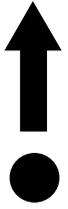




AR



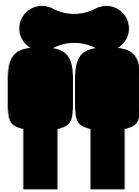
2009



Promundo
Seeks to promote gender equality and end violence against children, women and youth.

ADVOCACY

77 countries !!



PROMUNDO

Activities

Who?

Promundo is a Brazilian NGO that seeks to promote gender equality and end violence against women, children and youth. Conduct research related to gender equality and health. Implement and evaluate programs that seek to promote positive changes in gender norms and behaviors among individuals, families and communities. Advocate for the integration of these initiatives and a perspective of gender equality in public policies.

1
SEEKS TO PROMOTE GENDER EQUALITY AND END VIOLENCE AGAINST CHILDREN, WOMEN AND YOUTH.

fatherhood



S

symposium



First National Symposium of Children and Adolescent Rights.

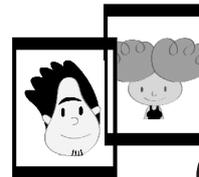
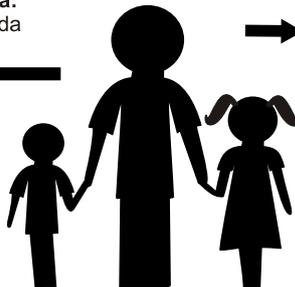
2

PREVENÇÃO

Promote gender equality

H & M at schools

Pai de menino, pai de menina: engajando pais na promoção da igualdade de gênero.



Youth to multiply prevention

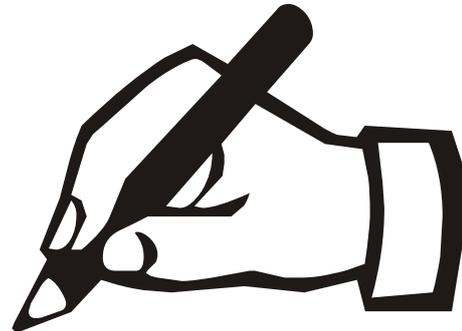
EDUCATIONAL MATERIALS
ARTICLES

3

REPORTS



2009



Letter from the Directors

The year 2009 was distinguished by two events that highlighted Promundo's commitment to eliminating inequalities between men and women and between adults and children.

From March 30th-April 3rd, we co-hosted the first Global Symposium on Engaging Men and Boys in Gender Equality in collaboration with diverse partner organizations. This historic event brought together representatives from 77 countries committed to the cause of engaging men in the promotion of gender equality. The culmination of the event was the Rio Declaration, a statement of support for the work with men and boys and a "Call for Action" for governments, civil society and others.

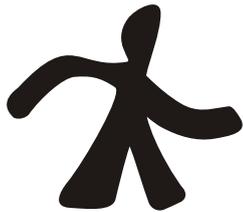
In December, we co-hosted the National Symposium of Human Rights for Children and Adolescents, in collaboration with the Don't Hit, Educate Network. The symposium brought together specialists, children and adolescents and focused on the importance of ending physical and humiliating punishment against children and adolescents.

In 2009, we also celebrated new partnerships and moved ahead with our many local, national and international initiatives, reinforcing the importance of involving individuals, communities and organizations in efforts for the construction of a more just and egalitarian society.

Marcos Nascimento and Christine Ricardo
Co-Executive Directors



1



ABOUT PROMUNDO

Founded in 1997, Promundo is a Brazilian NGO that seeks to promote gender equality and end violence against women, children and youth.

Based in Rio de Janeiro, Promundo works locally, nationally and internationally to:

(1) conduct research related to gender equality and health;

(2) implement and evaluate innovative programs that promote positive changes in gender norms and behaviours among individuals, families and communities; and

(3) advocate for the integration of these initiatives and a perspective of gender equality into public policies.



