



**INSTITUTO
PROMUNDO**

ANNUAL REPORT 2005

Promundo develops social technologies
to advance the potential of children and youth
in Brazil and the global South.



FROM THE NORTH SIDE OF RIO TO THE NORTH OF INDIA: PROMOTING EQUITY AMONG MEN AND WOMEN.

In a recent discussion with young people in Lucknow, in northern India, we participated in a debate between young men and women about whether young women provoked unwanted comments from young men. A professor asked the young men why it is they often called out sexual innuendoes to young women and then ran, or called out to women and then hid in a group. If provoking women was something to be proud of, he asked, why did they feel they had to hide? And why, he asked, did young women on a university campus believe they had to walk in groups to feel safe? A few young men in the group laughed at this; some sided with the women. Some stood up and said that it was the role of men as well as women to question this behavior and enjoined others to stop using violence against women.

This debate could have taken place in any number of settings around the world where Promundo worked in 2005 – from low income neighborhoods in Rio de Janeiro, to low income areas in India, to youth groups in Nicaragua. In northern India, and in many other settings where we work, we observed young men who support rigid views about manhood, including views that encourage and accept various forms of violence against

women. Other young men question this behavior – and label it as violence – and enjoin other men to join in this questioning. And a large number, probably a majority, are somewhere in the middle: mostly silent, sometimes acquiescing to traditional gender norms, but perhaps, privately, questioning them. This “natural” variation in young men’s views about gender inequalities and gender violence has provided the operating strategy for our work with young men and women to promote gender equality.

Our interventions with young men in particular to achieve gender equity emerged directly from insights gained from listening to the voices of those young men who openly question gender injustice. While born in Latin America, in 2005 the process – part of H Alliance – reached Asia, Africa, new areas in Brazil, and three countries in Central America.

In 2005, we also consulted with children to hear their version of the violence some of their parents use to discipline them, the frustration they experience when they feel they are not listened to and ideas they had for including their voices in their families. This process informed the development of the project “Children, Holders of Rights” that engages parents in several parts of Rio de Janeiro to raise their children without the use of physical violence.



Promundo staff traveled throughout South America, throughout Brazil, to South and Southeast Asia, to Central America, and to several parts of sub-Saharan Africa, working with partner organizations to apply and adapt these processes of change. In 2005, we put firmly into place our vision of being a Brazilian NGO that builds from its local experience in Rio de Janeiro to build partnerships nationally and internationally to promote voices of resistance to violence and to gender inequality, to evaluate such processes and to build social movements and alliances to both scale up and influence policy.

Indeed, 2005 was also a year of alliance-building. We know that a handful of community programs, however well-designed and planned, are not enough to achieve large-scale social change in how men view and treat women, or how parents view children. To move from these small-scale efforts to larger change, we worked extensively in 2005 to build national and internationally alliances, and to strengthen existing alliances:

- With several international partners, we started the formation of a network, called MenEngage, an international global process to engage men and boys in reducing violence against women and children. Partners include Save the Children Sweden, EngenderHealth (US), the Family Violence Prevention Fund (US), the International Planned Parenthood Federation (UK), and Sahayog (India).
- With partners at the national level, we began the formation of the Brazilian Early Childhood Alliance, to promote the rights, including the right to participation, of children from early childhood onward.
- We became part of the steering committee of Intercambios, a regional Latin American network to reduce violence against women.

We also collaborated with the Brazilian government, through the Brazilian AIDS Program, the Ministry of Health, and the Special Secretariat for Women's Policy, to take strategies for engaging men and boys in achieving gender equity and reducing homophobia.

We also began a new project, JPEG – Youth for Gender Equity, in three communities in Rio de Janeiro to promote gender equity by engaging both young men and women in reflections on traditional gender roles.

To our partners – at the local, national, and international level – we extend our gratitude for taking these journeys with us. To the individuals – youth, parents, children – who inspire, inform and collaborate with us, we extend our respect, and we look forward to new challenges for the coming year.

Gary Barker

[Executive Director](#)



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PROMUNDO IN 2005

2005 was a period of expansion in Promundo's activities and programs abroad. Important alliances were made with international institutions in our two fields of work: promotion of gender equity among young people and development and defense of children and adolescents' rights.

