

Joint SDG Fund  
PORTOFOLIO ON INTEGRATED SOCIAL PROTECTION AND LNOB  
**Joint Programme 2020 Annual Progress Report**

## Cover page

**Country:** BRAZIL

**Joint Programme title:** Building better lives through integrated early childhood interventions: investing in the Happy Child Programme to accelerate the achievement of SDGs in Brazil

**Short title:** Scaling up the Happy Child Programme (HCP)

**Start date** (month/year): 06 January 2020

**End date** (month/year): 31 January 2022

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**Budget** (Joint SDG Fund contribution): USD 2,000,000.00

**Overall budget** (with co-funding): USD 2,646,400.00

**Annual Financial Delivery Rate** (= Total JP expenditures / transferred funds x 100%): 43% (USD 443,981.18)

**Rate of Committed Funding** (= Total JP commitments / transferred funds x 100%): 80% (USD 818,228.98)

**Short description of the Joint Programme** (*max 1 paragraph*): The Joint Programme (JP) aims to support the scaling up of the Happy Child Programme (HCP) – an existing national social protection scheme that aims to support families/caregivers through home visits to ensure cognitive, emotional and social development of their children. It is linked to the Bolsa Familia programme - one of the world’s largest conditional cash transfer programmes - that focuses on the most vulnerable and excluded families, concentrating efforts on leaving no one behind (LNOB). The JP main strategies lie on working with national and local governments to increase awareness on Early Childhood Development (ECD) and consequently increase municipalities enrolment and retention at the HCP. Capacity building of HCP trainers and visitors, in addition to ensuring quality intersectoral approaches will also improve the quality of work delivered. With both lines of action, the JP will accelerate HCP results by adding in the programme another 1 million beneficiaries and another 1,000 municipalities in two years.

## Executive summary

The Happy Child Programme (HCP) - a national policy that invests in the adequate development of children - is part of a larger system of social protection interventions. In this sense, the JP intends to accelerate SDG achievement within the scope of a social protection programme assisting the most vulnerable families in Brazil, by scaling up the HCP.

Despite the negative impact of the COVID-19 in Brazil, the JP was innovative and able to deliver during the pandemic. As main achievements, the JP supported the HCP in increasing participation and retention of eligible municipalities. In 2020, 306 new municipalities entered the programme, which is now reaching 2,928 municipalities in total. The JP also supported the Ministry of Citizenship (MoC) in expanding the number of beneficiaries: in total, the HCP reached 1,100,688 beneficiaries - 898,106 children and 202,582 pregnant women - surpassing the annual target.

In 2020, municipal elections were held in Brazil. In this sense, the JP created and implemented a national communication campaign for the mobilization of mayor candidates in the thematic of ECD and SDGs, reinforcing engagement and retention of municipalities in the HCP. In total, 10,858 candidates for mayor in 2,799 municipalities were targeted by the communication campaign. The campaign also aimed to inform and empower voters (parents and caretakers) on the importance of the ECD and to prioritize candidates aligned with ECD and SDGs. 41% of 82 million inhabitants were reached in 203 HCP municipalities covered by the campaign.

In December, along with the MoC and the World Bank, the JP organized the “III HCP International Seminar - Enhancement of the actions of the Happy Child Programme and the impact on the early childhood care policies: challenges and opportunities” with international speakers and more than 3,000 participants from Brazilian municipalities. This online event discussed social protection policies on ECD, based on international benchmarking, and supported the discussion on HCP improvements.

## A. Annual Progress

### A.1 The overall approach

#### *Broader context and JP changes*

- While most of the JP was executed as per the agreed work plans, the implementation was affected by the COVID-19 pandemic and by the overall complex context that characterized 2020. The Ministry of Citizenship went through important changes with the nomination of a new Minister and the appointment of a new National Secretary for the promotion of Human Development (Joint Programme focal point) who had to become familiar with the JP before taking full ownership. Mid-2020, the MoC faced indications of budgetary restrictions due to COVID-19 financial impact that would affect the HCP. After revisions and successful negotiations by the Minister, most of the budget was eventually maintained but it generated some uncertainty in the process. In September there was a decision by the MoC to suspend the enrolment of new municipalities in the HCP until December 2020. The total number of new adhesions for the year therefore reached 306 compared to the initial target of 500 for 2020.

- The MoC requested a planning meeting with PUNOS in order to revise the JP planned activities for 2021 according to the PRODOC. The meeting is scheduled for the first week of February. It is expected that as a result of this meeting, the JP might face some changes at the Activity level. For example, the MoC has already expressed interest to intensify the virtual/online elements of the programme. So far, discussions among the PUNOs and the MoC indicate that Outcomes and Outputs will remain the same as per the approved PRODOC.

### *Ensuring that JP remains strategic and catalytic*

- The JP in Brazil did not formally re-purpose the funding for COVID-19 or re-align the work plan in 2020. Only changes at the activity level were made, mainly replacing all in-person activities by online alternatives. The JP supported the MoC and the municipalities to reorganize the methodology to support families, by using smartphones to share knowledge and guide families, making phone calls, or taking up home visits using personal protective equipment (PPE) and other measures to protect families and visitors. The JP supported the MoC in delivering relevant contents during the pandemic, such as producing and sending cards, podcasts and videos to smartphones of HCP professionals. Also, in order to reduce the impacts of the pandemic, which caused the suspension of in-person trainings, on the effort to strengthen HCP professionals' capacities, the JP redesigned trainings to be offered virtually.
- UNDAF: The JP is directly connected to the Outcome 1 of the current UNDAF (Strengthened social development throughout the country, with poverty reduction through access to quality public goods and services, particularly in the areas of education, health, welfare, food and nutritional security and decent work, equitably and with emphasis on gender, racial, ethnic and generational equality) and was the most important interagency programme/activity related to this Outcome in 2020. The UNCT is initiating the process of the new Cooperation Framework this year and the good practices of the JP will serve as an important input for the UNCT Configuration phase, as the organization of the Results Groups and the elaboration of the Joint Work Plans.
- SERP: The JP is aligned with the UN Socio-Economic Response Plan (SERP) in Brazil, launched in 2020. The Brazilian SERP has developed its Theory of Change focused on the most vulnerable groups affected by the pandemic, such as women & girls, adolescents, children & youth, afro-descendants and people living in poor communities. The JP is the most important interagency effort directed at these groups and is directly connected to one of the five pillars of the SERP (2. Protect people through social protection and basic services).

