



FUNDAÇÃO  
Maria Cecília  
Souto Vidigal

**Annual Report 2019**

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## Message from the Leadership

Mariana Luz, CEO of Maria Cecilia Souto Vidigal Foundation, and Dario Guarita Neto, president of the Board of Trustees, talk about strategic planning and achievements in 2019

Early childhood is the fundamental foundation of our society. Investing in the early years of life helps to tackle social inequality, break cycles of poverty, reduce crime, and create a more promising future for everyone. No wonder, “early childhood first” is one of our main mottoes.

In 2019, we worked to keep public, social, and private leaders engaged in the various sectors and initiatives that positively transform the reality of the 20 million Brazilian children from birth to 6 years old and their families. This is even more urgent in a country like Brazil, where one in three children in this age group lives in poverty or extreme poverty.

We took an essential step in our strategic planning to put all the changes we would like to see into practice in Brazil by 2030 and turn this around. **We defined four major goals, focused on early childhood education, parenting, evaluation, and communication.** With short, medium, and long-term milestones, they were drawn upon the premise of the United Nations (UN) Sustainable Development Goals (SDGs), more specifically goal 4.2, which guarantees all boys and girls access to quality early childhood development.

We believe that to achieve these goals, we need to cultivate a team committed, engaged, and anchored in sound principles, capable of guiding the necessary mental models and directing the strategy of the Maria Cecilia Souto Vidigal Foundation along this path. Therefore, in the last year, we have looked carefully at our values. Some of them have been reaffirmed, and others have been redesigned in a

clear process of evolution. The values that will guide our actions are **Love for the cause; Results**, with responsibility, transparency, and integrity; **Collaboration**, with integration and partnerships based on trust; **Plurality**, with respect, inclusion, and non-partisanship; and **Balance**, with excellence and innovation, as well as commitment and lightheartedness.

We highlight the main projects and results of 2019, from each goal.



**Guarantee early childhood education meeting the demand for daycare and all children from 4 to 5 years old in preschool.** Support the development of the early childhood education curriculum in the municipality of Sobral, in that state of Ceará (CE), Brazil, keeping it aligned with the Brazilian Common Core Curriculum (BNCC, in Portuguese). The Boa Vista curriculum was launched in the state of Roraima (RR), Brazil, and tools for planning, monitoring, and evaluating curriculum implementation in the municipality were developed.

**Strengthen caregivers, primarily supporting the most vulnerable families, so they have access to quality parenting services from the time of pregnancy.** That is why in the capital of Roraima, we have made advances in implementing the home visiting program. Home visiting have gradually increased the number of beneficiaries and reached 1,896 families in 2019, 25% of whom were Venezuelan refugees domiciled in Boa Vista.

As part of this second goal, a partnership was established to perform a study in the city of São Paulo, Brazil. This study will analyze the positive impacts on early child development that the Família Acolhedora (Foster Family) strategy offers. The findings will be compared with the practices currently adopted in Brazil based on the institutionalization of children under the care of the Brazilian government.

**Develop early childhood development program evaluation because what cannot be measured cannot be improved.** In addition to measuring the quality of services provided during early childhood education – what we have done with the use of instruments Measuring Early Learning Environment (MELE) and Measuring Early Learning and Quality Outcomes (MELQO) – we need to take a crucial step in assessing early childhood development, as today there is little data and the statistics are not consolidated.

The application of the *Primeira Infância para Adultos Saudáveis* Project (Early Childhood Development for Healthy Adults, or PIPAS, in Portuguese) in the State of Ceará was a major action developed to meet this purpose. During the 2019 Vaccination Campaign, data were collected on early childhood development milestones of more than 7000 children from 0 to 5 years old, with information on health, nutrition, safety and protection, responsive care, and learning. Based



on this experience, the Ministry of Health signed an agreement with the Brazilian Institute of Geography and Statistics (IBGE, in Portuguese) to use in 2020 the PIPAS methodology in the Continuous National Household Sample Survey (Pnad Contínua, in Portuguese), covering about 210 thousand households. The data obtained will paint a picture of the state of early childhood health and development in the country, providing input to boost public policy for early childhood care.



While still in the evaluation phase, we made progress in the impact studies of home visiting programs, such as the federal government's *Criança Feliz* (Happy Child) Program. The baseline has been established, comprising more than three thousand families from 30 municipalities, spread across six Brazilian states: Bahia (BA), Ceará (CE), Pará (PA), São Paulo (SP), Goiás (GO), and Pernambuco (PE).

**The last goal concerns communication: everyone needs to know that what they experience in early childhood has an impact throughout their lives** – and that window of opportunity cannot be missed. This goal was highlighted with the production of *Caderno Globo Primeira Infância*. The publication brought together interviews and articles by leading specialists in areas related to early childhood development, as a way to raise awareness among different audiences, so that they give greater visibility to the first years of life, emphasizing the urgency that the cause deserves.

We know that these four goals are bold and that we have a long way to go. But we also believe in the transformative power of coalitions and innovative promotions of this positive, effective, and lasting social impact. We are experiencing this in the context of the COVID-19 pandemic, which has structurally shaken the family and professional routine around the world, mainly affecting the most vulnerable. As uncertain as things may now seem, the collaboration and solidarity of everyone have been vital in keeping the hope that tomorrow will be more promising and safer for adults and children. Fortunately, these characteristics are prevalent among our team, the members of the governance, the Souto Vidigal Family and our partners, to whom we are very grateful for this further exercise of achievements.

All of this allows us to maintain the optimism and confidence that, in 2030, we will be able to say that the small children of our country live in a society that offers equal opportunities for everyone to develop to their full potential.

Happy reading.

**Mariana Luz**, CEO of Maria Cecília Souto Vidigal Foundation  
**Dario Guarita Neto**, Chairman of the Board of Trustees

# The year 2019

New challenges, new strategic planning, and new goals: 2019 was an intense year, with many achievements for the Maria Cecilia Souto Vidigal Foundation. A year in which we established the transformations we want to see in society in 2030 and in which we built short-, medium-, and long-term milestones for promoting positive impacts on the lives of children from birth to six years of age.

More than ever, the desire to guarantee the right to full and integral early childhood development was at the heart of our actions. Knowing the fundamental role that public policy plays in achieving this goal, the team grew and structured our advocacy strategy. The new Institutional Relations Department has been tasked with the mission of encouraging decision-makers. The department is collaborating, even more, to formulate and implement services and programs that meet the needs of children and their families, especially those who live in situations of vulnerability.

We expanded our operations with new partnerships, coalitions, and projects in the areas of early childhood education, parenting, assessment, and communication, in addition to initiatives focused on intra-governmental collaboration. You can see these actions and all the Foundation's efforts to ensure that early childhood development is seen in detail as a priority in the most diverse sectors of society throughout our annual report.

