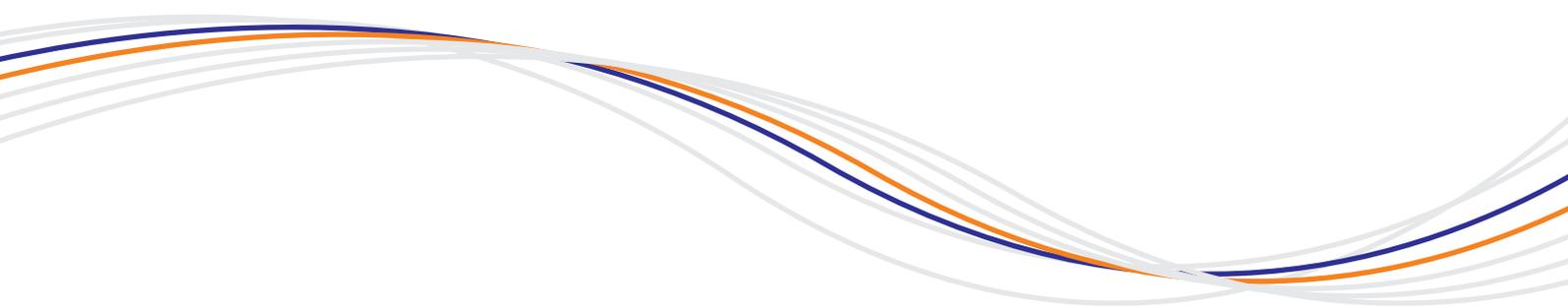


In

Annual Report 2004

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Instituto Promundo 2004

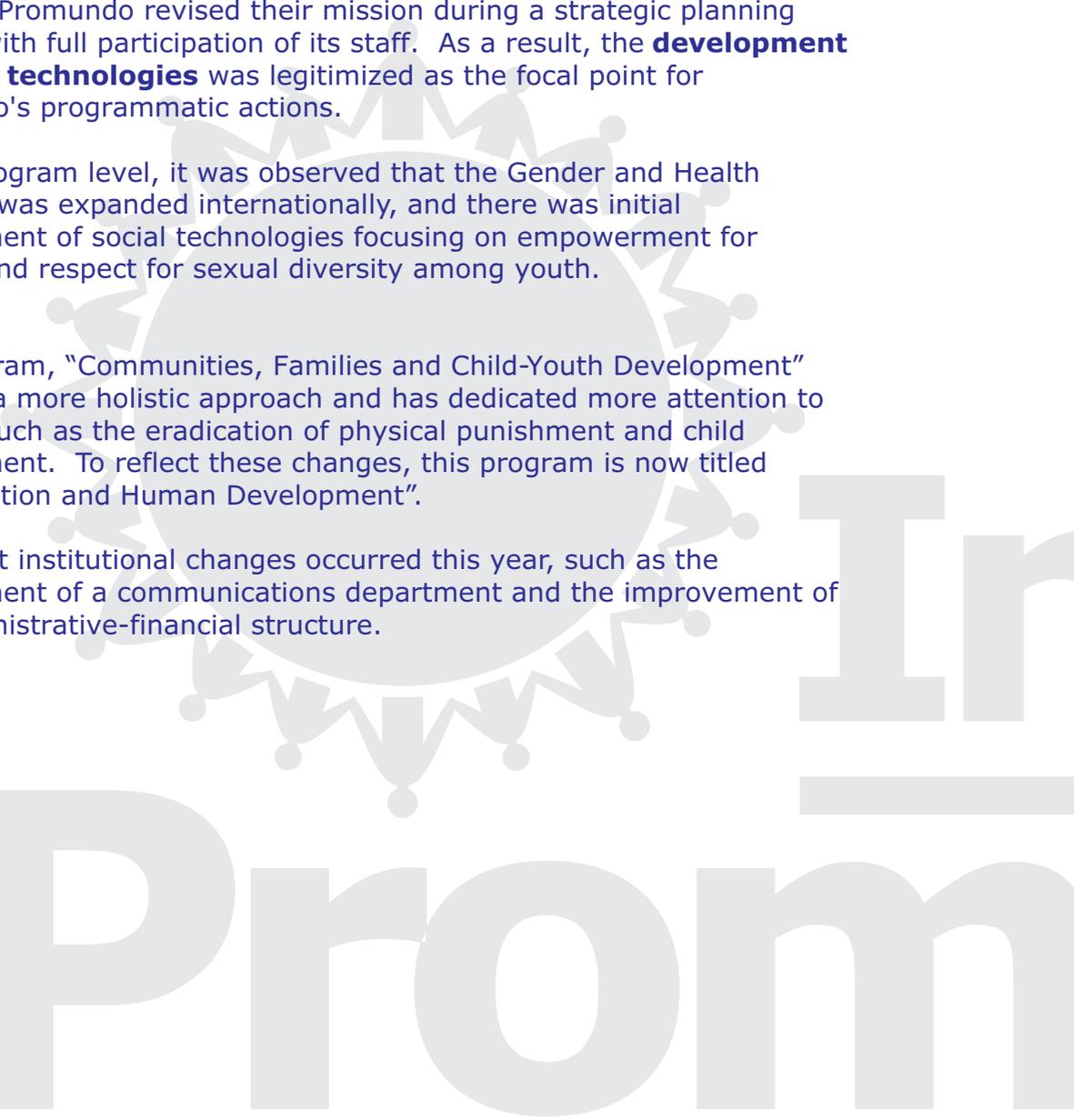
“Promundo's mission is to contribute to social equity through the testing and implementation of social technologies that promote the holistic development and participation of children and youth.”