Projects carried out in Brazil and Latin America grew in scope, activities were adapted for implementation in Asia, and the first opportunities for initiatives in Africa emerged. Promundo thus proceeded with its mission of developing the potential of children and young people in development countries through technology transfer and the adaptation of our approaches, which have been validated by impact evaluation.

We took to India the work of promoting gender equity among young people carried out in Brazil and Latin America for the past seven years. In addition to this initiative, which promotes the

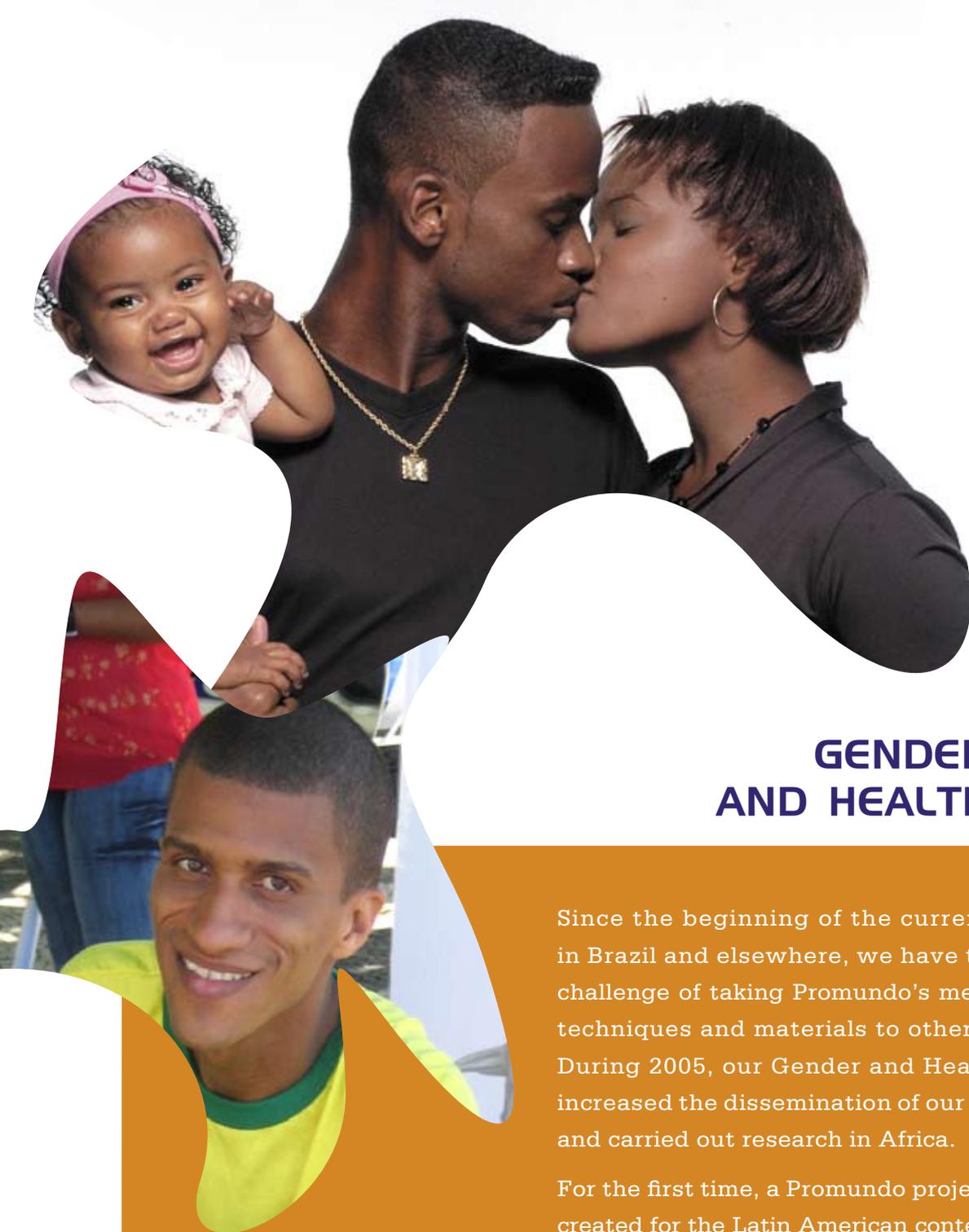


debate on the “cost” of traditional models of masculinity among young men, we included two other new fields of action: empowering young women and promoting respect for sexual diversity.