PROMUNDO



ENGAGING MEN & BOYS

IN ACHIEVING GENDER EQUALITY



BY: Gabriela Azevedo de Aguiar

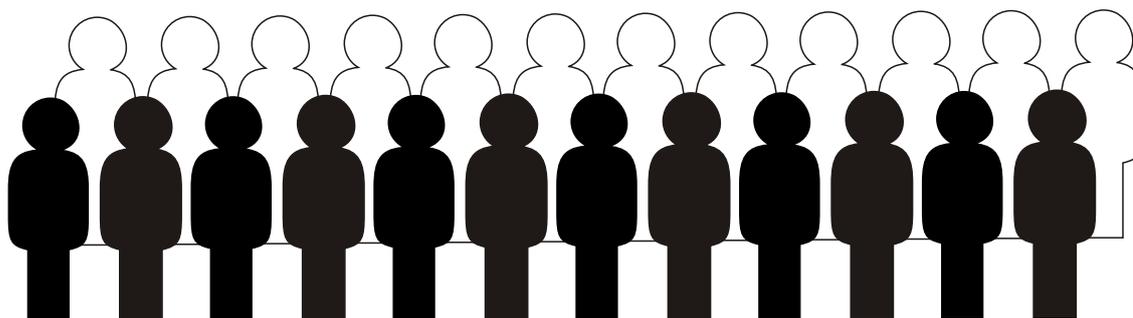
Diversity – this was the tone of the 1st Global Symposium on Engaging Men and Boys in Gender Equality, which took place from March 30th to April 3rd. Activists, researchers and other professionals, a total of 439 men and women from 77 countries, gathered in Rio de Janeiro to share experiences, views, and commitments for a constructing a more equal world.

Boys and men around the world were called to question rigid gender norms in order to reduce violence against girls and women, to promote sexual and reproductive health, to prevent and treat HIV/Aids, and to invest in the experiences of fatherhood and caretaking.

The symposium consisted of four days of debates, workshops, expositions and exchanges of experiences between 251 men and 188 women. The participants had similar objectives but came from very distinct paths, for example, those doing work with male refugee victims of sexual violence in Africa or those involved in monitoring of Norwegian policies for gender equality.

The Youth Forum was a privileged space for the discussion of issues considered most relevant for the 30 youth activists from diverse parts of the world such as Bosnia, Colombia, India, Jamaica, Philippines and Tanzania. However, the youth voices were not restricted to the Forum – they had spaces to share their views throughout the Symposium and their ideas, suggestions and stories were inserted in the Rio Declaration.

»» 439 men and women





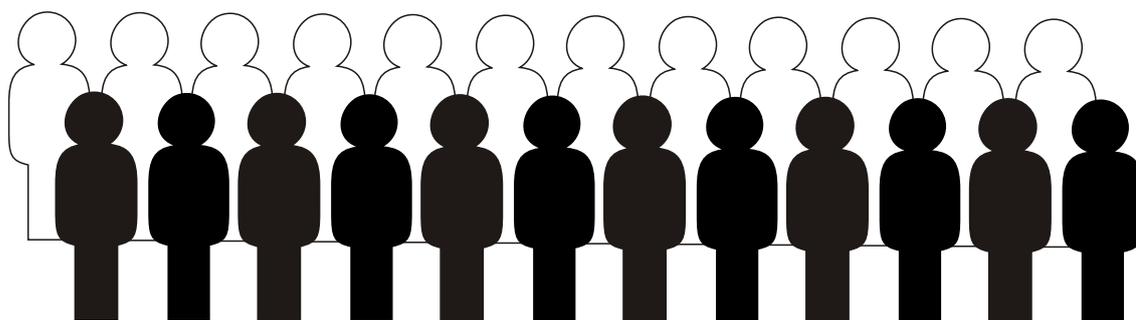
The Symposium was the first global event dedicated specifically to the engagement of men and boys and brought together representatives from NGOs, government/public agencies, UN agencies and universities, among others. It offered the opportunity for these different actors to reflect about past and current initiatives and challenges as well as to collectively define lines of action to increase the scope of efforts to reach men and boys.