In 2004, Promundo revised their mission during a strategic planning session with full participation of its staff. As a result, the **development of social technologies** was legitimized as the focal point for Promundo's programmatic actions.

At the program level, it was observed that the Gender and Health program was expanded internationally, and there was initial development of social technologies focusing on empowerment for women and respect for sexual diversity among youth.

The program, “Communities, Families and Child-Youth Development” adopted a more holistic approach and has dedicated more attention to themes such as the eradication of physical punishment and child development. To reflect these changes, this program is now titled “Participation and Human Development”.

Important institutional changes occurred this year, such as the development of a communications department and the improvement of the administrative-financial structure.



In
Promundo

Gender and Health Program

Achievements of 2004

The Gender and Health program's main objective is to promote gender equity and respect of sexual diversity among youth. This program made significant progress in 2004.

Positive changes in attitudes and behavior of young men was shown, by means of an impact evaluation, to result from participation in Program H. For example, the young men who participated in Program H demonstrated an increased concern for their health and a reduction in the use of violence.

Furthermore, as a result of training and cultural adaptation, Program H has begun to create roots in Central America, Mexico and India. Program H activities are also being planned in Africa.

In 2004, Program H research results gave the initial push needed for the development of two new complementary projects: Project Diversity focusing on the reduction of homophobia among youth and Project M, which seeks to encourage the empowerment of young women in low-income communities.

"In 2004, due to Program H's success in Brazil and abroad, Instituto Promundo was chosen by the National STI/Aids Program to participate in its Center for International Cooperation."

Program H is a social technology that encourages young men to question what it means to be a "man" and to adopt more equitable attitudes and behaviors, which are less influenced by traditional norms related to masculinity.



Program Activities

With technical support from the Population Council and financial resources from the Horizons Program (an American governmental program which supports HIV/Aids prevention and research), Promundo revealed nationally the results of the impact evaluation of Program H's activities in Rio de Janeiro. **The results of the study, which were widely covered by the media, demonstrated that Program H's community-based campaigns and educational workshops successfully influenced young men's attitudes about gender roles and contributed to the reduction of risky sexual behavior.**

Increased condom use with a steady partner and a decrease in reported STI symptoms among the youths involved in Program H are some examples of the positive results. Evaluation studies of the program in India and Mexico are being carried out. In partnership with UNFPA, Promundo is working with governmental and non-governmental organizations in three Central American countries: Nicaragua, Costa Rica and Panama. **In 2004, approximately 20 organizations in these countries received training with the Program H manual and video.**

These trained organizations are now able to implement specific actions within their own programs which will encourage young men to question traditional gender roles.

Since 2003, Instituto Promundo has conducted a study for the World Bank about factors related to gender norms which can reduce violence and the risk of HIV/Aids among young men in conflict areas of sub-saharan Africa. As part of the study, **Promundo conducted a field-study in four countries: Botswana, Nigeria, Uganda and South Africa.** In each country, Promundo undertook qualitative studies with groups of young men including young men in the "Lord's resistance army" in Uganda, young men in Kaduna, Nigeria (a site of recent conflict between Christian and Muslim youth) and young men who are HIV+ in Soweta, South Africa. The results of the focus group discussions and personal interviews will be analyzed and summarized in a document outlining potentially effective approaches to reduce violence and promote safer sexual practices among young men in the region.