Promundo disseminated initiatives throughout Latin America to promote comprehensive child and youth development from a community perspective. We used the accumulated knowledge acquired from the Community-Based Supports project to develop training programs to strengthen services and resources for children and adolescents in low-income communities.

If we believe that respect for children’s rights is fundamental for child development, this year we were able to prove that gender equity and respect among young people can contribute to their health. The impact evaluation study of Program H activities in three communities in Rio de Janeiro showed that the involvement of young men in activities to promote gender equity can contribute to reducing vulnerability to HIV/AIDS.

With the resources obtained in 2005 for communications, we were able to improve our website, now available in Portuguese, English and Spanish. We have also been publishing on our website our research reports. In this annual report, we provide an overview of what we achieved in 2005.



GENDER AND HEALTH

Since the beginning of the current activities in Brazil and elsewhere, we have taken on the challenge of taking Promundo's methodologies, techniques and materials to other continents. During 2005, our Gender and Health area has increased the dissemination of our work in Asia and carried out research in Africa.

For the first time, a Promundo project, originally created for the Latin American context, has been adapted to meet the needs of very different cultural conditions.

In India, we collaborated with local organizations that helped us reformulate educational activities to include themes that are particular to local culture. However, core methodology issues such as the debate on the "cost" of rigid versions of masculinity, with a major impact on reducing the risk of HIV/AIDS, were maintained. Together with local partners – the Population Council

PROMUNDO IN FIGURES

In 2005, the Gender and Health team...

- ... organized workshops, courses, and seminars on methodologies developed by Promundo and partners in 12 Latin American, Asian, and African countries, with the participation of 350 persons.
- ... developed joint initiatives with 17 national and international institutions, including NGOs, universities, Brazilian government agencies, foundations, and UN agencies.
- ... released the cartoon video “Afraid of What?”, promoting respect for sexual diversity in collaboration with H Alliance partners. 745 copies of the video were distributed and presented in eight countries.



and NGOs CORO for Literacy and Mamta – the material was tested with young men in rural and urban settings.

Moreover, Program H, which deals directly with the discussion of rigid versions of masculinity, was highly praised by the United Nations Population Fund (UNFPA), which cited it as an outstanding initiative to involve men in promoting gender equity.

H Alliance’s framework is another important aspect of the work in Gender and Health. H Alliance is an international consortium that includes NGOs, United Nations agencies, and the private sector created to promote gender equity among young people through the questioning of traditional male roles. Through this initiative, we have been able to adapt the most successful technologies in Programs H, M and D (Men, Women, and Diversity in Portuguese) with partners in other countries.

In 2005, an impact evaluation study of Program H was carried out in Brazil. Research and testing carried out in Mexico and Brazil for Program M, which promotes young women’s empowerment and autonomy, led to the creation of a cartoon video on the theme.

Finally, the cartoon video “Afraid of What?”, which is part of Program D (Diversities), was released to encourage reflection on reducing homophobia and promoting respect for sexual diversity among young people.

METHODOLOGIES

The educational material, work techniques, and methodological procedures are all tested, validated and with proven social impacts. These are developed to tackle a specific social problem and need to be reapplied in sociocultural contexts that are different from the ones in which they were originally created.

TESTING

The testing procedure is carried out just before a social work methodology is concluded to verify if it achieves its purposes. The methodology is implemented on a small-scale basis. If it achieves the desired results, it is endorsed as a tool for promoting social transformation.

IMPACT EVALUATION

After each project, we carry out a research to evaluate the changes it have produced. We are able to assess, for instance, whether young people report a more frequent use of condoms after a community campaign to encourage safe sex.

ACTIVITIES CARRIED OUT IN 2005

Brazil

METHODOLOGY

Program M began in Mexico and Brazil with qualitative research on what it means to be an empowered woman. This data guided the preparation of the video “Once upon a Girl”, one of the program’s educational components.