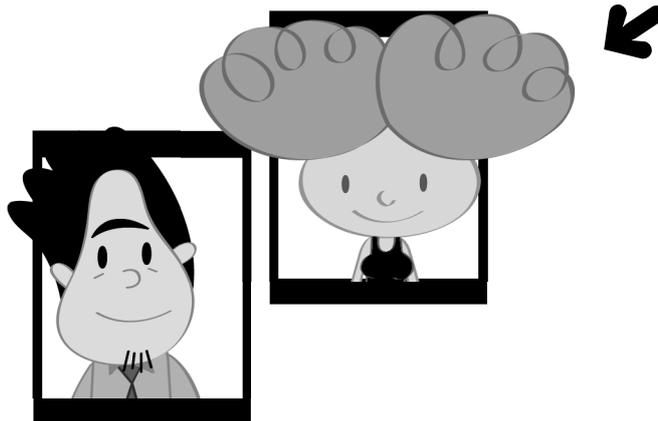
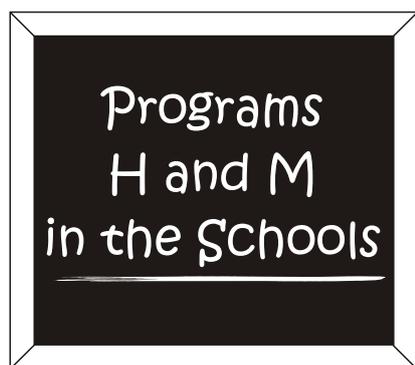
The symposium also offered a space to increase the visibility of the MenEngage Alliance and to reach out to potential new members. MenEngage is an alliance of non-governmental organizations and UN agencies that, since 2000, seeks to engage men and boys with effective tactics to reduce gender inequalities and promote the health and well-being of women, men and children.

And in the middle of our mixture of colors, races, customs, investments, projects, realities, ages, and expectations, we had the satisfaction to construct the Rio Declaration, which expresses our shared desires and goals for a more equal world.

For more information: <http://www.menengage.org/symposium2009.asp>

77 countries »»





By: Vanessa Fonseca

In 2009, Promundo continued the adaptation of Programs H and M¹ in school settings, an initiative that began in 2007. The initiative's objective is to provide teachers and other school-based professionals with the training and tools to promote reflections about gender, including sexual and reproductive health, adolescent pregnancy, and violence prevention. Training and implementation activities are focused in schools in Rio de Janeiro and Salvador.

In Salvador, in 2009, educational workshops were implemented with groups of students at the Renan Baleeiro School in conjunction with weekly airings of a radio soap opera called "Entre Nós." The soap opera was created and written by youth in Rio de Janeiro and tells the story of Beto and Jéssica, a young couple that, with a group of friends, starts to discover the repercussions of gender in their personal and professional lives. The students at Baleeiro also organized a "Entre Nós" newspaper, a mural where students could post their opinions about healthy forms of relationships, and a drama contest where students created and enacted skits about new "Betos" and Jessicas" and healthy relationships. In order to evaluate the impact of these efforts, surveys were administered to students prior to and after the implementation of activities. We also carried out in-depth interviews with students and workshop facilitators.

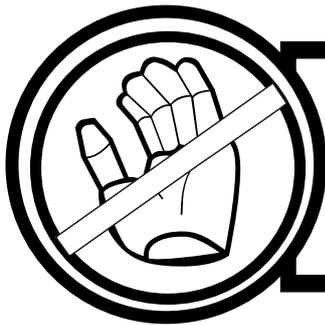
In Rio de Janeiro, Promundo has been working with a group of teachers at the Maria Pereira das Neves School to design a series of activities related to the promotion of gender equity that is to be launched in 2010. We also carried out trainings for professionals with the Federal Pro-Youth Program (Programa Federal Projovem) regarding implementation of Programs H and M activities with approximately 1,000 students in Rio de Janeiro.

In addition to our direct work with schools, Promundo also became a member of the State Planning Committee (Grupo Gestor Estadual), providing support for the realization of the federal project "Health and Prevention in Schools."

In 2009, we also began work on the development of a virtual portal which will include on-line courses and other resources for education professionals on themes and activities from Programs H and M.