With support from the Ford Foundation and in partnership with two Brazilian NGOs; (ECOS in Sao Paulo and Instituto Papai in Recife), **Instituto Promundo capacitated seven NGOs** (located in Acre, Pernambuco, Paraiba and Ceara and the Federal District) **as well as the Special Secretary for Youth in Acre in the use of Program H.**



The majority of Program H's materials (the video "Once upon a boy" and the manuals) were distributed through donations. In 2004, 175 of Program H manuals, were sold and 251 were donated. The Chilean Ministry of Education has authorized the reproduction of Program H manuals (in Spanish) for use by schools. The manual is being adapted and printed for an Indian audience.

ECOS-Communication in Sexuality, collaborator of Program H, and the Sao Paulo State Education Secretary, 4000 volumes for state schools in São Paulo. 1000 units of DVDs, CD-Roms and VHS copies of the video "Once Upon a Boy" were reproduced in 2004. This is in addition to the 2000 videos (VHS) that were distributed from 2002-2004.

Following the training, the organizations incorporated the promotion of gender equity and health into their programs. This project contributed toward the formation of "Rede H", a network of Brazilian non-governmental organizations which work in the health field using a gender perspective.

Promundo concluded a pilot project designed to attract young men to use health centers and guarantee adequate health services for them.

The project involved qualitative research, the training of health professionals, the production of socio-educational materials, and evaluation of user satisfaction. The project was implemented with support from PAHO/WHO in partnership with NESAs (Nucleus of Studies for Adolescent Health, State University of Rio de Janeiro) and the Municipal Health Secretary of Rio de Janeiro.

National Symposium "Young men and gender equity: youth participation, programs and politics".

This event, which took place in Brasilia at PAHO, allowed diverse organizations to share their experiences of working with young men. At this time, Alliance H, a global alliance of organizations which seek to promote gender equity with youth, was launched. Present at the launch were representatives of the Brazilian Ministry of Health, British Embassy, Durex and John Snow Brazil.

Instituto Promundo, in collaboration with ECOS, Instituto PAPAI and Salud y Genero (Mexico), initiated the production of a

cartoon directed towards the reduction of homophobia and promotion of respect of Sexual diversity among heterosexual youth and young men who have sex with men. This video will be the first socio-educational tool for the Diversities Project.

Instituto Promundo, in partnership with ECOS, Instituto PAPAI, Salud y Genero and World Education, **conducted a qualitative study about female empowerment in low-income communities.** The study the elaboration of socio-educational allowed materials directed towards health professionals as well as the development of an empowerment scale that will be used to evaluate **Program M** initiatives.

In 2004, with support from the Futures Group, performed a preliminary research for John Snow Brazil regarding the development of "Program H with H", a social marketing project involving the distribution of condoms for the gay population in Rio de Janeiro and São Paulo.



In 2004, Instituto Promundo led the formation the H Alliance, a global alliance of organizations which seek to promote gender equity among youth with youth. Members of H Alliance are: Instituto PAPAI, ECOS Communication in Sexuality, Salud y Genero, Population Council, PAHO Pan-American Health Organization, IPPF/WHR International Planned Parenthood Federation, World Ecuation, John Snow Brazil, CORO for Literacy, SSL International and PAHT Program for Appropriate Technology in Health. Principal supporters of the Gender and Health Program in 2004: World Bank, SSL International Durex, IPPF/WHR International Planned Parenthood Federation West Hemisphere, MacArthur Foundation, Moriah Fund, Oak Foundation, Brazilian National STI/Aids Program, Brazilian Ministry of Health, Population Council, Special Secretary for Public Politics for Women, UNFPA, PAHO/WHO, GTZ and Ford Foundation.

Participation and Human Development Program

Achievements in 2004

This program received its current title in 2004. Until 2004, this program's activities were accomplished through the Community-Based Support Project (Bases de Apoio), implemented in 3 communities in Rio de Janeiro and conceived in partnership with CIESPI in 1999. The project's objective is to strengthen community resources for children and youth. Since 2004, the Program has established strategies to widen its field of action and has focused on new areas such as the eradication of physical punishment of children and the promotion of child and youth participation.