Enjoy the read!

# The Foundation

Since 2007, the Maria Cecilia Souto Vidigal Foundation has focused on promoting early childhood development, a phase that goes from birth to 6 years of age. Studies indicate that this period represents a window of opportunity, crucial for early childhood development. The speed and complexity with which brain connections are established are unique to this age group. Recent research indicates that there are 1 million synapses formed per second and that 90% of brain connections are established by age 6.

Science proves that growing up in a welcoming, harmonious environment rich in positive experiences is fundamental for the well-being of children today and for them to have a future with more possibilities. On the other hand, living in a threatening atmosphere, permeated by violence, poverty, abuse, and neglect, can help to produce changes that negatively affect the child for life.

Such evidence makes investment in early childhood development something of an urgent matter. From there stems the purpose of Maria Cecilia Souto Vidigal Foundation: develop children to develop society. To make this possible, we communicate with different sectors of society. It starts with scientific knowledge, supporting research and models, and translating up-to-date information so that the information reaches those who need it most.

By strategically advocating, we work with public and social leaders to promote structural changes that protect young children and their families. We currently promote partnerships with the private sector to increase impacts and leverage results. In this case, showing that adopting good corporate practices that value early childhood development always benefits children, families, and the companies themselves, by impacting productivity and improving employee retention.

The Maria Cecilia Souto Vidigal Foundation also acts to educate society, primarily using opinion leaders, about the importance of the first years of a child's life. After all, the Brazilian Federal Constitution established it as everyone's duty – the country, families, and society – to ensure the rights and best interests of children and adolescents with absolute priority.



# Our Goals for Impact

*In the early childhood universe, we have set four goals that will guide our initiatives until 2030:*



## **Quality daycare for anyone who wants or needs it and quality preschool for everyone**

Guarantee quality early childhood education meeting the demand for daycare and all children from 4 to 5 years old in preschool.



## **Strengthen those who care. Support the most vulnerable families, from pregnancy up to 3 years of age.**

Guarantee quality parenting services to all CAD enrolled families, expectant mothers, and children up to 3 years old.



## **Early childhood development evaluation: what cannot be measured cannot be improved**

Implement an evaluation system for child development and early childhood education.



## **Everyone needs to know: what you experience during early childhood impacts your entire life**

Increase society's understanding of the impact that early childhood experiences have throughout a lifetime.



# Our Values



## Love for the cause

early  
childhood first



## Results

responsibility,  
transparency,  
and integrity



## Collaboration

trust-based integration  
and partnerships



## Plurality

respect, inclusion,  
and nonpartisanship



## Balance

excellence  
and innovation,  
commitment and  
lightheartedness

“

*A child's brain is the most plastic in the universe.  
If your experience is full of talking, relationship building,  
social understanding, play, and imagination, the brain soars.*

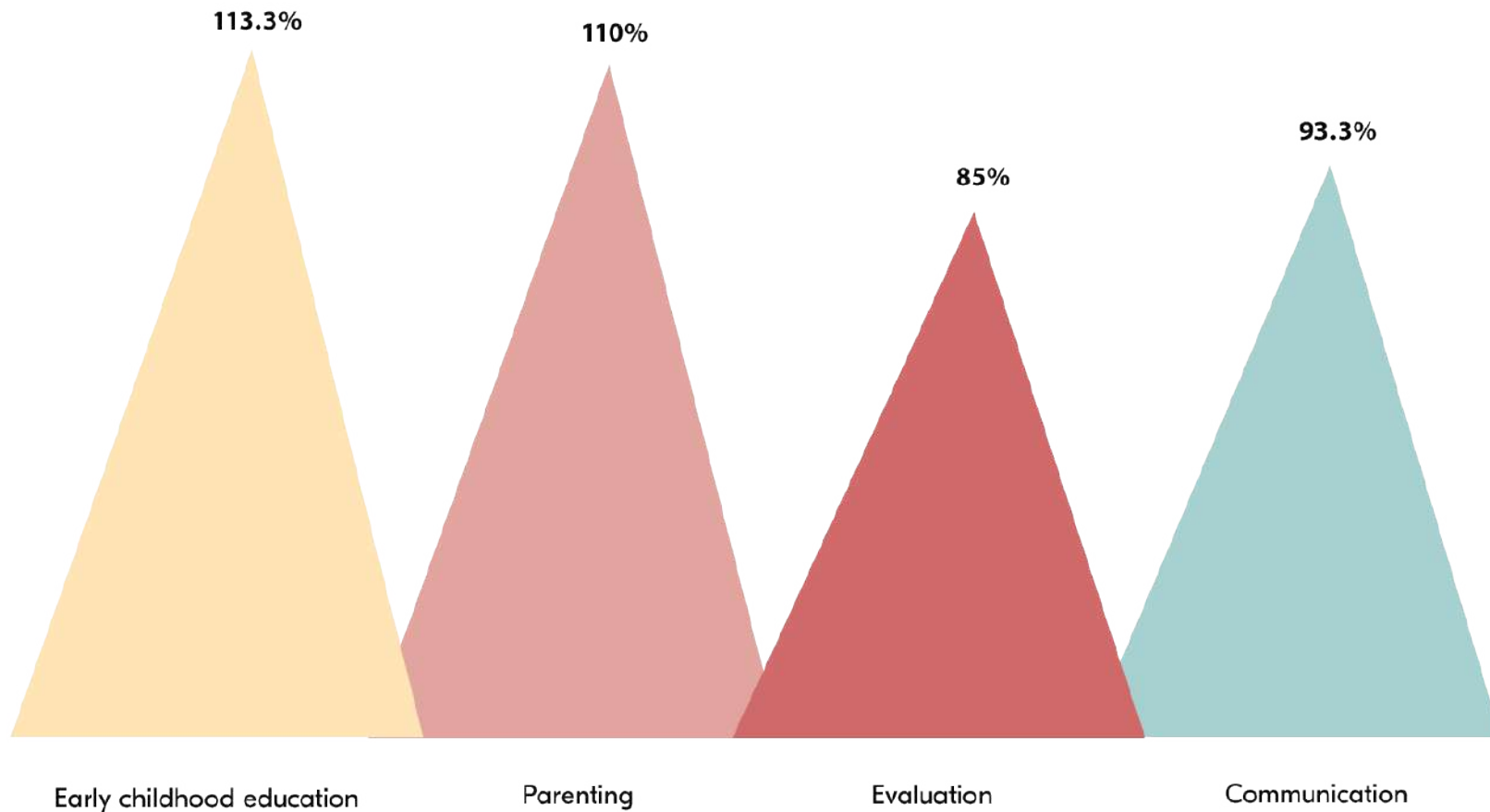
”

## Patricia K. Kuhl

Co-Director of the Institute for Learning and Brain Sciences,  
University of Washington, USA

# Results Map

*This chart consolidates the achieved intermediate goals foreseen for the year. It was created to monitor the path that the Maria Cecilia Souto Vidigal Foundation is on to ensure the four major impact goals – Early Childhood Education, Parenting, Evaluation, and Communication – are achieved by 2030 (maximum value: 120%).*



# Yearly Initiatives

## Parenting

Projects designed to strengthen families and encourage caregiver-child interaction





## Request for Proposal (RFP), Saving Brains – Parenting

Parenting

Started in 2014

**Impact target:** Strengthen those who care. Support the most vulnerable families, from pregnancy up to 3 years of age

**Audience:** Public, social, and private leadership

**Status:** In progress

**Partner:** Grand Challenges Canada

### **Objective:**

Saving Brains supports innovative initiatives aimed at promoting solutions and models that respond to the primary challenges of early childhood development in the first one thousand days of life that can potentially generate systemic and sustainable change.