Together with the Horizons Program/Population Council, the research study “Promoting More Gender-Equitable Norms and Behaviors Among Young Men as an HIV/AIDS Prevention Strategy”, Program H impact evaluation was widely disseminated. The results show that young men’s attitudes and behavior associated with rigid masculinity standards increase vulnerability to HIV/AIDS. After participating in the interventions, the young men reported having fewer STD symptoms and using condoms more often with their partners, and significant changes in gender-related attitudes were also confirmed.

The cartoon video “Afraid of What?”, part of Program D, portrays the life of Marcelo, a young man who finds out he has feelings of desire and affection for another boy. The video is an educational tool to encourage young people to reflect on homophobia and on the importance of respecting sexual diversity. The cartoon touches on such questions as the prejudice encountered in the family, at home, at school and with friends.



DISSEMINATION

150 health professionals in Rio de Janeiro, Espírito Santo, and Acre have been trained to work with young men on gender issues and the prevention of violence against women. The initiative was developed in partnership with the Ministry of Health and emphasized the promotion of gender equity as a strategy for the prevention of violence against women.

The project Young Men and Health (*Homens Jovens e Saúde*) was responsible for training 60 health care professionals working in Rio de Janeiro's Public Health Network. The project was designed to make health care centers "friendlier" to young people. To this end, educative material was developed with two populations in mind: one for health care professionals and the other for young people and their families. This work was developed with collaboration of Rio de Janeiro's Municipal Health Secretariat and Adolescent Health Study Center (NESA, in Portuguese), State of Rio de Janeiro University (UERJ) and the Pan-American Health Organization (PAHO).



"Program M activities are very involving, everyone participates. I learned how to use contraceptive methods, had access to information on sexual, and reproductive health and on prevention of STDs. Some young women in the community were shy; many didn't even talk to one another. They are more at ease now, they talk about their lives and have become friends."

Verônica Moura, 22 years old, social promoter. Took part in Program M activities in Rio de Janeiro and currently works to disseminate the program methodologies. Program M – Brazil

ALLIANCES AND NETWORKS

The dissemination of the methodologies developed by Promundo to promote gender equity and sexual and reproductive rights led to our participation in various international alliances and networks.

Intercambios

Promundo participated in an inter-American alliance for the prevention of gender violence coordinated by the North American organization PATH. The alliance, created in 2005, operates on two axes: the training of health sector professionals on issues related to gender violence and the development of research and advocacy actions, which aim at influencing public policies in Nicaragua, Honduras, and Guatemala.

Latin America

DISSEMINATION

Promundo, together with Instituto PAPAI (Brazil) and Salud y Género (Mexico), and with the support of the United Nations Population Fund (UNFPA), promoted a series of training courses in Nicaragua, Costa Rica, and Panama, on how to work with young men. Three lines of action were stressed: paternity, HIV/AIDS prevention, and violence prevention.

Through this work we were able to include a gender approach in social programs and public policies geared toward young men in these countries.

MATERIALS

In 2005, in collaboration with UNFPA, we began elaborating a guide for the development of programs to involve young men in HIV/AIDS prevention. The initiatives included organizations from different countries, such as Belize, Brazil, Costa Rica, United States, Guatemala, Jamaica, Mexico, Nicaragua and Panama.



“Young people recognize themselves in what we say. Often machismo and rigid gender standards are so strong that they think they are natural and unchangeable. Throughout the activities, however, they reflect on such issues. It’s a profound work which makes them face their own realities.”

Manuel Abarca, 23 years old, university student.
Program H – Costa Rica

Alliance H

Promundo coordinated the setting up of Alliance H, an International consortium that includes NGOs, UN agencies and the private sector to promote gender equity among young people by questioning rigid, non-equitable male roles.

RHEG – Network of Men for Gender Equity

This network, which is responsible for the White Ribbon Campaign in Brazil, includes organizations that are working to involve men in initiatives to end violence against women.

International Center of Technical Cooperation of the National AIDS Program

Promundo was certified by the Brazilian AIDS Program to provide technical advisory services to countries with which the Brazilian government maintains an exchange program on AIDS-related themes.