## **A.2 Update on priority issues**

### *SDG acceleration*

- The JP is based on evidence that shows that a lack of investments in ECD and their families/caregivers is a bottleneck to achieving the SDGs. To promote SDGs acceleration, the JP promotes an integrated approach across five different SDGs on poverty, health, education, gender, and inequality. The JP scales up and improves the HCP (SDG 4.2: ensuring children's access to quality ECD, care and education). The HCP, as an integrated ECD and social protection intervention, also supports to reduce poverty and inequalities and to assure a healthier life (SDGs 1, 10 and 3, respectively). Moreover, this JP highlights the importance of equal share of childcare through trainings and disseminated messages, as well as of recognizing the care work performed by women, which contributes to SDG 5.
- In 2020:
  - The JP supported scaling up the HCP: 306 additional municipalities were engaged to the HCP and 500.688 new beneficiaries were reached by the programme. In total, beneficiaries of HCP are 1.100.688, including 898.106 children (contributing to SDG 4.2 and SDG 3.2) and 202.582 pregnant women (contributing to SDGs 3.1, 3.2);

- By expanding the HCP, a social protection integrated policy, the JP contributed to the SDG 1.3;
- Pregnant women and caregivers (both parents) received support and information regarding gender-based violence (SDG 5.1) and care work (SDG 5.4).

### *Vulnerable groups*

- The HCP operationalizes LNOB by targeting the most disadvantaged people in Brazil, regardless of gender, race and ethnicity, including children with disabilities. In 2020 the JP supported the HCP in working directly with vulnerable/excluded groups, especially children (0-6) and their families/caregivers. The programme's main strategy to reach those groups is to carry out periodic home visits. As a result, 898.106 children (disaggregated data by gender and race is not available) and 202.582 pregnant women (disaggregated data by race is not available) were directly reached by the programme. Even though disaggregated data is not available, the JP is working with a gender and race perspective, as the HCP attends Bolsa Familia participants who are mostly non-white people and also works in regions and municipalities with indigenous people.
- Training methodologies based on women's rights, such as on how to improve services to pregnant women as one of the beneficiaries of HCP, on violence against women and on equal share of care work, are being developed aiming to build capacities of visitors and public servants at municipal level to observe and promote a better family environment for the child.
- Methodologies for home visits of pregnant adolescent girls, and adolescent parents, focused on parenthood and the equal share of care work, are also being developed.
- In order to generate knowledge and raise awareness on the importance of the women's empowerment to early child development and social policies, the JP conducted an analysis on this topic. The study demonstrates how women's wellbeing and empowerment leverage results of those social policies; and how the domestic environment contributes to a better development of the child. In other words: if these policies and strategies do not take into consideration women's rights and wellbeing as an integral part of early child development, its impact will be limited. It also highlights the impacts of poverty for children and that poverty is originated by the situation of their parents. Another aspect highlighted by the analysis is the importance of equal share of care work between public and private sectors and within families, in order to create enabling conditions for women's economic empowerment and their contribution to the national economic development.

### *Gender marker*

- Elaboration of a broader analysis of ECD social policies and its impact on women's empowerment, containing a set of recommendations and key messages to be incorporated in the programmatic and communication strategies.
- Elaboration of a gender-based analysis of the design of the programme containing a set of recommendations on how to strengthen gender equality mainstreaming in the implementation of the programme, taking into consideration the current context and COVID-19 impacts.
- Mainstreaming gender equality in the communication strategy, by focusing on the training of radio communicators to understand how ECD policies rely on women's labour and how they can contribute to promote social change and women's empowerment, in connection to ECD policies.
- Elaboration of training materials with a special focus on women's rights and wellbeing by promoting better care work division in the homes of beneficiaries; educating about gender-based violence; and addressing the needs of pregnant women.

- Research to analyse the social protection networks for women, who are caretakers, to confirm that the HCP has a higher impact if it takes into consideration women’s rights and wellbeing as an integral part of ECD.

#### Human rights

- The HCP is central to the ECD in Brazil as it is an important public policy with an integrated approach, that coordinates social protection policies at the local level, such as social assistance, health, education, culture and human rights. In this sense, home visits ensure cognitive, emotional and social development of children (CRC), regardless of gender (CEDAW), disability (CRPD), race (CERD) and ethnicity (Special Rapporteur on the Rights of Indigenous Peoples);
- Besides the activities carried out directly with children during home visits, visitors also gathered elements that were shared with supervisors and other social protection professionals. Along with them, the access of children/families to several policies (CRC and CESCER) at the local level were facilitated, for instance, access to school, how to avoid and act in case of violence against children, access to vaccination/ breastfeeding and health facilities (CESCR), among others;
- Visitors and supervisors also shared information and supported pregnant women and mothers, also addressing pregnant teenagers and adolescent mothers (CRC) regarding violence against women, besides gathering elements shared with women’s rights mechanisms and policies (CEDAW) at the local level.

#### Partnerships

- In order to organize the III International Happy Child Programme Seminar, in December 2020 – focused on Social Protection initiatives on early childhood development throughout the globe - the JP worked along with the World Bank, sharing knowledge and supporting each other in the seminar preparation.
- The JP has also been working with the National Association of Children's Rights (ANDI), organizing and delivering trainings to journalists, broadcasters and communicators to promote and disseminate messages on the importance of early childhood development.
- The JP worked along with the National Early Childhood Network (RNPI) supporting the mobilization against budgetary restrictions imposed by the Ministry of Economy to the HCP.

#### Strategic meetings

Type of event	Yes	No	Comments
JP launch event	X	<input type="checkbox"/>	<i>In February 2020 the JP was launched in Brazil. PUNOs and the Resident Coordinator announced the partnership between UN and the Brazilian government through the Joint SDG Fund at the "International Seminar on Impact Assessment of the Happy Child Programme"</i>
Annual JP development partners'/donors' event*	<input type="checkbox"/>	X	<i>In December 2020, the JP supported the "III Happy Child Programme International Seminar", focused on Social Protection initiatives on Early Childhood Development. All JP donors were invited to participate in the Opening session. Only the government of Spain confirmed participation. Nevertheless, none of the donors' representatives had participated in person.</i>

#### Funding and financing

Not applicable.