1

Programs H (for "homem" or man in Portuguese) and M (for "mulher" or woman), which seek to engage young men and women in the promotion of gender equity and sexual and reproductive health, are grounded in participatory educational activities to provoke individual and group reflections. Programs H and M seek to create a creative and trustful space through dramatizations, fun activities, mobilization efforts and debates about the positive and negative aspects of the socialization of men and women, and the advantages of changing certain behaviors. Programs H and M also consist of campaigns created by youth themselves through theater, music, radio, and print media to reinforce messages about gender equity and health.



First National Symposium of Children and Adolescent Rights: For the End of Physical and Humiliating Punishment and the Children, Holders of with Rights Project

By: Isadora Garcia ■■■■■■

The human rights of children and adolescents were the focus of the First National Symposium for Children and Adolescent Rights: For the End of Physical and Humiliating Punishment that took place December 2nd - 4th. Representatives from civil society and government, including children, adolescents, activists, researchers, lawyers and others working to guarantee rights in Brazil, as well as international specialists, met in Rio de Janeiro to exchange experiences, discuss, and propose concrete actions for a national plan to confront physical and humiliating punishment against children and adolescents.

The Don't Hit, Educate! Network, made the symposium possible with the support of the Special Secretariat for Human Rights (Secretaria Especial de Direitos Humanos - SEDH), Save the Children Sweden, and UNICEF. The symposium sought to strengthen the cause to end physical and humiliating punishment and included three days of debates, group work and exchanges with 195 invited participants. The symposium also provided a place for diverse representatives from the System to Guarantee Rights (Sistema de Garantia de Direitos) to reflect about their practices and approaches, as well as to strengthen their commitment to the cause.

The symposium was the first national event dedicated specifically to the theme of physical and humiliating punishment, in which we received diverse views about the rights of children and adolescents to live free from violence. The urgency to treat the issue with absolute priority in the country became evident.

The participation of children and adolescents was one of the highlights of the event. Children and adolescents from five regions in Brazil participated by meeting before and during the event, as well as by videoconferences. Approximately 180 children and adolescents from Porto Alegre (RS), Rio de Janeiro (RJ), Belém (PA), Redenção (CE) and Brasília (DF) debated and shared their opinions and suggestions to eradicate physical and humiliating punishment in Brazil.





Promundo, then co-chair of the network with the Xuxa Meneghal Foundation, presented the results from the evaluation study of the Children, Holders of Rights Project which included an intervention with fathers, mothers and caretakers. The study tracked changes in participant attitudes and the reduction of intra-familial violence against children. Additionally, the study sought to identify successful strategies for promoting non-violent and harmonious relationships, as well as the eradication of physical punishment against children and the promotion of childhood development in the family environment. The study design was “quasi-experimental” on multiple levels, with the application of pre and post intervention questionnaires (N=422 for the baseline), focus groups and in-depth interviews with mothers and caretakers (N=10). The study findings indicate that there was a reduction in physical punishment and adults began to reflect about other forms of education and discipline. The intervention methodology developed and used as part of the Children, Holders of Rights project was documented in the publication, “For the End of Physical and Humiliating Punishment: Manual for the Sensitization of Fathers, Mothers and Caretakers of Children,” launched during the Symposium.

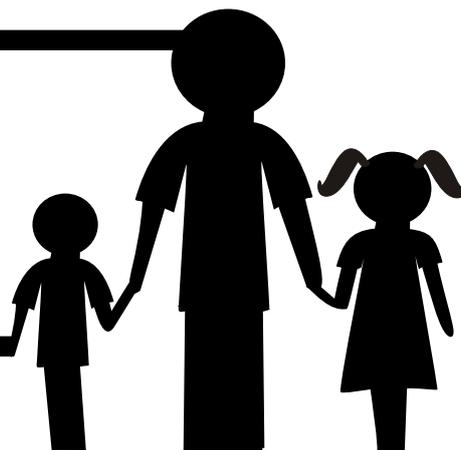
For more information: <http://www.naobataeduque.org.br/simposio2009>



Fatherhood



Fathers of Sons, Fathers of Daughters: Engaging Fathers in the Promotion of Gender Equality



By: Isadora Garcia and Fabio Verani



For ten years, Promundo has worked in Santa Marta to strengthen family and community supports for the promotion of gender equality. During this time, we noticed that some fathers felt excluded from the role of caretaker and thought that children and child-rearing were not topics for men to discuss. In this context, Promundo decided to create a project just for them.