In 2004, initial reflections and studies were carried out on early childhood as a crucial phase of human development. In this year, the Program developed innovative methods for child development through the implementation of a

community library. The development of a community radio station by a group of youths was planned as a laboratory of youth participation. Both of these projects arose from communities where the Community-Based Support Project had been implemented. The Community-Based Support Project is now entering its third phase, and the community hubs which were established in three communities will develop capacity-building projects using resources from the Bases de Apoio community fund. The hubs are preparing to make the leap to become autonomous and sustainable institutions. They will then have to find their own funding and form partnerships to develop joint projects for children and youth. The systematization of the Community-Based Support project is being elaborated so that this project can be replicated in other communities.



Photograph donated by the community of Água Mineral

We call Community-based Support for Children and Youth: the fundamental elements that create the foundation of the holistic development of children. They are family and community resources that offer physical, emotional, and affectionate security to children and youth. They refer to formal organizations (nurseries, schools, religious programs, clubs, and youth centers) as well as spontaneous or informal forms of support (peer networks and significant affectionate relationships in the lives of youth and children that provide opportunities in the community, contributing to their holistic development).

Program Activities

The Community-Based Support Program was restructured, with the implementation of an intensive and systematized capacity-building and training program and the restructuring of its human resources. This phase of the project was important in strengthening networks and alliances of local services which advocate for the rights of children and adolescents. **A sponsorship program and small projects fund were implemented in the three low-income communities where the community-based hubs were developed** (Santa Marta, Agua Mineral and Bangu). Of the 15 projects submitted by the community hubs in partnership with the Community-Based Support Project, 11 were approved for a total value of R\$20,000 (approximately US\$10,000.00). The projects will conclude in January 2005, when new funding cycle will begin.

A new website on the Community-Based Support Project was launched in 2004. With the aim of making the methodology of the Community-Based Support Project available to NGO workers, governmental agencies, political actors and researchers, the site describes theoretical and practical resources by the project. The site is managed by the project team through a simple adopted interface which does not require knowledge of HTML technology.

The research activities of the Community-Based Support Project included a report with quantitative data analysis which will be complemented by a qualitative analysis. A **systematic guide to the Bases de Apoio social technology** will include full research data. This guide started being developed by the project team members during various internal meetings

throughout 2004.

At the invitation of Save the Children Sweden, Promundo and CIESPI ran a course on the Bases de Apoio social technology for representatives of 12 “defense centers” of children's rights, all members of the National Association of Defense Centers for Children and Adolescents (ANCED). Furthermore, Promundo was contracted by ChildHope to conduct a similar training course in Lima, Peru for approximately 20 representatives of the Peruvian NGOs ADEVI and Social Process.

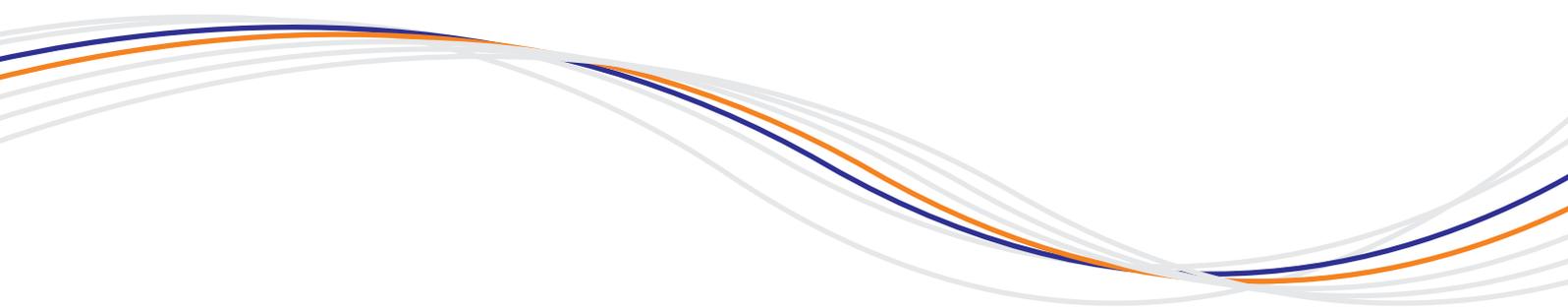
In partnership with the C&A Institute and CIESPI, Promundo implemented the first community library for children in Agua Mineral. Besides a collection of more than 300 books, the library offers storytelling, puppetry and more. **It was in this space that the initial experiments of child participation were developed by Promundo.**

Also in Agua Mineral, Promundo with the support of C&A Institute, is aiming to launch a community radio station created by youth by 2005.