#### Innovation, learning and sharing

- **Real-Time Monitoring (RTM)/ Rapid Pro (chatbot) implementation:** A Rapid Pro tool was developed to better capture data on the impact of the COVID-19 in the HCP implementation. The JP counts on the support of the RCO Brazil and UNDCO. The survey, using a chatbot, was launched in December and was answered by 464 HCP professionals so far.
- **Online trainings for HCP professionals:** The JP is working with the government to revamping the MoC online platform for Open and Distance Learning (ODL) courses to foster capacities of HCP professionals virtually, mainly due to COVID-19 and social distance measures. Contents to online courses are also being produced by the JP and will be available in 2021;
- **Diagnosing implementation gaps of the HCP, focusing on the intersectoral work capacities:** The JP is conducting research and assessments on this issue. In 2021, guidelines and protocols will be shared to provide technical support to municipalities;
- **Training of communicators on ECD and SDGs:** two workshops were carried out in 2020 – 94 communicators were trained in total and three workshops will be held in 2021;
- **Joint Implementation Plan for the JP:** an online group was used during 2020 to constantly share news regarding the JP. Bilateral and joint managerial and monitoring meetings were held with PUNOs technical focal points and also with PUNOs Representatives.

### *Strategic communications*

In 2020, the JP Communications Plan was delivered as per the PRODOC. It entails:

- 1) Engaging Mayors on the importance of investing in early childhood development for achieving the SDGs and advocating for their enrolment to the HCP.** A communication campaign, mobilizing mayors' candidates during the municipal elections (October-November) was carried out by the JP, including:
  - Development and distribution of advocacy material to engage and inform candidates: 10.858 candidates in 2,799 municipalities received advocacy material;
  - Engage local radio stations to broadcast information on early childhood development during the electoral process: 33 radio stations in 203 municipalities, and 374 community radios in 11 Brazilian states received and broadcasted campaign materials (spot and jingle 30''), reaching 33.410.429 out of 82 million of inhabitants (41%).
- 2) Providing information and contributing to strengthening families'/caregivers' capacities to provide adequate care and stimulation to young children:**
  - From May to June the JP delivered to the MoC, on a weekly basis, communications materials (cards, podcasts and videos) on relevant topics as Gender-Based Violence, Violence Against Children and Maternal Depression. These materials informed families and caregivers on these topics and supported HCP professionals' capacities in assist children and families during the COVID-19 outbreak. Materials were shared using smartphones, reaching professionals and beneficiaries.
- 3) Engaging local media to promote and disseminate messages on the importance of early child development:**
  - Two local media trainings (Communication and Early Childhood Development in the context of the 2030 Agenda for Sustainable Development for journalists, broadcasters and communicators) were carried out in 2020, training 94 local journalists, broadcasters and communicators.
- 4) Participation in events for mayors and state governors for mobilization and advocacy for ECD, SDGs and the HCP:**
  - "Hemispheric Summit of Mayors and Local Governments" (February): due to the COVID-19 outbreak the event was cancelled;
  - "III HCP International Seminar - Enhancement of the actions of the Happy Child Programme and the impact on the early childhood care policies: challenges and opportunities" (December): online event organized by the JP along with the MoC and the World Bank, with more than 3,000 participants from HCP engaged municipalities, municipalities not engaged and speakers from municipalities, Brazilian states and other countries.

## B. Annual Results

### Overall progress

- On track (expected annual results achieved)  
 Satisfactory (majority of expected annual results achieved)  
 Not-satisfactory (majority of expected annual results not yet achieved)

Please, explain briefly: the JP was executed and achieved its objectives according to the Work Plan as per the PRODOC. Nevertheless, due to the COVID, Brazil is facing severe health, political and economic tensions, which had impact on the JP. Changes in MoC impacted in ToRs and deliverables approval time by the government. Budgetary restrictions faced by the MoC had an impact on the achievement of the 1st year's target of 500 new municipalities enrolled in the HCP in 2020. Changes in the municipal elections calendar (elections moved from October to the end of November due to the Covid-19 pandemic) impacted in the JP communication strategies, as well as in trainings and the mobilization of new administrations and their teams.

### Contribution to Fund's global results

- The JP contributed to the implementation of integrated multi-sectoral policies that accelerate SDG progress in terms of scope, supporting the increment of municipalities engaged to HCP and beneficiaries in 2020, promoting more cognitive, emotional and social development of children. Moreover, information gathered by visitors and shared with supervisors and local social protection professionals helped to coordinate families with social assistance, health, education and human rights policies at local level.
- JP products contributing to the implementation of integrated multi-sectoral policies that accelerate SDG progress in terms of scale, such as protocols on HCP Action Plan, protocols on intersectoral services and online trainings will be finalized and delivered in 2021.
- The JP tested an innovative solution in 2020. Through a partnership with RCO and DCO-LAC, it provided the MoC access to the RTM (Real-Time Monitoring)/ RapidPro tool to better capture data on the impact of the COVID-19 in the HCP implementation. The survey, using chatbot, was launched in December and answered by 464 HCP professionals so far.