The project's objective was to engage men as fathers as a strategy for including them in the promotion of gender equality. The project began by forming a community committee, comprised of six community members from Santa Marta, which included both fathers and mothers that were trained on themes of gender, fatherhood, and care-giving. The purpose of the training was to prepare the group to carry out awareness-building activities in the community about gender equality and fatherhood.

The committee, in turn, helped to recruit a group of fathers to participate in a course on photography and fatherhood. The group of ten fathers met during two months to reflect and exchange experiences about being fathers, while also learning photography techniques and tips. The course provided these fathers with a space in which they could learn about photography and think about issues related to gender, masculinity, fatherhood and caretaking.

The sessions with these fathers demonstrated that when men have the opportunity to participate in a space specifically for them, they can become very participative, bringing issues, doubts, frustrations, and reflections about fatherhood, gender, violence, and the education of their children.

The course resulted in the exposition “A Father’s Look at Paternity: Fathers of Sons, Fathers of Daughters,” in which the fathers used photography to show, with much sensitivity, that the caring of sons and daughters is also an issue for men.

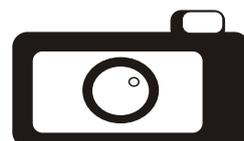
The photographic exposition was a fundamental element for the involvement of the community as a whole. Through the photographs, men, women and children were invited to reflect on the importance of fatherhood and the role of fathers as care-givers. After hearing from some of the men’s partners, we also perceived the importance the course had on each one of their families. The women said they had noticed differences in the men at home and with the children and that they had started to appreciate the men’s presence and participation as fathers more. The women supported the participation of the men in the course and were proud with the results of the exposition. For the men, it was a transformative experience.

“Each photo revealed an emotion, a feeling, an affection.”

Luis Kleber, 42 years,
father of two girls.

“From this experience, we are more aware of the importance of fatherhood. Before, we’d see a father with his child on the street and considerate it as normal, nothing more. But now, it goes much further. We see the importance it has for us and for our children. This work brought a new way of seeing fatherhood, and the importance of this.”

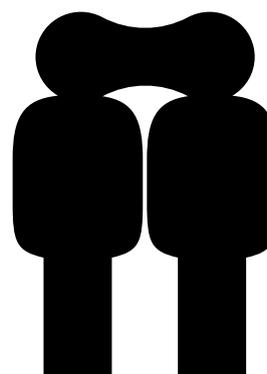
Márcio, 33 years,
father of a boy.



Youth Promoters for Prevention >>>>>>



**By: Rogério da Silva Brunelli
and Andreza da Silveira Jorge**



The project Youth Wave of Maré (Onda Jovem da Maré) works to engage youth in discussions about gender and HIV and to prepare them to share the information with others in their communities.

The project began in 2008 in the favela complex of Maré, specifically in Nova Holanda, Parque União and Rubéns Vaz. Ten youth promoters participated in the project – five young men and five young women. In the first phase of the project, the youths participated in workshops on gender, HIV/Aids, violence, paternity/maternity and abortion, among others. The youth promoters also carried out activities to mobilize other young community members about the themes they discussed in the workshops. They reached approximately 700 adolescents in the first year through street-based outreach and workshops in schools, health posts and other NGO partners.

In 2009, the project entered a new phase prioritizing the sexual and reproductive rights of youth with a continued focus on gender and HIV/Aids. The youth promoters were trained in the facilitation of participatory workshops and sought out partnerships with social projects, schools, health services and other organizations in their communities. The goal of the partnerships was to help these organizations develop more appropriate and welcoming responses to youth's concerns and needs, including how to more effectively communicate with youth. For example, health professionals may often use very technical language with teenagers, rendering a communication barrier that may inhibit them from asking important questions.

The youth promoters were also invited to carry out workshops on health and gender for diverse groups, including the Medical School of the Federal Fluminense University (Escola de Medicina da Universidade Federal Fluminense) and the National Meeting of Adolescents (Encontro Nacional de Adolescentes—ENA).

