Mainstreaming Child Rights in Local Development Planning, a Guidebook*, 2000.
- UNICEF Manila, *Child Friendly Policies and Legislation: a selection of National Policies and Issuances*, 2000.
- NEDA, CWC, DILG, Liga ng mga Barangay and UNICEF, *Is Your Barangay Child Friendly? Check for yourself*, draft-version 30 November 2000.
- Council for the Welfare of Children, *Guidelines for the evaluation of municipalities and cities for the “Search for the Child Friendly Cities and Municipalities”*, 2000.
- Council for the Welfare of Children, *Search for the Child Friendly Cities and Municipalities”*, entry form and evaluation tool, 2000
- Mila Reforma, *The implementation of a community-based programme for urban poverty alleviation in a Philippine city, A Case Study of the Philippines*, Urban Poverty Alleviation in the Philippines, chapter 5, pages 129-167, app. 1993.
- Council for Welfare of Children, Government of the Philippines and UNICEF, *Child 21, A Legacy to the Filipino Children of the 21<sup>st</sup> Century, Philippines National Strategic Framework for Plan Development for Children, 2000-2025*, 2000.
- League of cities of the Philippines and UNICEF, *Progress of cities of the Philippines – 1995 Mid-Decade Goals for Children*, October 1994.
- League of cities of the Philippines and UNICEF, *Mayors’ meeting for Urban Children – Eight Cities Sharing Workshop of the League of Cities of the Philippines: Forum on Children “Achieving the 1995 Mid-Decade Goals for Filipino Children” 9-11 December 1993, Cebu City Philippines*, 1994.
- Mary Racelis and Angela Desirée M. Aguirre, *Child rights for urban poor children in child friendly Philippine cities: views from the community*, in “Environment & Urbanization” Vol.14, no.2, October 2002.

## 8) Annex

### Diagram Child Friendly Governance Framework



<sup>i</sup> Towards Making Cities Child Friendly: Evolving UNICEF Experience in the Philippines

<sup>ii</sup> Philippine National Strategic Framework for Plan Development for Children 2000-2025 (Child 21)

<sup>iii</sup> UNICEF Manila, 2000, Child Friendly Policies and Legislation

<sup>iv</sup> Search for Child Friendly Municipalities and Cities, Year 2000, Evaluation Tool and Entry Form

<sup>v</sup> Is Your Barangay Child Friendly?

<sup>vi</sup> Is Your Barangay Child Friendly?, page 16-20

<sup>vii</sup> Is Your Barangay Child Friendly?, page 21-55

<sup>viii</sup> Mainstreaming Child Rights in Local Development Planning, Tables 1.4.1-1.4.9, page 30-39

**International Child Friendly Cities Secretariat**

UNICEF Innocenti Research Centre –  
P.za SS. Annunziata, 12 - 50122 Florence - Italy

Tel: +39 055 20330 - Fax: + 39 055 244 817

E-mail: [florencecfsecr@unicef.org](mailto:florencecfsecr@unicef.org)

Web site: <http://www.childfriendlycities.org>