### JP Outputs and Outcomes

In 2020, JP achievements, according to each Outcome, were:

- **Outcome 1** Increased participation and retention of eligible municipalities in the HCP, expanding the number of beneficiaries: the JP increased the municipalities participation by 306, reaching 2928 municipalities in total. In total, the HCP reached 1.100.688 beneficiaries (500.688 new beneficiaries in 2020): 898.106 children and 202.582 pregnant women. To this end, **Output 1.1** (Municipalities mobilized on the topic of Early Childhood Development, and implementing/expanding the HCP) is being implemented:
  - Technical support to the municipalities and states for the elaboration of a contextualized Plan of Action focused on the HCP: implementation is on track. 1,000 municipalities have been analysed and a protocol to support the HCP implementation by municipalities will be delivered until the Q3 2021;
  - Creation and distribution of material for the mobilization of mayor candidates in the thematic of ECD and SDGs: carried out and finalized in November 2020. In total, 10,858 mayor candidates in 2,799 municipalities were targeted by the communication campaign. 41% of 82 million inhabitants were reached in 203 HCP municipalities covered by the campaign;
  - Participation in events for mayors and state governors for mobilization and advocacy for ECD, SDGs and the HCP: activity most affected by the COVID outbreak. Due to social distance measures great part of events planned in 2020 were cancelled. The JP organized a participation in the "Hemispheric Summit of Mayors and Local Governments" (February) and the event was cancelled. In December the JP, along with the MoC and the World Bank, organized an online event called "III HCP International Seminar - Enhancement of the actions of the Happy Child

- Programme and the impact on the early childhood care policies: challenges and opportunities” with more than 3,000 participants from Brazilian municipalities and international speakers;
- Engagement of local media with trainings journalists, broadcasters and communicators to promote and disseminate messages on the importance of the early child development: two out of five workshops were carried out in 2020, training 94 local communicators. Three workshops were postponed to 2021, due to municipal elections calendar.
  - **Outcome 2** Improved capacities and enhanced quality of integrated multi-sectoral ECD programme interventions to address the needs of children and their families and promote women’s empowerment. To this end, Output 2.1 and 2.2 are being implemented:

**Output 2.1**(HCP professionals with improved competencies and capabilities on ECD, delivering the best support to families, women and children benefited by the programme:

- Development of a training platform for the continuous Capacitation Plan of the HCP: in coordination with the MoC, the training platform will cover all the MoC online trainings, not just the HCP. In this sense, the JP delivered a needs assessment of the current platform and started to define IT protocols to redesign the EAD MoC platform;
- Development of trainings for HCP professionals focused on prevention of violence, care work and women's empowerment: trainings are being discussed along with the MoC and will be delivered in 2021;
- Development of methodologies for home visits of pregnant adolescent girls, and adolescent parents: methodologies are being produced and a partnership with an important Brazilian university is about to be signed;

**Output 2.2** Improved intersectoral work between the HCP and public services offered to children and their families and caregivers, particularly women, at the municipalities:

- Production of a diagnosis of the state and municipal intersectoral committees: 3 studies (at municipal, state and national level) are being produced and will be finalized until Mid-2021;
- Production of materials for improving intersectoral assistance between the HCP and other public services and preparation of analysis to strengthen the roles of HCP strategic actors: an evaluation started by the end 2020 and in 2021 will deliver and disseminate a protocol on improving intersectoral social assistance intervention in municipalities.

### Workplan

JP workplan was modified

JP workplan was not modified

Explain briefly: The Joint Programme (JP) has been working with the Ministry of Citizenship (MoC) in supporting the Happy Child Programme (HCP), focusing on deliverables and activities as defined in the JP Work Plan (WP) and budget approved in December 2019. The JP workplan was not modified.

## C. Plan for the Next Year of implementation

### *Next year*

- The main focus of the JP 2021 Annual Work Plan to achieve the Outcome 1 (Increased participation and retention of eligible municipalities in the HCP, expanding the number of beneficiaries) will be: Finalize the HCP Plan of Action protocol to municipalities; Finalize local media workshops; Launch a National Communications multi-media campaign aiming at informing and empowering parents and caretakers on the importance of the early childhood life span; Creation and distribution of materials for the mobilization of new mayors from eligible municipalities (not enrolled in the HCP) on the importance of investments on Early childhood Development and enrolment in the HCP; Identify and disseminate best practices of HCP implementation.
- As regards the Outcome 2 (Improved capacities and enhanced quality of integrated multi-sectoral ECD programme interventions to address the needs of children and their families and promote women's empowerment) the main focus will be: Finalize the training online platform for the continuous Capacitation Plan of the Ministry of the Citizenship; Finalize and implement online trainings and methodologies; Finalize and disseminate intersectoral protocols to municipalities.
- In 2020, the JP worked based on the Matrix and the Work Plan as per the PRODOC. Nevertheless, due to the COVID impact in Brazil and the political and economic tensions in the country, a planning meeting among PUNOs and the MoC is being organized to occur by the first week of February. In order to reduce risks to the JP Outcomes and Outputs achievements this meeting will present the 2020 programme implementation and will revise and define the JP Work Plan to 2021.

### *Towards the end of JP implementation*

In view of the complex political, economic and health scenario in Brazil and based on the definitions that will be discussed in the planning meeting (February 2021), changes to the JP at the Activity level are expected. So far, discussions among PUNOs and MoC indicates Outcomes and Outputs will remain the same as per the PRODOC approved.

### *Risks and mitigation measures*

**The economic tension in Brazil, exacerbated by the COVID-19 outbreak:** The MoC faced indications of budgetary restrictions during replanning of funds by the Federal government due to Covid-19 and the financial tensions in Brazil. After revision and discussions most of the budget was sustained. Nevertheless, the MoC suspended the enrollment of new municipalities in the HCP until December 2020. This situation had an impact on the achievement of the 1st year's target of 500 new municipalities enrolled in the HCP in 2020, which is currently about 194 municipalities short.

**Mitigation measures:** In order to minimize risks to the programme implementation, the JP carried out a high-level meeting in September, with the Minister, RC and the Lead Agency Representative (UNICEF) to reinforce the partnership between the government and United Nations in Brazil and the importance of the maintenance of the HCP budget.

**The COVID-19 outbreak and the HCP implementation:** with the suspension of the home visits in most of the municipalities as a measure of social distancing, the programme faced major constraints. Since the programme is focused on child development based on home visits (known as the biggest home visit programme in the world), this was a major risk.

**Mitigation measures:** The JP supported the MoC and the municipalities to reorganize the methodology to support families, using smartphones to share knowledge and guide families, making phone calls, or taking up home visits using personal protective equipment (PPE) and other measures to protect families and visitors. The JP worked with the MoC delivering relevant contents during the pandemic, producing and sending cards, podcasts and videos to smartphones of HCP professionals. Also, in order to reduce the impacts in strengthening HCP professionals' capacities, considering the suspension of in-person trainings, JP redesigned trainings to be virtual.