SUPPORTING LOCAL AND INTERNATIONAL INITIATIVES TO PROMOTE GENDER EQUALITY AND HEALTH



BY: CHRISTINE RICARDO AND VANESSA FONSECA

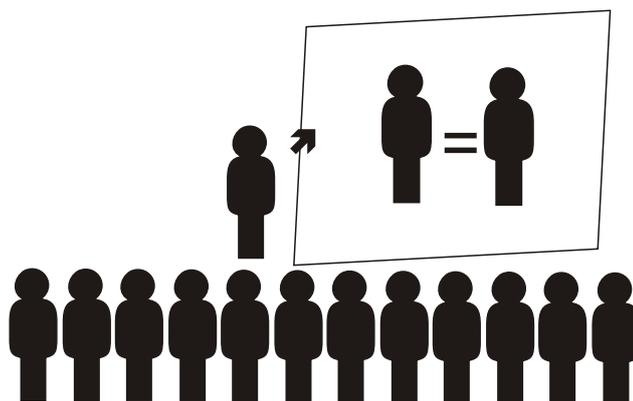
In 2009, Promundo provided technical support to a diverse array of initiatives focused on engaging youth, men and women in the promotion of gender equality.

Promundo is providing support in the impact evaluation of Vencedoras, an economic empowerment program for young women in Brazil. Led by Partners of America, Vencedoras uses a soccer-based curriculum to help young women develop the confidence and skills to increase their economic potential. Program activities began in mid-2009 in three communities in Rio de Janeiro and will continue through 2011.

In 2009, Promundo collaborated with EngenderHealth/ACQUIRE on an OGAC-funded initiative to strengthen male engagement in HIV and Aids programs in Mozambique. Promundo staff facilitated a series of training workshops for more than 70 representatives from local and international NGOs and provided support for the organization of the national MenEngage Network called HOPEM.

The adaptation of Program H in Peru was carried out in collaboration with representatives from UNFPA, the Ministry of Health, local NGOs and facilitators with experience working with youth. Specific topics included contraception, pregnancy and fatherhood. A field-testing was carried out with 100 young men from Pucalpa in the Amazon region of the country and the adapted manual will be launched in 2010.

Since 2006, Promundo has worked with Family Health International (FHI) in Tanzania to adapt Programs H and M (known in Kiswahili as Kaka wa leo and Dada wa leo, respectively) and scale-up their use in HIV prevention programming for youth. In 2009, Promundo coordinated the adaptation of Dada wa leo for the Pact/WORTH Initiative, a self-empowerment program for women, and facilitated a series of trainings for the program's community workers.



E d u c a t i o n a l M a t e r i a l s

A r t i c l e s

R e s e a r c h



The following articles were published in 2009:



Consultation with Children about Physical and Humiliating Punishment: Related to an Experience in Rio de Janeiro, Brazil (available in portuguese only)



Experiences and Attitudes of Men and Women Related to Gender Equality and Health: Preliminary Results from a Household Survey Conducted in Rio de Janeiro, Brazil (available in portuguese only)



Men, Masculinities and Public Policies: Contributions for Gender Equality

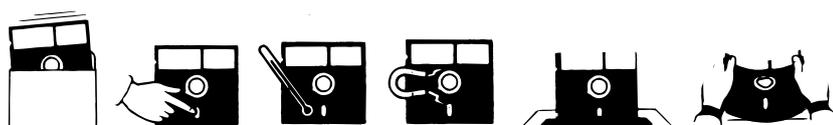
The following educational materials were published in 2009:



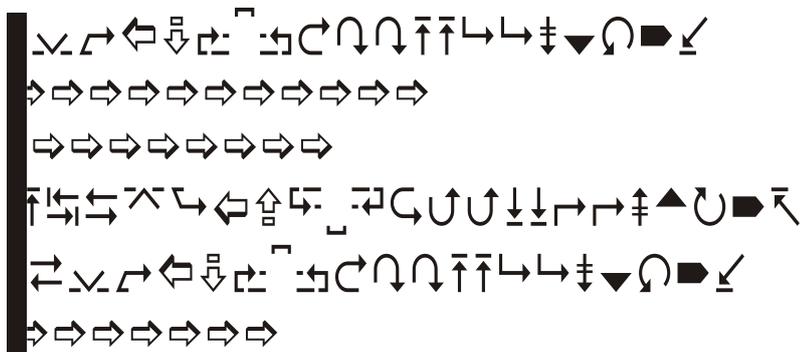
Youth for the End of Violence—digital stories