### **Results:**

Implementation and development of two selected pilot projects, respectively, in the 5<sup>th</sup> and 6<sup>th</sup> Saving Brains RFPs:

- *CanalCanoa*: developed by Usina da Imaginação, it aims to map and record good indigenous peoples' parenting practices for early childhood development, through filming and discussions among the communities in the region of São Gabriel da Cachoeira, in the state of Amazonas, Brazil.

In 2019, 200 Ajuris (conversation circles) were held with the active participation of 1,186 adults and 1,148 children in sessions within indigenous communities. The project indirectly benefited more than 40 thousand people by circulating videos in the Alto do Rio Negro region. Videos were also adopted by the Indigenous Board of Health (Diretoria de Saúde Indígena) as part of their training material for health professionals.

- *Motherly*: consists of an application for expectant mothers from 14 to 34 years of age, aiming to strengthen mothers' mental health and, consequently, improve parental interactions with newborns. In 2019, the project gained profiles on social networks (**Facebook** and **Instagram**), and a **website with information about the initiative**. It started registering expectant mothers interested in receiving content on maternity while still in the development phase. Even before the launch, it had already registered 450 women.



## Early Childhood Development Innovation Fund

Parenting

Started in 2017

### Objective:

Support the design, implementation, and evaluation of innovative early childhood development initiatives (cognitive, motor, linguistic, and socioemotional) in the first five years of life, aiming at the training and expansion of support services for children in vulnerable situations.

### Result:

A partnership was established to perform an intervention study. The research analyzes the positive impacts on early child development that the *Família Acolhedora* (Foster Family) strategy offers, in comparison with the practices currently adopted in Brazil based on the institutionalization of children under the care of the Brazilian government.

The research is carried out in São Paulo, Brazil, mediated by the São Paulo State Appellate Court, Instituto PENSI, and Instituto Fazenda História, and coordinated by Professor Dr. Charles Nelson of Harvard Medical School and Boston Children's Hospital. It intends to provide scientific evidence on the best way for the national government to provide care for children who are removed from their families due to severe adverse conditions.

**Impact target:** Strengthen those who care. Support the most vulnerable families, from pregnancy up to 3 years of age

**Audience:** Public servants and social organizations

**Status:** In progress

**Partners:** Inter-American Development Bank (IDB), FEMSA Foundation, and Open Society



# Request for Proposal (RFP) for Research for Early Childhood Development Innovation – Parenting

Parenting

Started in 2016

Among the results obtained are:

- 20% of caregivers experienced moderate or severe levels of depression. Moderate symptoms of anxiety were less prevalent, affecting only 6% of the surveyed caregivers. A significant subgroup of caregivers also reported high or clinically significant parental stress (10% -24% in the subscales).
- The current intervention services focus on working directly with the child, rather than helping the caregiver to support the child's development.
- Increased use of family-centered intervention was associated with less stress from parents who increasingly used the coping strategy.

Based on the results, the research team made the following recommendations, considering public policy involving children and their caregivers:

- Develop social service programs that increase resources to support families of children with Congenital Zika Syndrome (CZS).
- Include mental health awareness programs (specifically depression and stress) for caregivers of low-income children with CZS, with a focus on prevention and treatment.

**Impact target:** Strengthen those who care. Support the most vulnerable families, from pregnancy up to 3 years of age

**Audience:** Public managers and academia

**Status:** Concluded

**Partners:** University of Nebraska-Lincoln, Universidade Federal Rural de Pernambuco (UFRPE, in Portuguese), and Escola do Bairro