**The COVID-19 and municipal elections:** Brazilian municipal elections usually occur in October. However, due to the COVID-19 pandemic and the high number of cases and deaths in Brazil (Brazil is the second country in deaths and the third in cases) the calendar was changed. First and second round took place in November, reducing the time for campaigning, as well as the time between the first and the second round and the time between the elections results and the beginning of new municipal administrations. It has impacted in the JP communication strategies, as well as in trainings and the mobilization of new administrations and their teams.

*Mitigation measures:* The JP worked along with the Ministry of Citizenship in order to design and approve a communication campaign during municipal elections. The campaign was launched in November. The JP also discussed with the MoC the training scheduled to engage local media to promote and disseminate messages on the importance of the ECD. In this sense two out of five workshops occurred in 2020 and three out of five were postponed to 2021.

## Annex 1: Consolidated Annual Results

### 1. JP contribution to global programmatic results (annual)

#### Global Impact: Progress towards SDGs

List up to 3 main SDG targets that your Joint Programme primarily focused on in 2020

**SDG: 4.2** - By 2030, ensure that all girls and boys have access to quality early childhood development, care and pre-primary education so that they are ready for primary education;

**SDG: 1.3** - Implement nationally appropriate social protection systems and measures for all, including floors, and by 2030 achieve substantial coverage of the poor and the vulnerable;

**SDG: 3.2** - By 2030, end preventable deaths of new-borns and children under 5 years of age, with all countries aiming to reduce neonatal mortality to at least as low as 12 per 1,000 live births and under-5 mortality to at least as low as 25 per 1,000 live births.

#### Global Outcome 1: Integrated multi-sectoral policies to accelerate SDG achievement implemented with greater scope and scale

1.1 Did your Joint Programme contribute to implementation of integrated multi-sectoral policies that accelerate SDG progress in terms of scope<sup>1</sup> in 2020?

Yes

No

Explain briefly: The JP supported the increment of municipalities engaged to HCP and beneficiaries in 2020, promoting more cognitive, emotional and social development of children. Moreover, information gathered by visitors and shared with supervisors and local social protection professionals helped to coordinate families with social assistance, health, education and human rights policies at local level.

1.2 Did your Joint Programme contribute to implementation of integrated multi-sectoral policies that accelerate SDG progress in terms of scale<sup>2</sup> in 2020? (if so, brief explanation)

Yes

No

Explain briefly: JP products that will contribute to the implementation of integrated multi-sectoral policies that accelerate SDG progress, such as protocols on HCP Action Plan, protocols on intersectoral services and online trainings are expected in 2021.

#### Global Output 3: Integrated policy solutions for accelerating SDG progress implemented

1.3 Number of innovative solutions tested in 2020

Total number disaggregated by % successful and unsuccessful: 01

Provide the list: RTM (Real-Time Monitoring)/ RapidPro

Explain briefly: The JP, through RCO and DCO LAC, provided to the MoC the RTM (Real-Time Monitoring)/ RapidPro tool to better capture data on the impact of COVID-19 in the HCP implementation. The survey, using chatbot, was launched in December and answered by 464 HCP professionals so far.

1.4 Number of integrated policy solutions implemented with the national partners in lead in 2020

Total number: not applicable.

Provide the list

Explain briefly:

1.5 Did your Joint Programme contribute to strengthening of national capacities to implement integrated, cross-sectoral SDG accelerators in 2020?

Yes

No

Explain briefly:

<sup>1</sup>Scope=substantive expansion: additional thematic areas/components added or mechanisms/systems replicated.

<sup>2</sup>Scale=geographical expansion: local solutions adopted at the regional and national level or a national solution adopted in one or more countries.

1.6 Did your Joint Programme develop a functioning partnership framework for integrated policy solutions to accelerate progress on SDGs in 2020?

Yes

No

Explain briefly:

## 2. Selected global performance indicators (annual)

2.1. Did your Joint Programme contribute to the improvement of overall UNCT coherence in 2020?

Yes, considerably contributed

Yes, contributed

No

Explain briefly: The Joint Programme contribute to the UNCT coherence, in part due to the interconnected joint work plan, which allowed the execution of activities in an integrated manner but also in a more strategic perspective, with the occurrence of periodic joint political meetings and analysis with the Representatives of the PUNOs.

2.2. Did your Joint Programme contribute to reduced transaction costs for participating UN agencies in their interaction with national/regional and local authorities and/or public entities compared to other Joint Programmes?

Yes,

No

N/A (if there are no other joint programmes in the country)

Explain briefly:

2.3. Was your Joint Programme aligned with the UNCT Results Groups in 2020?

Yes

No

Explain briefly: The JP is aligned with the two most important planning documents current in use: UNDAF and SERP.

2.4. Did your Joint Programme secure additional funding resources in 2020?

Yes

No

Explain briefly: Not applicable to Brazil

## 3. Results as per JP Results Framework (annual)

Only 2020 indicators

Result Indicators /	Baseline	Expected 2020 target	2020 Result	Reasons variance planned target for from (if any)	Expected 2021 target	Expected final target (if different from 2021)
<b>Outcome 1: Increased participation and retention of eligible municipalities in the HCP, expanding the number of beneficiaries</b>						
# of new municipalities enrolled in the HCP	2,622	3122 (500 new municipalities)	2928 (306 new municipalities)	306 new municipalities were enrolled in 2020 and the target was 500. The MoC faced indications of budgetary restrictions during replanning of funds by the Federal government due to Covid-19 and the financial tension in Brazil. After revision and discussions most of the budget was sustained.	3622 (500 new municipalities 2021 target + 194 not enrolled in 2020)	Not applicable