For the End of Physical and Humiliating Punishment: A Manual for the Sensitization of Fathers, Mothers and Caretakers of Children



Financial Statements



Balance Sheet

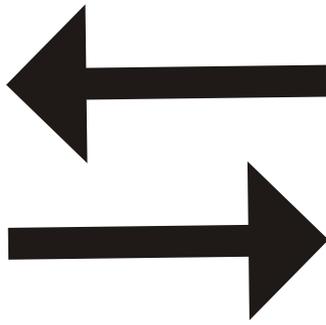
All values in Reais

Assets

SHORT-TERM	2009
Cash	20.815
Bank	389.330
Application	560.589
Accounts receivable	412.844
Advences	10.824
	<u>1.394.402</u>
PERMANENT	2009
Fixed Assets	<u>45.554</u>
	45.554
Total Asset	1.439.956

Liabilities

SHORT-TERM	2009
Legal liability	51.025
Accounts payable	4.250
Contracts and agreements	1.588.722
	<u>1.643.997</u>
EQUITY	2009
Prior year superavit (deficit)	-381.204
Current year superavit	177.163
	<u>-204.041</u>
TOTAL liability	1.439.956



1

2

1

5

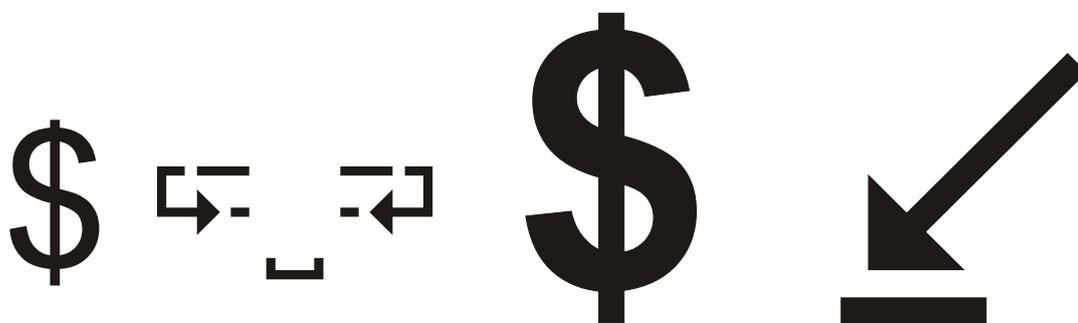
3

9

Income Statement

All values in Reais

REVENUE	2009
Educational materials sales	19.748
Project's revenue	709.410
Interest income	32.892
Other revenues	65.979
	<hr/>
	828.029
EXPENSES	2009
Employees	207.562
Utilities	16.126
Office supplies	7.721
Financial expenses	8.381
Communication	38.253
Accounting fees	57.232
Travel expenses	11.014
Consultants fees	75.407
Third party expenses	—
Contract and agreements	127.795
Depreciation and amortization	11.299
Other expenses	90.076
	<hr/>
	650.866

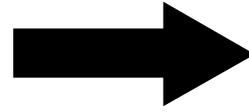


Our Funding

All values in Reais

ORIGIN OF REVENUES ADMINISTERED IN BRAZIL 2009

Congregacion Salesiana	465,60
UNFPA - PERU	5.871,37
UNDP Venezuela	7.070,00
Staying Alive Foundation	11.869,85
Save the Children Angola	15.833,41
NORAD	26.627,75
Instituto Companheiros das Américas - ICA	35.000,00
Canadian International Development Agency - CIDA	35.926,58
UNAIDS	44.811,95
Institute of International Education	60.712,40
Instituto C&A	65.990,00
MacArthur Foundation	78.309,56
Care International	86.257,00
United Nation Development Program - UNDP	101.250,00
SAVE THE CHILDREN SWEDEN	110.383,00
OAK Foundation	117.936,28
Childhope	125.016,66
Engenderhealth	125.820,00
Embassy of the Netherlands	131.240,00
SIDA	140.550,00
OXFAM - NOVIB	150.500,00
UNFPA	199.379,00
Bernard Van Leer Foundation	230.322,00
FORD Foundation	259.789,14
UNIFEM	309.233,00
Nike Foundation	707.600,00
	3.352.997,93