Asia

METHODOLOGY DEVELOPMENT

Based on Latin American and Brazilian cultural realities, Program H was introduced into India after going through a process of adaptation to local culture, executed jointly with a number of Indian NGOs. This work yielded rich experience for future Program H adaptations, such as that planned for Tanzania in 2006.

TECHNICAL ASSISTANCE AND TRAINING

Workshops in Pakistan and Nepal were held on gender equity promotion as a strategy for preventing violence among young men.

“Many women and I identify ourselves with Program M themes. The techniques lead to group reflection and we learn to think about our lives on our own, to have more independent attitudes. There is a lot of violence against women in my country, and men treat us differently. We have learned that we can and should take affirmative action.”

Ivaniuska Tapia, 18 years old, student.
Program M – Nicaragua

Africa

TECHNICAL ASSISTANCE AND TRAINING

Promundo was invited by Johns Hopkins University (USA) to assist in the creation of an HIV/AIDS prevention campaign in Uganda, geared toward young people and focusing on the involvement of men and on promoting more equitable behavior.

Promundo was also invited by PATH, a North American organization, to participate in the development of HIV/AIDS prevention programs for young boy scouts in Kenya and Uganda, stimulating reflection on non-equitable masculinity standards.

RESEARCH

The research study “Young men and the construction of masculinities in sub-Saharan Africa: Implications for HIV/AIDS, Conflict, and Violence” carried out by Promundo for the World Bank in South Africa, Botswana, Nigeria, and Uganda, was published in 2005 and included recommendations on how to involve young men in HIV/AIDS and violence prevention strategies.





PARTICIPATION AND HUMAN DEVELOPMENT

In 2005, the Participation and Human Development Program established new partnerships with national and international institutions which led to projects related to the defense of children and adolescents' rights, especially in the fields of early childhood and the prevention of intrafamily violence.

Promundo began working with the Bernard van Leer Foundation (Netherlands) to set up the Brazilian Early Childhood Alliance, which will include in Brazil representatives of non-profit organizations, private initiatives, governments, and multilateral organizations.

In order to promote children's rights for a violence-free life, we joined forces with the Brazilian Campaign for the Eradication of Physical and Humiliating Punishment against Children, which is led in Brazil by Save the Children Sweden.

PROMUNDO IN FIGURES

In 2005, the Participation and Human Development team...

- ... carried out initiatives in political interaction, training, research, technical support, and funding in five Latin American countries.
- ... carried out activities with approximately 30 formal and informal community-based institutions.
- ... trained 28 young people, 70 children, and 337 educators and local leaders on themes related to child development, violence prevention, and children's rights.
- ... promoted courses in low-income communities, on violence prevention against children, children's rights, child development, and institutional strengthening, which indirectly benefited over 30,000 people.

Besides the campaign, two important initiatives were started in the field of intrafamily violence prevention: a research study that will try to reveal to what extent parents respect the rights of children to express their opinions on issues related to their own development; and an action research project which seeks to promote positive disciplinary measures, without the use of physical or humiliating punishment among parents and guardians.

The research project "Parental Styles in Latin America and the Caribbean" involves Brazil and five other Latin American countries. With this project we hope to make a contribution to governments and non-governmental organizations in the formulation of public policies and social programs that encourage child participation within the family and reduce physical violence as a means of punishing children.

We began work in 2005 on the project "Children, Holders of Rights", which will hear the views of children as well as their parents or guardians in order to understand the relationships between physical punishment and the child's participation in the family. With this information, tools will be devised to encourage greater child participation and positive disciplinary measures in children's education.

"When I started out in the project I was shy, afraid of public speaking, and, despite living in the community, didn't know the organizations that worked here. I have learned a lot."

Patrícia Gomes de Lima, 26 years old, social educator.
Community-Based Supports – Brazil

PROMUNDO IN FIGURES [cont.]

- ... heard the views of over 500 people in surveys and inquiries, among children, adolescents, and adults, on the impact of the Community-Based Supports for Children and Young People (*Bases de Apoio*) project.
- ... distributed in Brazil and Latin American countries 1,000 issues of "Childrearing without violence," a manual with techniques of how parents can use positive disciplinary measures.