				Nevertheless, the MoC suspended the enrolment of new municipalities in the HCP until December 2020. This situation had an impact on the achievement of the 1st year's target of 500 new municipalities enrolled in the HCP in 2020. As a result, just 306 new municipalities entered the HCP.		
# of HCP beneficiaries (data segregated by gender)	600,000	1 million	1.100.688 (500.688 new beneficiaries)	898.106 children (disaggregated data by gender not available) and 202.582 pregnant women	1,6 million	Not applicable
<b>Output 1.1 - Municipalities mobilized on the topic of Early Childhood Development, and implementing/expanding the HCP</b>						
# of mayors that received materials of advocacy about ECD, GEWE and the HCP	0	1,577	10,858 mayor candidates in 2,799 municipalities	Due to the municipal elections, the communications campaign focused on mayor candidates, including candidates in the 2,799 municipalities targeted by the campaign.	788	Not applicable
# of municipalities and states that received support for the establishment of an Action Plan for Early Childhood	0	500	1000	A needs assessment of municipalities was produced based on a survey with 1000 municipalities. These 1000 municipalities were in contact with the JP in 2020 and will keep in contact in 2021. A protocol to support municipalities on the establishment of an Action Plan is being produced based on this survey.	500	Not applicable
# of people reached through social media (by gender)	0	500,000	Radio: 33,410,429 Facebook, Twitter and Instagram: 6,244	41% of 82 million inhabitants were reached in 203 HCP municipalities covered by the campaign. Disaggregated data by gender is not available.	500,000	Not applicable
# of events with the UN participation for advocacy and mobilization of states and municipalities on the HCP	0	5	1	Due to the pandemic, the number of events in Brazil were considerably reduced. The JP organized the participation in a hemispheric summit of Mayors in Feb, however due to the spread of COVID-19 the event was canceled. In	6	Not applicable

				December, the JP supported the "III HCP International Seminar – Enhancement of the actions of the <i>Criança Feliz</i> Program and the impact on the early childhood care policies: challenges and opportunities" an online international seminar led by the MoC with 3025 participants from Brazilian states and municipalities, including international speakers.		
# of communication professionals trained on the topic of Early Childhood Development, GEWE and SDGs	0	150	94	Due to the pandemic and the municipal elections just 2 out of 5 training sessions were carried out in 2020. In coordination with the MoC, 3 out of 5 training sessions were moved to the first quarter of 2021.	206 (150 planned to 2021 + 56 not trained in 2020)	Not applicable
<b>Output 1.2 Good Practices of HCP implementation recognized by the UN system</b>						
% of good practices identified that promote GEWE	0	10%	0	In coordination with the MoC the decision was to start the identification in 2021	30%	Not applicable
<b>Outcome 2: Improved capacities and enhanced quality of integrated multi-sectoral ECD programme interventions to address the needs of children and their families</b>						
# of municipalities that participated in trainings provided by the Joint Programme	0	225	0	Due to challenges faced by the Ministry, trainings are being produced, however they are not already available to municipalities	525	Not applicable
<b>Output 2.1: Improved intersectoral work between the HCP and public services offered to children and their families and caregivers, particularly women, at the municipalities</b>						
% of local managers of new enrolled municipalities accessing quality tools to support multisectoral HCP interventions	0	30%	0	Due to challenges faced by the Ministry tools are being produced, however they are not already available to municipalities	70%	Not applicable
<b>Output 2.2: HCP professionals with improved competencies and capabilities on ECD, delivering the best support to families, women and children benefited by the programme</b>						
% of HCP professionals of new enrolled municipalities who received training with quality materials to improve work with families	0	20%	0	Due to challenges faced by the Ministry and the impact of the COVID in municipal elections, trainings are being produced, however they are not already available to municipalities	80%	Not applicable

## Annex 2: List of strategic documents

### Strategic documents that were produced by the JP

Title of the document	Date when finalized (MM/YY)	Brief description of the document and the role of the JP in finalizing it
"Análisis de los programas de desarrollo infantil y sus implicancias para el empoderamiento económico de las mujeres"	Nov/2020	Document produced by the UN Women analysing early childhood care policies in Latin America and their implications to women economic empowerment

### Strategic documents for which JP provided contribution

Title of the document	Date when finalized (MM/YY)	Brief description of the document and the role of the JP in finalizing it
Not applicable		

## Annex 3: Strategic communication results

3.1. Have you created a strategic communication plan for the Joint Programme?

- Yes  
 No

Explain briefly: The Brazil JP communication plan has kept the same as per the PRODOC Annex 5.

3.2. What percentage of the annual budget towards communications was utilized from the total budget? (Note that the entire JP comms budget must be min 5% of the total JP budget)

Explain briefly: The Brazil JP Communications Plan activities comprised 21% (USD 418,000) of the JP total budget. In 2020 6% (USD 119,930.15) of the total budget was utilized.

3.3. Have visibility outcomes increased due to the provided funding for JP strategic communications?

- Yes  
 No

Explain briefly: Yes, due to the JP strategic communications the HCP received more visibility, therefore the participation and retention of municipalities (Outcome 1) was increased, mainly due to cards, podcasts and videos produced by the beginning of the COVID outbreak (May- June 2020), the mobilization campaign of mayors candidates during municipal elections (October-November 2020) and the III HCP International Seminar (December 2020).

3.4. Does the Country Profile Page on the Joint SDG Fund website contribute to your JP outreach?

- Yes  
 No

Explain briefly: The Brazil Profile page was shared with partners and during events in 2020, supporting the JP narrative in Brazil.

3.5. How many articles (interviews, human interest stories, press releases, expert insights, etc) about your JP were published by an external media outlet (Non-UN published)?

Total number: 02

Explain briefly: Press releases produced by the Ministry of Citizenship regarding the Joint SDG Fund in Brazil.

3.6. How many articles (interviews, human interest stories, press releases, expert insights, etc) about the Joint Programme were published by the UNCT and JP PUNOs?

Total number: 07

Explain briefly: 03 human interest stories, 03 press releases and a website with cards, podcasts and videos were published by UNCT, UNICEF, UNDP, UN Women, UNESCO and UNFPA.

3.7. Have you received an increase of social media followers?

Yes

No

Total number: (Not mandatory)

Explain briefly: The JP doesn't have specific social media accounts. JP communications materials were posted on PUNOs social media channels, including PUNOs websites, Instagram and Facebook, registering likes and visualizations. Communications materials were also posted on ONU Brasil's social media channels and website, which have a large audience in Brazil.