The project “Children: Subject with Rights” was initiated with the aim of researching family violence and taking action to reduce the incidence of family violence and physical punishment of children. This 3-year project, which represents a new area of child rights advocacy and promotion, is the result of a strategic partnership with Save the



The manual “Care-Taking without Violence, Everyone Can!” used within the Community-Based Support Project, was widely solicited and distributed through Promundo website. An adapted version of the manual was published in Spanish in 2004. Through two Latin-American NGOs, CECODAP and Paniamor, the Spanish version of the manual was piloted and validated in Costa Rica and Venezuela.



Children Sweden and the Bernard van Leer Foundation. In this phase of the project, initial ideas were discussed for the development of a psychometric scale which will measure parental attitudes toward their small children (05-12 years) as "people with rights".

Promundo visited MST (Labor Movement of Rural Workers without land) settlements in Rio Grande do Sul, with the aim of identifying opportunities for partnerships with this social movement. The MST has developed one of the most interesting models for youth participation in Brazil. The visit resulted in an article about children and youth involvement in MST, which will be published in a book released by Chapin Hall, University of Chicago.

"The complete development of children and youth can not be separated from rights of all citizens"

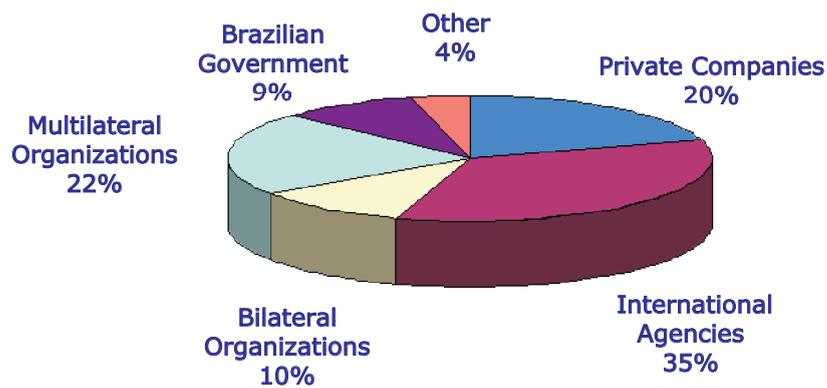
The Participation and Human Development Program in 2004 was supported principally by:

Save the Children Sweden,
Bernard van Leer Foundation,
Oak Foundation, Instituto C&A, DFID, and ISPCAN.