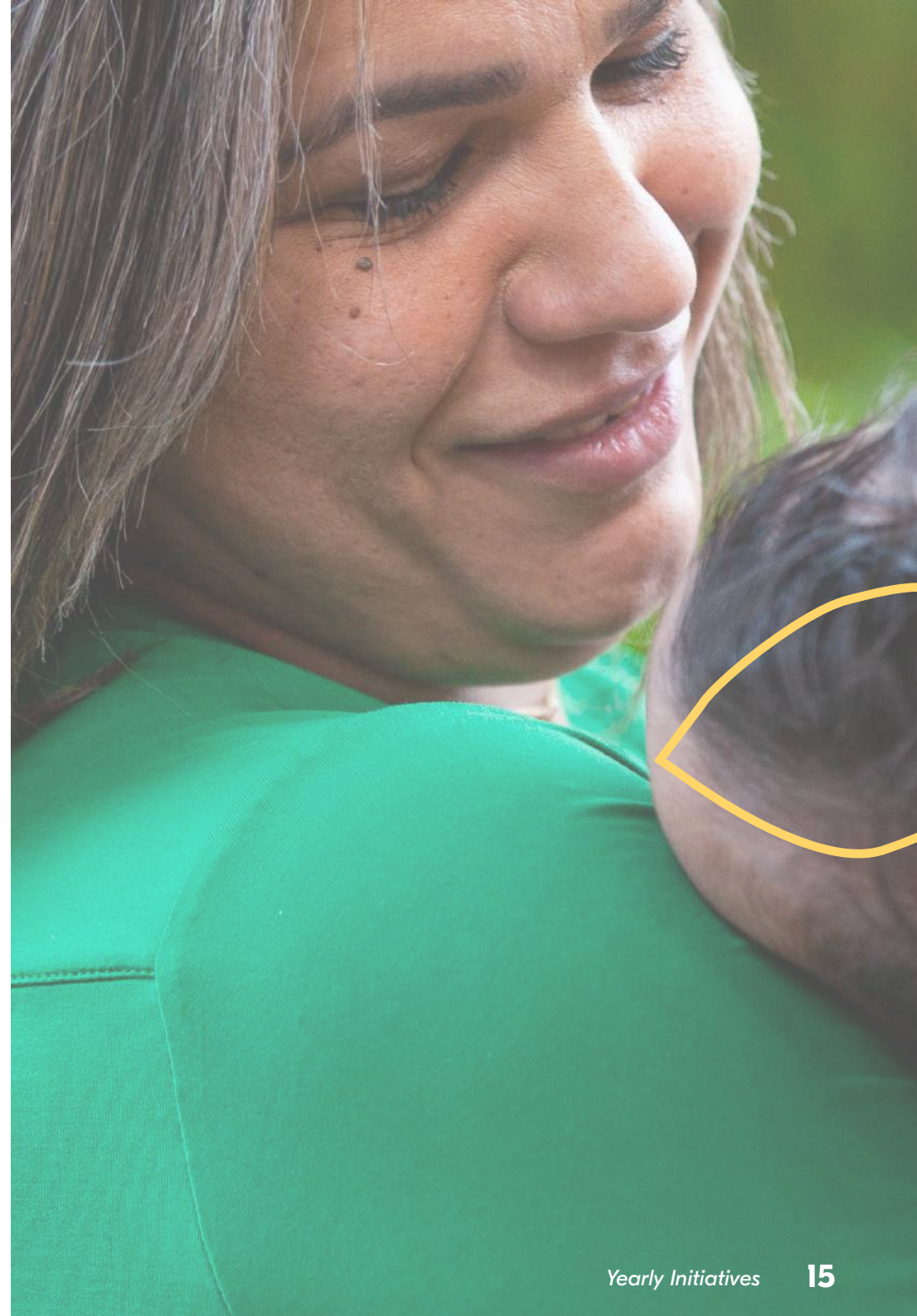
**Objective:**

Carry out an RFP for research to enrich the scientific basis of early childhood development parenting interventions, focusing on innovation.

**Results:**

Completion of the “Needs and Adaptation of Caregivers of Young Children with Congenital Zika Syndrome in Northeastern Brazil” study, which analyzed psychological suffering, caregiving experiences, and the support available among Brazilian caregivers of babies and children with Congenital Zika Syndrome (CZS).

- Integrate mental health support services for caregivers into the existing early intervention programs targeted at children with CZS.
- The cruciality of the role of designing strategies for coping with stress and promoting well-being needs to be considered while developing new caregiver support programs designed to help caregivers of children with CZS.
- Employ professional training on strategies for coping with stress and promoting the socioemotional health of professionals who will support the psychological resilience of caregivers in the care of a child with CZS.
- Increase awareness among public and government agencies about how CZS affects families and show how to meet the needs of families and children best at home and in school.
- Ensure children with CZS are included in schools, and promote the training of education professionals and any other needs for effective inclusion in schools.
- Ensure more funding for early childhood education and programs to support children with CZS and other disabilities within schools.
- Educate society about the fathers' importance in supporting their families.
- Also, researcher Dr. Pompeia Villachan-Lyra and her team carried out an 8-hour training session on microcephaly and CZS for 282 professionals from Recife's municipal education network. The first article resulting from the study was published in the **international academic journal Disability and Rehabilitation.**





## ***São Paulo Pela Primeiríssima Infância*** **Program (São Paulo for Early Childhood Development, or SPPI, in Portuguese)**

Parenting

Started in 2012

**Impact target:** *Strengthen those who care. Support the most vulnerable families, from pregnancy up to 3 years of age*

**Audience:** *Public, social, and private leadership*

**Status:** *Concluded*

**Partners:** *São Paulo Institute of Health and São Paulo State Department of Health*

### **Objective:**

Promote complete childhood development by evaluating clinics and care services for families of expectant mothers and children from birth to 3 years old, in addition to promoting the planning and intersectoral collaboration of municipal and regional administrations and preparing society for the significance of the first years of life.

### **Results:**

The Participatory Evaluation Seminar was held in Apiaí (Itaóca, Apiaí, Barra do Chapéu, Itapirapuã Paulista, and Ribeira) and on the Northern Coast of the state of São Paulo (Caraguatatuba, Ilhabela, São Sebastião, and Ubatuba) as

the closing phase of the program training cycle. The seminar also marked the end of the Maria Cecília Souto Vidigal Foundation's participation in the program.

The program became a public policy of the government of the state of São Paulo. The municipalities were analyzed in 44 indicators, distributed in eight categories. This assessment helps each city to identify how well it is providing care to expectant mothers and children from 0-3 years old, to plan new actions that favor early childhood development, to promote individual and community-wide education, and to share the results with stakeholders.

In the Apiaí region, the indicator on the quality of care services during childbirth and the postpartum period showed the most significant improvement in comparison with the baseline, reaching an index of 85% (it was 58% before the program). On the Northern coast, the highlighted indicator was on society and government both favoring early childhood development more, with 58% *versus* 27% on the baseline. In both regions, the focal point is on improving play spaces in the community and healthcare and social development units.

In addition, early childhood development intersectoral committees were structured, and *Semana do Bebê* (Baby Week) was held to mobilize society in every city and town that has participated in the program since its inception in 2012.





## Saving Brains – Transition to Scale – Boa Vista (State of Roraima, Brazil)

Parenting

Started in 2017

**Impact target:** Strengthen those who care. Support the most vulnerable families, from pregnancy up to 3 years of age

**Audience:** Public, social, and private leadership

**Status:** In progress

**Partners:** Inter-American Development Bank (IDB), Criança Feliz (Happy Child) Program, Grand Challenges Canada, Faculty of Medicine Foundation (FFM, in Portuguese) of the University of São Paulo (USP), and Boa Vista local government

### Objective:

Support the scaling of innovative initiatives that promote solutions and models that respond to the primary challenges of early childhood development in the first one thousand days of life that can potentially generate systemic and sustainable change.

### Results:

The project has gradually increased in beneficiaries and gives continuity to the implementation phase, which started in 2017. In 2019, the total number of families reached 1,896, 25% being Venezuelan refugees domiciled in Boa Vista. This was an additional challenge for the project not only due to the foreign language but mainly due to the large number of refugees in situations of extreme vulnerability.

Among the benefited families, 1,281 received home visits, and 615 participated in group meetings. The meetings also began to be offered at the seven Social Assistance Reference Centers (CRAS) in Boa Vista (Roraima, Brazil), and not just in the *Família que Acolhe* (FQA, in Portuguese) building. This adaptation made it closer to the homes of the families served. In all, 14,838 visits and meetings were carried out in 36 neighborhoods.

Programs of this nature focus on assisting in the construction of affective bonds between adults and children. They reinforce the role of caregivers in guaranteeing the protection, emotional support, and stimuli that children need to achieve complete development. Part of the research has been conducted by the Faculty of Medicine Foundation of the University of São Paulo (FFMUSP, in Portuguese) to assess which intervention model is most cost-effective and to help public managers in making decisions about new policies for family care. FFMUSP partnered with the of Boa Vista Town Hall, and with the local public policy *Família que Acolhe* (FQA), the *Criança Feliz* (Happy Child) Program, Maria Cecilia Souto Vidigal Foundation, Grand Challenges Canada, and the Inter-American Development Bank (IDB).