*Multi-Media Faucets*

Title of the document	Date when finalized (MM/YY)	Brief description and hyperlink (if it exists)
Human Interest Story: "Raquel teaches her classmates to share"	Feb/2020	Human Interest Story regarding the HCP: <a href="https://www.br.undp.org/content/brazil/pt/home/presscenter/articles/2019/apoio-a-primeira-infancia-para-um-futuro-melhor.html">https://www.br.undp.org/content/brazil/pt/home/presscenter/articles/2019/apoio-a-primeira-infancia-para-um-futuro-melhor.html</a>
Cards, podcasts and videos COVID-19	May and June/ 2020	In order to support HCP professionals' capacities in assist children and families during the COVID-19 outbreak, from May to June, JP delivered to the Ministry of Citizenship, in a weekly basis, communications materials (cards, podcasts and videos) on relevant topics as Gender Based Violence, Violence Against Children and Maternal Depression: <a href="https://www.unicef.org/brazil/fundo-ods-materiais-de-apoio-para-visitadores-familiares-do-programa-crianca-feliz">https://www.unicef.org/brazil/fundo-ods-materiais-de-apoio-para-visitadores-familiares-do-programa-crianca-feliz</a>
Press release "SDG Fund – UNICEF and partners strengthen capacity of family visitors in the context of the pandemic"	Jun/2020	Press release regarding the JP: <a href="https://www.unicef.org/brazil/comunicados-de-imprensa/fundo-ods-unicef-e-parceiros-fortalecem-capacidade-de-visitadores-familiares-no-contexto-da-pandemia">https://www.unicef.org/brazil/comunicados-de-imprensa/fundo-ods-unicef-e-parceiros-fortalecem-capacidade-de-visitadores-familiares-no-contexto-da-pandemia</a>
Human Interest Story: "Leave no child behind"	Jun/2020	Human interest story regarding the JP support to the HCP home visits: <a href="https://www.unicef.org/brazil/historias/uma-nova-forma-de-fortalecer-o-desenvolvimento-infantil-durante-pandemia">https://www.unicef.org/brazil/historias/uma-nova-forma-de-fortalecer-o-desenvolvimento-infantil-durante-pandemia</a>  Facebook post: <a href="https://www.facebook.com/ONUBrasil/posts/3157434004341068">https://www.facebook.com/ONUBrasil/posts/3157434004341068</a>
Human Interest Story: "Creativity and technology help ensure child development during the pandemic"	Sept/ 2020	Human interest story regarding the JP production of cards, podcasts and videos to support the HCP during the COVID-19 outbreak: <a href="https://www.unicef.org/brazil/historias/criatividade-e-tecnologia-ajudam-garantir-o-desenvolvimento-infantil-durante-pandemia">https://www.unicef.org/brazil/historias/criatividade-e-tecnologia-ajudam-garantir-o-desenvolvimento-infantil-durante-pandemia</a>
Press release and cards about workshop training in the Northeast region and Press release	Nov/2020	Workshop information: <a href="http://primeirainfancia.org.br/evento/sintonizados-na-primeira-infancia-oficina-para-radialistas-regiao-nordeste/">http://primeirainfancia.org.br/evento/sintonizados-na-primeira-infancia-oficina-para-radialistas-regiao-nordeste/</a>  Press release: <a href="https://www.facebook.com/ONUBrasil/posts/3585137188237412">https://www.facebook.com/ONUBrasil/posts/3585137188237412</a>  Card: <a href="https://www.facebook.com/onumulheresbrasil/posts/3395610853821651">https://www.facebook.com/onumulheresbrasil/posts/3395610853821651</a>
Press release "III HCP International Seminar - Enhancement of the actions of the Criança Feliz Program and the	Dec/ 2020	Press release regarding the JP support to the III HCP international seminar: <a href="https://brasil.un.org/pt-br/103325-investimento-na-1a-infancia-e-estrategia-eficiente-para-eliminar-extrema-pobreza">https://brasil.un.org/pt-br/103325-investimento-na-1a-infancia-e-estrategia-eficiente-para-eliminar-extrema-pobreza</a>

impact on the early childhood care policies: challenges and opportunities”		<a href="https://brazil.unfpa.org/pt-br/news/Investimento-na-inf%C3%A2ncia-%C3%A9-estrat-%C3%A9-eficiente-para-eliminar-extrema-pobreza">https://brazil.unfpa.org/pt-br/news/Investimento-na-inf%C3%A2ncia-%C3%A9-estrat-%C3%A9-eficiente-para-eliminar-extrema-pobreza</a>
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### Social Media Campaigns

Title of the document	Type (FB/Twitter/LinkedIn /Etc.)	Brief description and hyperlink (if it exists)
Mobilization of mayors during the election campaign and the Joint SDG Fund	Facebook/ Instagram/ Twitter (Nov/2020)	<p>In order to engage mayors on the importance of investing in early childhood development for achieving the SDGs and advocating for their enrolment in and adherence to the Happy Child Programme (HCP), the Joint SDG Fund launched in November 11 a communications campaign. In total 10.860 mayors’ candidates received an email regarding the importance of the HCP and informing on how to adhere to the HCP.</p> <p><a href="https://unicef.sharepoint.com/:i:/r/sites/BRA/BRAOpenLibrary/Materiais%20The%20Hub/e-mail%20mkt3.jpg?csf=1&amp;web=1&amp;e=5xTLrd">https://unicef.sharepoint.com/:i:/r/sites/BRA/BRAOpenLibrary/Materiais%20The%20Hub/e-mail%20mkt3.jpg?csf=1&amp;web=1&amp;e=5xTLrd</a></p> <p>The communications campaign also includes spots/jingles shared in local radio stations:</p> <p><a href="https://unicef.sharepoint.com/:u:/r/sites/BRA/BRAOpenLibrary/Materiais%20The%20Hub/UNICEF%20JINGLE%2030s%20OP%201.mp3?csf=1&amp;web=1&amp;e=M5t1Vs">https://unicef.sharepoint.com/:u:/r/sites/BRA/BRAOpenLibrary/Materiais%20The%20Hub/UNICEF%20JINGLE%2030s%20OP%201.mp3?csf=1&amp;web=1&amp;e=M5t1Vs</a></p> <p><a href="https://unicef.sharepoint.com/:u:/r/sites/BRA/BRAOpenLibrary/Materiais%20The%20Hub/SPOT%2005-11%20(UNICEF%20CRIANC%CC%A7A%20FELIZ%20SUDESTE%20).mp3?csf=1&amp;web=1&amp;e=z4uqRw">https://unicef.sharepoint.com/:u:/r/sites/BRA/BRAOpenLibrary/Materiais%20The%20Hub/SPOT%2005-11%20(UNICEF%20CRIANC%CC%A7A%20FELIZ%20SUDESTE%20).mp3?csf=1&amp;web=1&amp;e=z4uqRw</a></p> <p>and cards shared by UN agencies in social media and mobile phones raising awareness among families and the population in general on the importance of the early childhood during the election campaign. Facebook card:</p> <p><a href="https://www.facebook.com/UNICEFBrasil/posts/3567471493309291">https://www.facebook.com/UNICEFBrasil/posts/3567471493309291</a></p> <p><a href="https://www.facebook.com/ONUBrasil/posts/3589981574419640">https://www.facebook.com/ONUBrasil/posts/3589981574419640</a></p> <p><a href="https://www.facebook.com/PNUDBrasil/photos/a.275597022522015/3466959863385699/">https://www.facebook.com/PNUDBrasil/photos/a.275597022522015/3466959863385699/</a></p> <p><a href="https://www.facebook.com/onumulheresbrasil/posts/340610557272179">https://www.facebook.com/onumulheresbrasil/posts/340610557272179</a></p> <p><a href="https://www.facebook.com/unescobrasil/posts/3652624751425184">https://www.facebook.com/unescobrasil/posts/3652624751425184</a></p> <p><a href="https://www.facebook.com/unfpabrazil/posts/3611322505556876">https://www.facebook.com/unfpabrazil/posts/3611322505556876</a></p> <p><a href="https://www.instagram.com/p/CHiPjbxMtYI/?utm_source=ig_web_copy_link">https://www.instagram.com/p/CHiPjbxMtYI/?utm_source=ig_web_copy_link</a></p>