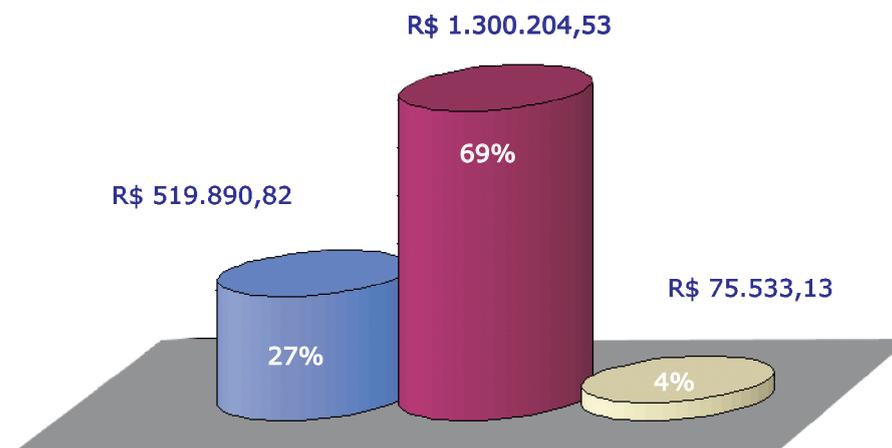
Instituto Promundo's Support Profile

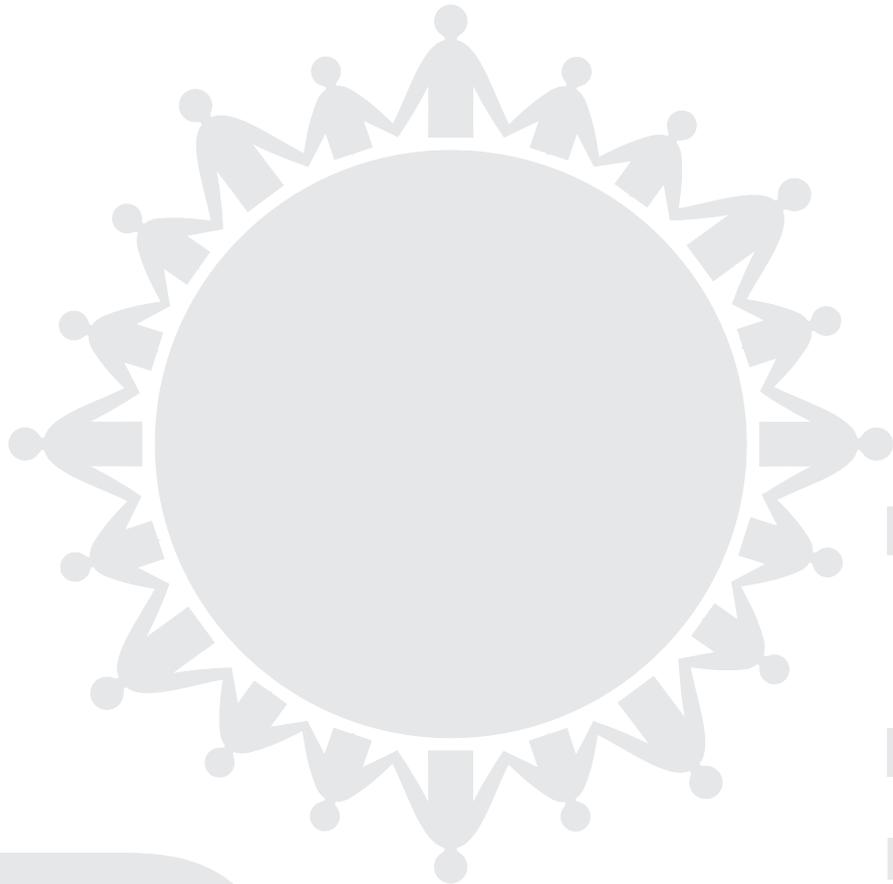
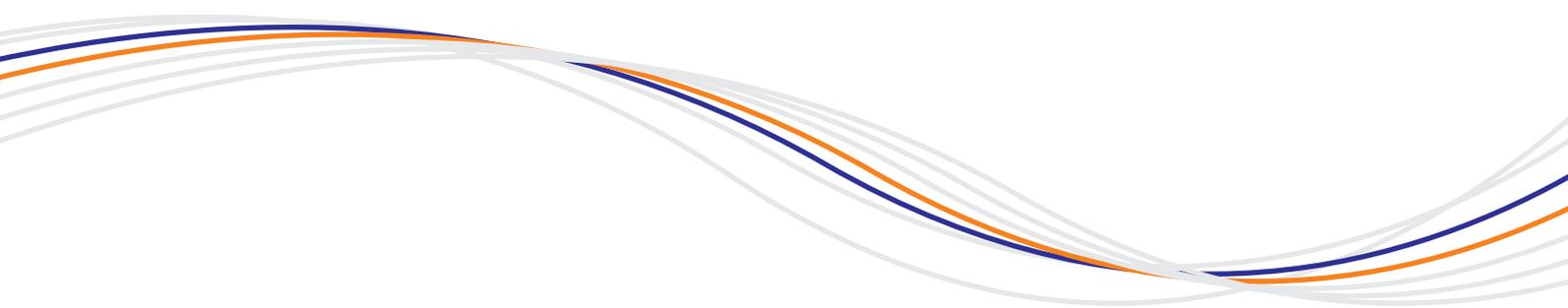
Private Companies	R\$	382.822,38
International agencies	R\$	658.921,95
Bilateral Organizations	R\$	197.712,41
Multilateral Organizations	R\$	409.061,21
Brazilian Government	R\$	171.577,40
Other	R\$	75.533,13
Total	R\$	1.895.628,48



Financial distribution by program area

- Gender and Health Program
- Participation and Human Development
- Institutional Support





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Photographs: João Ripper/Imagens do Povo



Rua México, 31/150, Centro
Rio de Janeiro RJ - Brazil
ZipCode: 20031144
Phone.: 55 (21) 2544-3114
fax :55 (21) 2544-3115
www.promundo.org.br