## Yearly Initiatives

### Early Childhood Education

Projects developed to validate early childhood education in Brazil





# Early Childhood Education Curriculum

## — Boa Vista (State of Roraima, Brazil)

Early Childhood Education

Started in 2017

**Impact target:** *Quality daycare for anyone who wants or needs it and quality preschool for everyone*

**Audience:** *Public managers and early childhood education professionals*

**Status:** *In progress*

**Partners:** *Center for Excellence and Innovation in Educational Policies (CEIPE/FGV) and City of Boa Vista*

**Objective:**

Support the development of the early childhood education curriculum, aligning with the Brazilian Common Core Curriculum for Early Childhood Education (BNCCEI, in Portuguese), for the municipal network of Boa Vista (state of Roraima, Brazil), through a participatory process. Also, support the implementation of the curriculum by structuring the network and monitoring the process.

**Results:**

The official launch and start of the implementation phase of the curriculum produced in 2018, the elaboration process of which counted on the participation of teachers, principals, and coordinators, as well as parents and children — as provided for in the Brazilian Legal Framework for Early Childhood Development.

Cascading training stages were also implemented for the early childhood education network. The Department of Education assisted in developing tools for planning, monitoring, and evaluating the implementation of the curriculum.



## Early Childhood Education Curriculum – Sobral (State of Ceará, Brazil)

Early Childhood  
Education

Started in 2019

**Impact target:** *Quality daycare for anyone who wants or needs it and quality preschool for everyone*

**Audience:** *Public managers and education professionals*

**Status:** *In progress*

**Partners:** *Consultant Dr. Marisa Ferreira, from Instituto Vera Cruz (São Paulo, Brazil), and the Sobral local government*

### **Objective:**

Develop the curriculum for early childhood education to be in line with the Brazilian Common Core Curriculum (BNCC, in Portuguese) and with the current expectations and achievements of Sobral's (state of Ceará, Brazil) municipal network.

### **Results:**

A curriculum produced by a group of professionals from the Department of Education and the municipal network, with input from teachers, principals, and the families and children themselves. Early childhood education specialist Dr. Marisa Ferreira served as a consultant during the drafting process, and the document was sent for public consultation. It was then launched at the beginning of the school year in January 2020.



# Request for Proposal (RFP), Saving Brains – Early Childhood Education

Early Childhood Education

Started in 2014

**Impact target:** *Quality daycare for anyone who wants or needs it and quality preschool for everyone*

**Audience:** *Public, social, and private leadership*

**Status:** *In progress*

**Partners:** *Grand Challenges Canada*

## **Objective:**

Saving Brains supports innovative initiatives aimed at promoting solutions and models that respond to the primary challenges of early childhood development in the first one thousand days of life that can potentially generate systemic and sustainable change.

## **Results:**

Brain Games is a pilot project selected in the 5<sup>th</sup> Saving Brains RFP, focusing on early childhood education. The project was executed by the Faculty of Medicine Foundation of the University of São Paulo (FFMUSP, in Portuguese). It aims to promote self-regulation skills and executive functions in 3½ to 5-year old children, using a low-cost kit of exercises and playful games to complement the teachers' classroom activities. In 2019, the intervention was carried out in 12 Municipal Early Childhood Education Schools (EMEI, in Portuguese) and 11 Early Childhood Education Centers (CEI, in Portuguese) in the West Zone of the city of São Paulo, Brazil. There was a sample of 430 children in the study, considering both those who participated in the initiative (intervention) and those who had no contact with the pilot project (control group).



## Implementation of the Brazilian Common Core Curriculum (BNCC, in Portuguese) – Early Childhood Education Stage

Early Childhood Education

Started in 2018

**Impact target:** Quality daycare for anyone who wants or needs it and quality preschool for everyone

**Audience:** Public education managers

**Status:** Concluded

**Partners:** Ministry of Education (MEC) and Movimento pela Base Nacional Comum (Movement for the Brazilian Common Core)

### Objective:

- Research the challenges and strategies used in the structuring between the federal, state, and municipal governments for implementing the Brazilian Common Core Curriculum for Early Childhood Education (BNCCEI, in Portuguese) in the states of Santa Catarina, São Paulo, Mato Grosso do Sul, Pará, and Pernambuco. Therefore, each of the country's five political regions has representatives.
- Analyze if the developed curriculum is in line with the provisions of the BNCCEI.
- Survey the main learnings along the process, as well as elements vital for continued teacher training aiming to implement the curricula.

- Disseminate results among key actors – MEC, Movement for the Brazilian Common Core, Brazilian Municipal Education Directors Union (UNDIME, in Portuguese), and Brazilian Council of Secretaries of Education (CONSED, in Portuguese).

**Results:**

Research publication ***A Implementação da BNCC da Educação Infantil nos Sistemas de Ensino: estudo em cinco estados*** (The Implementation of Early Childhood Education BNCC in Education Systems) and the ***Executive summary***. PDr. Zilma de Oliveira, a specialist in early childhood education, took part in a Facebook Live session to promote the event. The live broadcast reached more than six thousand people and was shared 50 times.

The study revealed that states, municipalities, and schools had little experience in working with an early childhood education curriculum. In general, it showed there is still a predominant belief of not needing a lot of training to work with children in daycare centers and preschools.

Based on this diagnosis, some recommendations were drawn up for continuous training within the networks:

The relationship between fields of experience, learning rights, and learning and development goals brought forth by the BNCC (in Portuguese) and school pedagogical projects must be considered.

- Time and space management in early childhood education should place children at the center of the process.
- The training must take diversity into account — indigenous, quilombola, and riverine populations, in addition to special education.





# Request for Proposal (RFP) for Research on Early Childhood Development Innovation – Early Childhood Education

Early Childhood  
Education

Started in 2016

**Impact target:** *Quality daycare for anyone who wants or needs it and quality preschool for everyone*

**Audience:** *Public managers and academia*

**Status:** *In progress*

**Partners:** *The University of Nebraska-Lincoln and Escola do Bairro*

**Objective:**

Carry out an RFP for research to enrich the scientific basis of early childhood development interventions in the area of early childhood education, focusing on innovation.

**Results:**

The objective of the *Ciências na Pré-escola: conversa e reflexão em ação* (Science in Preschool: Conversation and Reflection in Action) study is to understand preschool teachers' concepts about science in classrooms in the city of São Paulo, Brazil. The preliminary results point to the improved outcomes of the teachers' reflection on using science in the classroom after experiencing professional development intervention sessions. During these interventions, teachers (alongside researchers) watched videos of students using science materials provided by the initiative and jointly reflected on the activities.