COMMUNITY-BASED SUPPORTS

Community-Based Supports are formal and informal resources which can be used to promote child and adolescent development. Day-care centers, schools, structured community centers, and NGOs are formal community-based supports, whereas community groups, core and extended family and affinity relationships are identified as informal community-based supports.

The manual "Childrearing without violence", produced jointly with the International Center for Research and Studies on Childhood (CIESPI) to encourage the use of non-violent educational measures, was published in Spanish and distributed in Latin American countries.

PROGRAMS IMPLEMENTED IN 2005

METHODOLOGIES

Community-Based Supports for Children and Young People is a project run by Promundo to strengthen resources and services to benefit children and adolescents in low-income communities. The project was implemented in three such areas in the municipalities of Rio de Janeiro and São Gonçalo and was able to bring about a change in the mindset of local residents' associations and social organizations, which no longer compete among themselves. They have formed community networks and started working together. We have also reviewed the results of this experience, which will now be systematized so as to guide the implementation of the Community-Based Supports project in

"The 'Childrearing without violence' manual is excellent. Policemen and firemen started using the techniques in our violence prevention initiatives. It's important to reinforce the prevention work done by the police. Promundo opened this door, with an innovative vision which we believe is very positive and important."

Jeanete Pinheiro Muniz, Chief Police Officer, Social Defense Secretariat of the State of Pernambuco. She coordinated workshops based on the manual "Childrearing without violence".
Community-Based Supports – Brazil



other social contexts. The lines of action in this project were carried out jointly with CIESPI.

With the Children, Holders of Rights project in Brazil, we were able to open up a new work front to eradicate the physical and humiliating punishment of children, a cause that is gaining force in international organizations that defend children's rights. The initiative includes the preparation of a scale to measure the attitude of parents and guardians toward child participation in the family environment, as well as their perception of their children as holders of rights.

SOCIAL CAPITAL

Resources such as information, services, economic resources, ideas, community services, and mutual support networks which exist as a function of the common action and relationship among individuals in a community.

RESEARCH

Work began on our research project "Parenting Styles in Latin America and the Caribbean", which will be applied in Brazil, Peru, Venezuela, Mexico, Jamaica, and Nicaragua. The purpose is to find out whether parents and guardians value children's right to participate and express their opinions, and to verify whether physical punishment is used as a disciplinary measure.

CHILD PARTICIPATION

The concept of child participation is based on Article 12 of the United Nations' (UN) Convention on Children's Rights. Children have the right to have their opinions taken into account on subjects that affect them, according to their age and maturity.



COMMUNITY INTERVENTIONS

The project Promoting Child and Youth Participation in the Media, implemented in the Água Mineral community in São Gonçalo, part of the metropolitan area of Rio de Janeiro, trained young people to set up and run a community radio station.

Instructed in the use of the equipment, they learn how to develop an agenda and present news and information which are relevant to the community's children. The highlight of the project is to create radio spots on children's rights which are aired during the programming and disseminated through other community radios around the country.

We also continued with the "A Journey in Reading!" project, with the support of the Instituto C&A. This project encourages children to get pleasure out of reading.

DISSEMINATION

In Brazil, Promundo provides training courses in the methodologies used in the "Community-Based Supports for Children and Young People" project to 27 government and non-governmental organizations, as well as 30 neighborhood and residents' associations.



"I love going to the library. I love history books and poetry. Activities with the other kids are also cool."

Livia, 11 years old, student.
A Journey in Reading! – Brazil



FINANCIAL RESOURCES

Promundo enjoyed a significant increase in revenues in 2005. In order to carry out all our activities, which grew at the international, national, and local levels, R\$ 3,171,758.36 were raised, up 60% compared to the previous year.