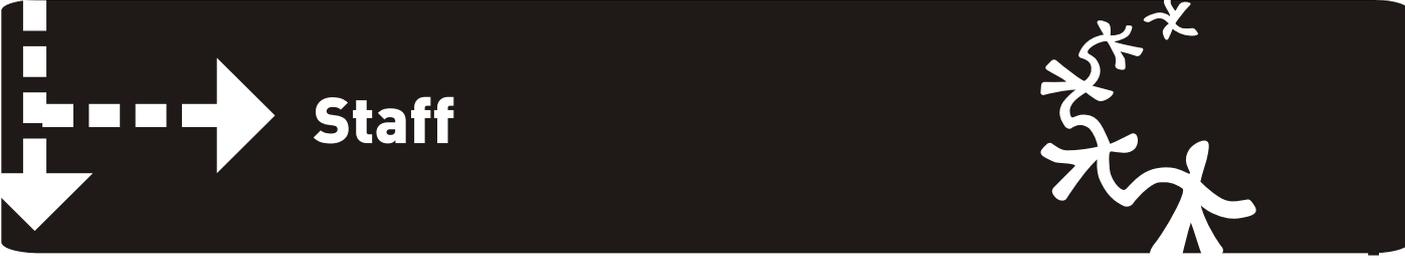


Origin of revenues administered in collaboration with the PIWH - Pacific Institute for Woman's Health

All values in Reais

Donor	2009
Nike Foundation	1.045.000
Ford Foundation	28.573
UNIFEM	362.588
Anonymous	230.000
Total	1.666.161





Staff

CO-EXECUTIVE DIRECTORS

Christine Ricardo
Co-Executive director

Marcos Nascimento
Co-Executive director

TECHNICAL STAFF

Andreza da Silveira Jorge
Consultant

Anna Luiza Campos de Almeida
Marketing and Communications Assistant

Fabio Verani
Senior Program Officer

Gabriela Azevedo de Aguiar
Senior Program Officer

Isadora Garcia
Assistente Sênior

Rogério da Silva Brunelli
Consultant

Vanessa do Nascimento Fonseca
Senior Program Officer

RESEARCH AND EVALUATION

Márcio Segundo
Coordinator

Rafael Machado
Intern

FINANCE AND ADMINISTRATION

Rosemeri Orth
Coordinator

Carmem Araújo
Junior Assistant

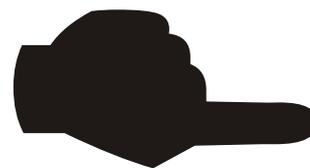
Luiz Fernando Mendes
Junior Assistant

Marianne Cerqueira
Junior Assistant

Suzana Gaudêncio
Secretary



Board of Directors



January 2010

Elizabeth Sussekind,
Pontifícia Universidade Católica do Rio de Janeiro
President

Gary Barker
International Center for Research on Women
Vice-President

MEMBERS

Magaly Marques
Planned Parenthood Los Angeles

Márcia Campos
Instituto Aliança

Mônica de Roure * Ficou até fevereiro de 2010
Ashoka Brasil

Pedro Strozenberg
Instituto Superior de Estudos da Religião

FISCAL BOARD

Mônica de Bolle
Galanto Consultoria





PROMUNDO

Rua México 31/1502 - Centro - Rio de Janeiro -RJ

Cep: 20031 - 904 - Brazil

Telefone / Fax:+55(21) 2544-3114

e-mail:promundo@promundo.org.br

www.promundo.org.br



Graphic Design:

Anna Luiza Campos de Almeida