# Yearly Initiatives

## Evaluation

Projects carried out to measure the impact and quality of services and programs designed for children





# Impact assessment of the *Criança Feliz* (Happy Child) Program

Evaluation

Started in 2017

**Impact target:** *Early childhood development evaluation: what cannot be measured cannot be improved*

**Audience:** *Public, social, and private leadership*

**Status:** *In progress*

**Partners:** *World Bank, Itaú Social Foundation, Brazilian Ministry of Citizenship, United Nations Development Program (UNDP), and Federal University of Pelotas, Brazil (UFPEL)*

## **Objective:**

Assess how the Federal Government's *Criança Feliz* (Happy Child) Program impacts parental empowerment and the development of children up to 3 years old, divided into two groups: those served by the program (intervention) and those who have not yet had contact with *Criança Feliz* Program (control group).

## **Results:**

Coordinated by Professor Dr. Cesar Victora, Ph.D., a researcher at the Federal University of Pelotas (UFPEL, in Portuguese), the research established its baseline, comprising 3,242 families from 30 municipalities, among six Brazilian states (Bahia, Ceará, Pará, São Paulo, Goiás, and Pernambuco). Regarding the profile of those who participated in this stage of the study, these are some of the findings:

- 98% of families are beneficiaries of the *Bolsa Família* Program (Family Allowance, in English a social welfare program of the Government of Brazil).
- 30% of mothers have only one child, and 90% of those mothers are the child's primary caregivers.
- Both groups (control and intervention) averaged eight prenatal consultations.
- In both the control and intervention groups, only 30% of pregnancies were planned.
- Although more than 33% of the mothers did not live with a parent, at least 85% of the parents supported the pregnancy.

As for the health of the child and the mother, some of the results found are:

- Less than 50% of children had up-to-date vaccinations.
- Only 1% of mothers reported a child with a disability.
- 6% of children had a low birth weight.
- About 25% of mothers suffered from depression.

Initial monitoring of the development of the children benefited by the program began. In this new stage, 2,404 families were interviewed until December 31, 2019 — 74% of the total baseline. This figure exceeded the average loss in long-term intervention assessments, which occurred due to changes in addresses and cities, withdrawal from the program, among other factors.



## Impact assessment of the *Programa Primeira Infância Melhor* (Better Early Childhood Development Program, or PIM, in Portuguese)

Evaluation

Started in 2018

**Impact target:** *Early childhood development evaluation: what cannot be measured cannot be improved*

**Audience:** *Public, social, and private leadership*

**Status:** *In progress*

**Partners:** *Getulio Vargas Foundation (FGV Clear — Center for Learning in Evaluation and Results for Brazil and Lusophone Africa) and the Rio Grande do Sul State Department of Health*

### **Objective:**

Evaluation support for the Better Early Childhood Development Program (PIM, in Portuguese), launched in 2003, to measure how the home visiting program impacted parental reinforcement and the development of young children divided into two groups: those served by the initiative (intervention) and those who have not yet had contact with the PIM (control group).

### **Results:**

- In 2019, 53,180 families, 58,498 children, and 7,977 expectant mothers were served by the program.
- Completion of the baseline with the assessment of 502 children in the cities of Canoas, Porto Alegre, Viamão, and Serafina Corrêa, in the state of Rio Grande do Sul, Brazil, and analysis of the data collected. Some of the results found in this step:
  - Mothers are the primary caregivers in both groups (control and intervention). Approximately 85% of them are dedicated to caring for their children.
  - About 68% of the pregnancies were unplanned
  - Both groups (control and intervention) averaged nine prenatal consultations.
  - Some of the children's primary caregivers have a high school education; some of them have never graduated.
  - 57% of the participants in the intervention group, and 67% of the control group are beneficiaries of federal assistance programs.
  - 40% of participants in both groups (control and intervention) have an average monthly income one minimum wage or less, and 30% earn between one and two minimum wages.



# Evaluation of the Quality of Early Childhood Education in the City of São Paulo (State of São Paulo, Brazil)

Evaluation

Started in 2019

## Objective:

Measure the quality of early childhood education by adapting and validating the Measuring Early Learning Environment (MELE) instruments, a module from Measuring Early Learning and Quality Outcomes (MELQO) in the city of São Paulo (SP), Brazil.

The proposed instruments – with teacher and principal interviews and direct classroom observations – include structural and procedural quality measures. These instruments aim to evaluate the environment and the pedagogical processes.

## Results:

- The instruments were adapted in order to align their concepts with the Brazilian Common Core Curriculum for Early Childhood Education (BNCC/EEI, in Portuguese)
- Two sets of instruments were generated: one for daycare (2 to 3-year olds) and another for preschool (4 to 5-year olds).
- There were 65 preschools evaluated, in which 130 classes were observed.
- Fifty daycare units were evaluated, in which 100 classes were observed.
- The assessment results will be returned to the education network in 2020. The findings will serve as a basis to subsidize policies and actions of the Department of Education and to stimulate concepts on how to improve pedagogy in daycare units and preschools in the city of São Paulo, Brazil.

**Impact target:** *Early childhood development evaluation: what cannot be measured cannot be improved*

**Audience:** *Public managers and early childhood education professionals*

**Status:** *In progress*

**Partners:** *Laboratory of Studies and Research in Social Economy (LEPES, in Portuguese) – USP Ribeirão Preto and São Paulo Municipal Government*



# Evaluation of the Quality of Early Childhood Education in the City of Sobral (State of Ceará, Brazil)

Evaluation

Started in 2019

**Impact target:** *Early childhood development evaluation: what cannot be measured cannot be improved*

**Audience:** *Public managers and early childhood education professionals*

**Status:** *In progress*

**Partners:** *Laboratory for Studies and Research in Social Economics (LEPES, in Portuguese) – USP Ribeirão Preto, Laboratory for Research in Educational Opportunities (LAPOPE, in Portuguese), Federal University of Rio de Janeiro (UFRJ, in Portuguese), and the Sobral Municipal Government*

**Objective:**

- Apply the set of assessment tools for early childhood education from the Measuring Early Learning Quality Outcomes (MELQO), which consists of measuring the quality of early childhood education through the adaptation and validation

of the Measuring Early Learning Environment (MELE) instruments, in the City of Sobral in the state of Ceará, Brazil.

- Measure the development and learning outcomes of 2 to 5-year old children using the set of Measuring Outcomes, Development, and Early Learning (MODEL) instruments.
- Apply the International Performance Indicators in Primary Schools (IPIPS) instrument as a complementary measure of children's learning and development and management of the Brazilian version of MELQO.