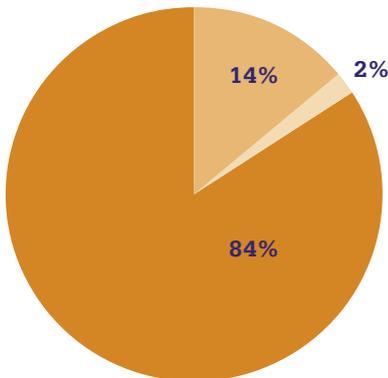
One reason for this growth was the creation of new projects for the defense and promotion of children and adolescents' rights, a thematic axis of the Participation and Human Development program area. The other was the expansion in Brazil and abroad of initiatives for promoting gender equity and sexual and reproductive health, in the Gender and Health program area, which received long-term funding, extending until 2007.

Promundo team has also grown. In 2005, there were another five fulltime professionals, four consultants, three trainees, and an additional 34 social promoters, who work directly in the communities.

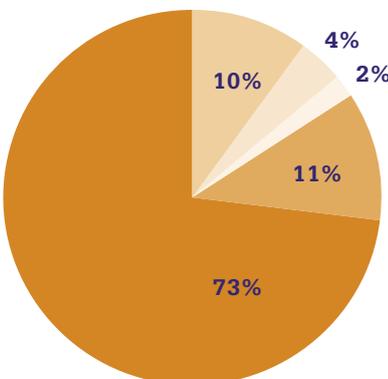
Promundo's main expenses are still related to the programs: the total sum spent on projects rose from 66% to 84% of total expenses. Administrative and institutional development expenses, despite the increase in resources, were cut by more than half in percentage terms: in 2005 they amounted to 16% of Promundo's total expenses, as opposed to 34% in the previous year.

The following pages are a summary of Promundo's financial position in 2005, including general data on the three last years for comparative purposes.

INCOME AND EXPENDITURES IN 2005

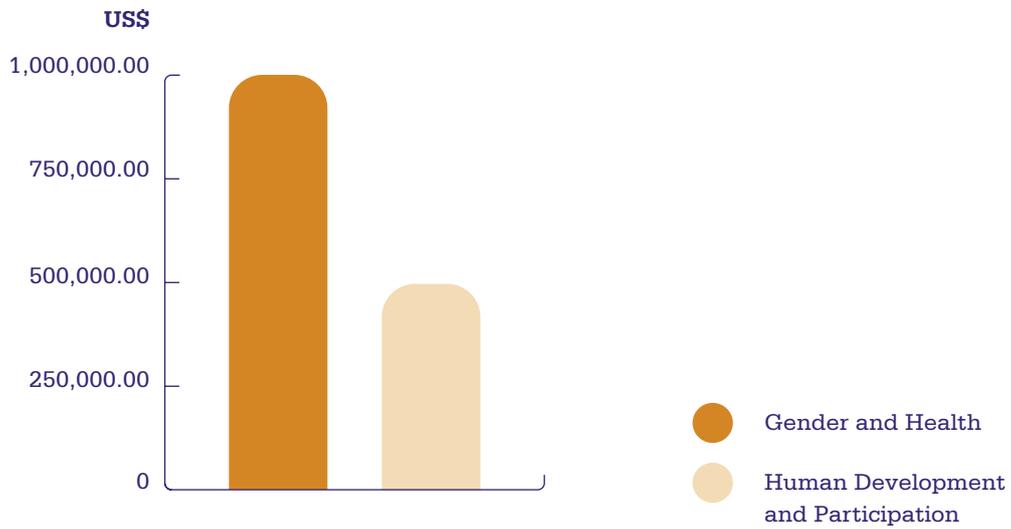


EXPENDITURES	
Program Expenditures	US\$ 1,024,869.16
Overhead	US\$ 176,450.80
Institutional Development	US\$ 19,605.65
TOTAL	US\$ 1,220,925.61



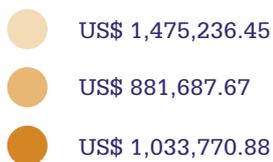
INCOME	
International Foundations	US\$ 105,586.07
Multilateral Organizations	US\$ 308,337.20
Brazilian Government	US\$ 246,635.68
Private Companies	US\$ 105,586.07
Individual Donors	US\$ 26,566.93
TOTAL	US\$ 1,475,236.45