		<a href="https://www.instagram.com/p/CHiPjbxMtYI/">https://www.instagram.com/p/CHiPjbxMtYI/</a> <a href="https://twitter.com/UNESCOBrasil/status/1326955199655776265">https://twitter.com/UNESCOBrasil/status/1326955199655776265</a>
Using RTM (Real-Time Monitoring)/ RapidPro to better capture data on the impact of the COVID-19 in the HCP implementation	Facebook (Nov/2020)	<p>In order to gather information on how COVID-19 is impacting the HCP implementation, the JP launch a survey using Real-Time Monitoring (RTM)/ Rapid Pro - an innovative monitoring tool linked to UN Info and using chatbot. The survey targeted HCP implementers and, until December 31<sup>st</sup>, received 464 responses.</p> <p>To access the survey just go to <a href="https://www.facebook.com/ONUJBrasil/">https://www.facebook.com/ONUJBrasil/</a> and click on the message field.</p>

### Annex 4: Updated JP Risk Management Matrix

<b>Risks</b>	<b>Risk Level:</b> (Likelihood x Impact)	<b>Likelihood:</b> Certain - 5 Likely - 4 Possible - 3 Unlikely - 2 Rare - 1	<b>Impact:</b> Essential - 5 Major - 4 Moderate - 3 Minor - 2 Insignificant - 1	<b>Mitigating measures</b>	<b>Responsible Org./Person</b>
<b>Contextual risks</b>					
Changes of governance due to mayors/councillors' elections in 2020 – challenge for the enrolment and retention of municipalities to the HCP	High	3	3	Advocacy for the prioritization of ECD during elections among the candidates, and after elections for the chosen government.	PUNOs
Limits to allowance of personal recruitment for municipalities due to the tax liability law may prevent the municipality enrolment to the HCP or affect the number of home visitors and the quality of the programme	High	3	3	Support MoC in discussing with municipalities alternatives to personnel contract modalities in accordance to the law, such as NGOs, Foundations or the private sector	PUNOs
The economic crisis and the COVID -19 pandemic in Brazil may affect/restrict the government budget for public policies and programmes, particularly at the state and municipal levels	High	4	4	Advocacy for investments on early childhood as an absolute priority for public policies and budget destination based on National and International resolutions (e.g. CRC, Children's Act).	PUNOS/ Lead Agency/ RCO
<b>Programmatic risks</b>					
Refusal/impossibility of municipality enrolment to the HCP due to their autonomy to decide on the participation of public	High	3	3	- Advocacy for the benefits of enrolling to the HCP as an investment for long term development and savings in public resources.	PUNOs

policies and programmes (the Brazilian Federative Pact)				- The high esteem of the UN together with its strong convening power and political neutrality have the potential to mitigate challenges and potential political disparities within the municipality	
The culture of working separately within each area among public policies at the local level (lack of intersectoral work) may hamper the development of quality integrated interventions	Low	3	1	Gather strong network of national and international stakeholders, including civil society, universities and private sector, to strengthen the multi-sectoral perspective across the country	PUNOs/ Implementing partners
<b>Institutional risks</b>					
Delivering integrated work among PUNOs (Delivering as ONE) may be challenging	Low	2	2	- The UN (and all agencies) are committed to the strengthening and improvement of joint work mechanisms at global and national levels - The governance and coordination of the Joint programme is centralized at the national level, facilitating the deliverance of activities as one	RCO and PUNOs
HCP resources are given to municipalities through mechanisms which are different from other social assistance resources at the state/municipality levels – this may hamper the internalization of the programme by some municipalities	Medium	3	2	Advocacy with the MoC to create a mechanism to transfer HCP resources to states and municipalities	PUNOs and Federal Government (MoC)
The SDG Fund might not be sufficient for overcoming the challenges raised by the health, economic and political tensions.	High	4	4	PUNOs may search for partnerships and resource mobilization with International/National organizations/foundations for providing financial support and institutional strengthening of ECD programmes, including specific issues of the HCP	PUNOs and various actors (Corporate Partners, foundations, NOGs, National and International organizations)
<b>Fiduciary risks</b>					
Funds not used adequately by Implementing partners	Low	1	1	Implementing partners have been constantly working with UN agencies, submitted to standard procedures (HACT/FACE) and monitoring that may avoid inadequate use of funds.	PUNOs and Implementing partners