**Results:**

- The instruments were adapted in order to align their concepts with the Brazilian Common Core Curriculum for Early Childhood Education (BNCCEI, in Portuguese).
- Two sets of instruments were generated: one for daycare (2 to 3-year olds) and another for preschool (4 to 5-year olds).
- Six hundred eighty-one (681) children were evaluated using MODEL and IPIPS.
- There were 41 preschools evaluated, in which 113 classes were observed.
- Forty-one (41) daycare units were evaluated, in which 101 classes were observed.
- The results will be returned to the network in 2020. The findings will serve as a basis to subsidize policies and actions of the Department of Education and to stimulate concepts on how to improve pedagogy in daycare units and preschools in the city of Sobral in the state of Ceará, Brazil.



## Early Childhood Education Monitoring System – Boa Vista (State of Roraima, Brazil)

Evaluation

Started in 2019

### Objective:

A quality-monitoring platform was created for the Boa Vista (RR) preschools in 2019 to give continuity to the 2018 early childhood education assessment. The platform was based on data from the Measuring Early Learning Quality Outcomes (MELQO) tool for 4 to 5-year old children. The platform generates feedback reports for the network using regularly-collected data automatically transferred from the local Department of Education and Culture (SMEC, in Portuguese). The reports contain information about the quality of the schools, pedagogy, and adult-child interaction. The developmental progress and learning outcomes of the children enrolled are also provided in the reports. The information was organized to allow network managers to make fact-based decisions regarding their preschool policies, such as curriculum implementation and improving continuous teacher training, school equipment, and targeting programs.

### Results:

- A monitoring system was created from a workgroup with members of the Department of Education and consultants from the early childhood curriculum project.
- Department of Education technicians were trained in the application of MELQO.
- A platform was created and presented to the Department of Education team and school managers.

**Impact target:** *Early childhood development evaluation: what cannot be measured cannot be improved*

**Audience:** *Managers and technicians from the Department of Education and municipal education network*

**Status:** *Concluded*

**Partners:** *Laboratory of Studies and Research in Social Economy (LEPES, in Portuguese) – USP Ribeirão Preto and the Boa Vista local government*



## Território Ceará (State of Ceará Territory)

Evaluation

Started in 2019

### Objective:

Assisting the state government of Ceará to organize support and complement the actions aimed at early childhood development, to empower and validate state public policy.

### Results:

The *Primeira Infância para Adultos Saudáveis* Project (Early Childhood Development for Healthy Adults, or PIPAS, in Portuguese) was created to initiate actions that can contribute to childhood development in the state — developed by Instituto de Saúde.

During the 2019 Vaccination Campaign, data relating to child development milestones were digitally collected from 7,068 children from 0 to 5 years of age, far exceeding the target of 5,400. The instrument was applied in 16 municipalities, using the information provided by parents. The results of this survey served as diagnostic input for five local developmental dimensions: health, nutrition, safety and protection, responsive care, and learning.

Incorporating PIPAS not only painted a portrait of early childhood development in Ceará, but it also guided public managers in decision-making, especially during the strategic planning workshop on early childhood development actions focused on the 48,000 most-vulnerable families in the state. The workshop helped identify the primary critical nodes and macro-actions to address these gaps and challenges in the different portfolios, especially for teenage pregnancy, domestic violence, active parenting, and assessing the quality of early childhood education.

**Impact target:** *Early childhood development evaluation: what cannot be measured cannot be improved*

**Audience:** *Public education managers society*

**Status:** *In progress*

**Partners:** *Instituto de Saúde, ASTEF Foundation (Research Support Foundation in Ceará and the Northeast), and the Ceará State Department of Health*

# Yearly Initiatives

## Communication

Projects carried out to educate society on how important the early years are to childhood development







# Caderno Globo (Globo Notebook)

Communication

Started in 2018

**Impact target:** *Everyone needs to know: what you experience during early childhood impacts your entire life*

**Audience:** *Journalists, content producers, and society*

**Status:** *In progress*

**Partners:** *Social Responsibility of Grupo Globo*

## **Objective:**

Have current and quality early childhood material to be disseminated among different audiences, in addition to sensitizing Grupo Globo's network of entertainment and journalism professionals so that they give more considerable attention and visibility to the first years of life in content production, highlighting the urgency that the cause deserves.

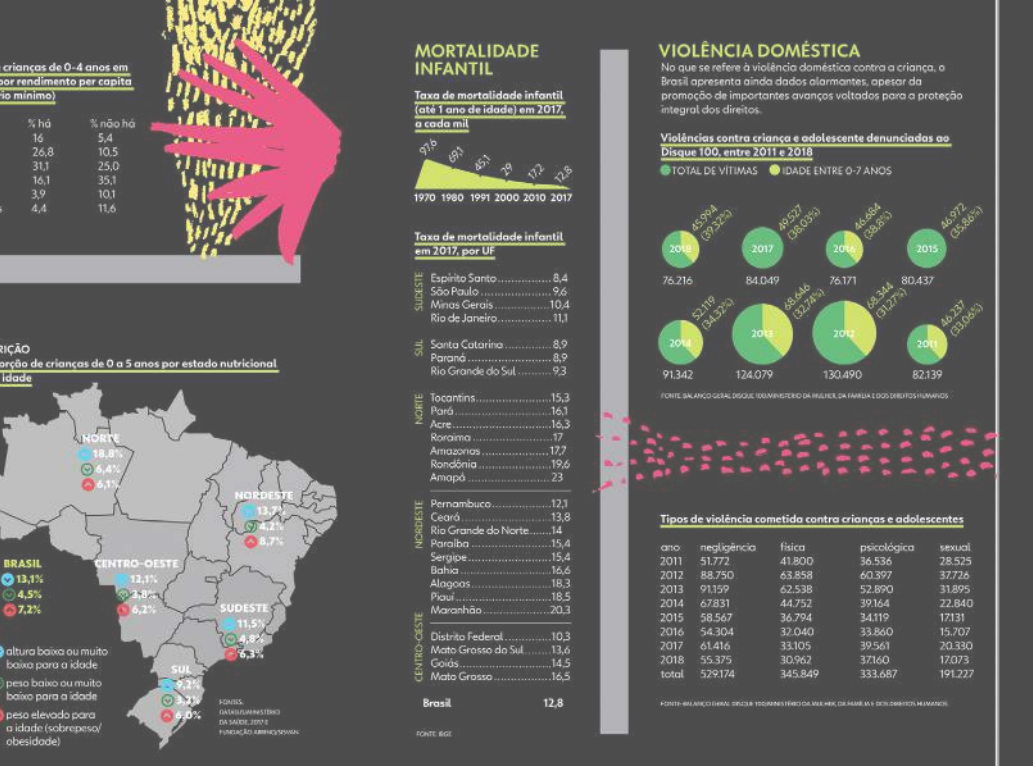
## **Results:**

The production of *Caderno Globo Primeira Infância* (Globo Notebook Early Childhood Development), a publication carried out in partnership with Social Responsibility of Grupo Globo, which gathers infographics, interviews, and articles by leading specialists in different areas related to early childhood

development, such as Dr. Anna Chiesa, associate professor of the Nursing Department at the University of São Paulo (USP); Maryanne Wolf, director of the Center for Dyslexia, Diverse Learners, and Social Justice at the UCLA Graduate School of Education and Information Studies; and Dr. Pedro Hartung, lawyer, and coordinator of *Programa Prioridade Absoluta* (Absolute Priority Program), from Instituto Alana.