INCOME PER PROGRAM

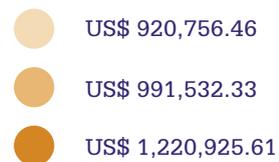
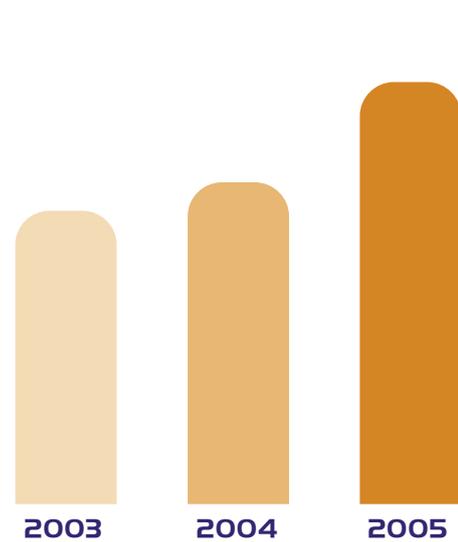


PROMUNDO DEVELOPMENT FROM 2003 TO 2005

Income



Expenditures



The graphics above show expenditure higher than income in 2004. This occurred because part of the money spent in 2004 was raised in 2003.



2006: NEW CHALLENGES

Promundo's programs in promoting gender equity and sexual and reproductive health have been growing throughout 2006 outside Brazil. In India, the Yaari-Dosti manual was launched in two languages – Hindi and English – to guide the work being carried out with groups of young men. The material is part of the Program H curriculum, which questions traditional masculinity standards. The same cultural adaptation of the material is under way in Tanzania, where it will be published in Swahili. It marks the beginning of our work in Africa.

In India and Tanzania, we have also begun the adaptation of Program M manual which aims to promote young women's health and empowerment through discussions on gender rights.

In Brazil, the cartoon "Once Upon a Girl" was released as part of Program M curriculum. We



also launched the project Youth for Gender Equity (JPEG, in Portuguese), involving a group of 30 young men and women from low-income communities in campaigns for gender equity, female empowerment, and respect for sexual diversity.

Promundo's international collaboration with the White Ribbon Campaign – Men Working to End of Violence against Women intensified with a new project jointly undertaken with the Canadian organization responsible for it. The project includes a series of new activities in the Brazilian campaign designed to promote equity among men and women in the work place, at school, and in the home. The work of defending children's rights and encouraging children and young people in participation, carried out in the Participation and Human Development Program, received a lot of public attention through the advocacy projects and networking with nationally renowned Brazilian institutions in the field of childhood studies.

The Brazilian Early Childhood Alliance created in 2005 in collaboration with the Bernard van Leer Foundation has grown significantly and now includes foundations, NGOs, governmental, and multilateral agencies, working in a concerted effort to influence public policies in defense of early childhood (0 to 6 years of age) rights. Promundo also provided technical assistance services to the National Campaign for the Eradication of Physical and Humiliating Punishment, led

“JPEG (Youth for Gender Equity) made me think of issues such as violence against women, which I lived with, but which I had no social or critical point of view about.”

Harly Soares, 18 years old, student.
JPEG – Brazil



by Save the Children Sweden in Brazil, and also became a member of The Brazilian Child's Friend Monitoring Network.

We shall also be launching a cartoon video in 2006 as part of the material for the project Children, Holders of Rights, which seeks to eradicate the physical and humiliating punishment of children. We also began the JovEMovimento (Youngsters in Movement) project, which is working to prevent violence against young people and also influence public policies and community campaigns.

In Angola, with the support of Save the Children (Sweden, Denmark, and Norway), we have been collecting information to begin a research study on violence against children up to 12 years of age.

With the beginning of all these initiatives at the family, community, and public policy levels, the prevention of violence against children and young people and the promotion of gender equity are increasingly becoming Instituto Promundo's main point of focus.



“I presented the cartoon ‘Once upon a Girl’ to a group of adolescents and got them to discuss some of the points raised. It’s incredible to see how the girls themselves have a very rigid view of how a woman should behave. Many still believe women should be passive, subservient. The video helped me deal with these issues.”

José Antonio Novaes, university teacher.
Carries out activities to promote gender equity among adolescents in schools in João Pessoa, Paraíba.
Program M – Brazil

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