The material contains recent data on education, health, nutrition, and public policy related to the phase of life from birth to 6 years of age. In addition, mothers, fathers, and caregivers shared personal stories of the challenges and delights of being immersed in the children's universe. These children from all over Brazil created drawings of what they think of their fears, world, community, and routine.

The launch was held on November 11, 2019, and welcomed Dr. Sidarta Ribeiro, neuroscientist and deputy director of the Brain Institute at the Federal University of Rio Grande do Norte (UFRN, in Portuguese); Dr. Pedro Hartung, coordinator of the *Prioridade Absoluta* program, from *Instituto Alana*; and Luciana Bento, sociologist, writer, and author of the blog *Mãe Preta* (Black Mother). Mediated by writer Antônio Prata, the talk addressed topics, such as the importance of investing in early childhood development, guaranteeing current children's rights, racism, and public policy that allows parents to exercise good parenting.



- Interview with Dr. Sidarta Ribeiro, professor of neuroscience and deputy director of the Brain Institute of the Federal University of Rio Grande do Norte (UFRN)
- Interview with Dr. Naércio Menezes Filho, economist, member of the *Núcleo Ciência Pela Infância* (NCPI, in Portuguese) and tenured professor of the Ruth Cardoso Chair, at Insper

*Caderno Globo* is a periodical, with thematic editions that are dedicated to enrich the debate and stimulate reflection on socially relevant issues. Conceived and produced by Globo, *Caderno* is part of a broad relationship project between the company and the university, students, and young people, which includes seminars, meetings, and activities that promote listening to, exchanging, and the dissemination of knowledge.

This 17<sup>th</sup> edition was released focused on early childhood development, and all content was made available for download on the *Caderno Globo* website, which also gathered videos of interviews with experts who participated in the publication:

From the launch date to December 31, 2019, *Caderno Globo Primeira Infância* was accessed 5,268 times through the website, with 4,533 unique accesses. The printed version of the material – 3000 copies – was already distributed to the press, private leaders, government representatives, and civil society organizations.



# Communication Campaign

Communication

Started in 2019

**Impact target:** *Everyone needs to know: what you experience during early childhood impacts your entire life*

**Audience:** *Society and public, private, and social leaders*

**Status:** *In progress*

**Objective:**

Educate and inform society about the importance of early childhood development from birth to 6 years of age, through a scalable campaign for the target audience that simply and lightheartedly addresses the issue, bringing information about the importance of interaction children from the first days of life, especially conversation.

**Results:**

The campaign design process started with an immersion with MESA, a prototyping consultancy that has a methodology for solving strategic dilemmas. As a result of immersion with communication and early childhood development specialists, the concept of a light and good-natured character emerged: *Nenê do Zap* (Baby Zap). Zap is a WhatsApp contact who sends information to parents, mothers, caregivers, and everyone who is part of the relationship network of children from birth to 6 years old, encouraging families to converse and interact.

After creating the campaign concept, over the course of 2019, the Soko and CuboCC agencies developed a 3D Zap character and a face-tracking tool, which mimics human expressions, for the production of informative *Nenê do Zap* videos. Bot technology (automated interaction robot) was used to reach the campaign-defined target public to send weekly messages to everyone who agrees to interact with *Nenê do Zap*.

In addition to WhatsApp, one of the most popular apps in Brazil, the character was also designed for other platforms for profiles on **Instagram**, **Twitter**, and **Facebook**, besides having an **aggregator website** with the content shared on these social networks, making them accessible to the general public.

A study was also performed on possible impacts and risks involved in a far-reaching campaign like this so that the launch and dissemination work would start, beginning in 2020.



# Press Training

Communication

Started in 2017

**Impact target:** *Everyone needs to know: what you experience during early childhood impacts your entire life*

**Audience:** *Public, social, and private leadership, informational multipliers, society*

**Status:** *In progress*

**Parceiros:** *Columbia University's Dart Center for Journalism and Trauma in New York, Insper, and Solutions Journalism Network*

## **Objective:**

Sensitize the press and make them aware of the importance of early childhood development through meetings with experts, events, and international training programs in partnership with respected journalism centers. This work proposes to increase the coverage and improve the articles on early childhood development, in addition to broadening the view of communication professionals towards the cause so that they included it in the production of content for different editorials. One of the initiatives developed in this regard was the first edition of *Curso Primeira Infância e Jornalismo de Dados* (Early Childhood Development Course and Data Journalism), in partnership with Columbia Global Centers and Insper. Participants explored the topic of early childhood development using databases and new free tools for organizing and visualizing data. In all, 20 journalists from all five regions of Brazil participated.

Our partner, Dart Center for Journalism and Trauma, from Columbia University in New York, held the second global workshop on campus. A total of 36 Brazilian journalists signed up, a record. Four professionals were selected from the following media outlets: *GI São Paulo*; *Rádio CBN*; *Nexo* newspaper; and *TV RBS, Rio Grande do Sul*, a *Globo* affiliate. The course took place the same week as the UN General Assembly. Twenty-five (25) journalists from around the world participated.

2019 also saw the regional workshop in Amman, Jordan. The focus of the debate was the impact of continuing violence on the development of refugee children, enabling journalists to face a different reality so that they can apply the knowledge they acquired to the Brazilian context. In all, 20 Brazilian journalists signed up, and two were selected: one from *GloboNews* and the other from *TV Record*.

The *Maria Cecilia Souto Vidigal* Foundation also enabled three journalists from outside São Paulo to come — from *Correio Braziliense*, *Diário de Pernambuco*, and *Folha de Boa Vista* — and cover the International Symposium on Early Childhood Development, a *Núcleo Ciência Pela Infância* (NCPI, in Portuguese) initiative. Another initiative was a meeting with journalists on the impact of investment in early childhood development on reducing inequality and poverty from *BBC Brasil*, *Folha de S.Paulo* newspaper, *GI*, *Nexo* newspaper, and *TV Record*, and the Brazilian economist Dr. Flávio Cunha, co-author of studies signed by the Nobel Prize in Economics winner, James Heckman.

There was also a Solution Journalism webinar. The methodology focused on research and solutions, and not just the diagnosis of

social problems. Two experts, Gregory Scruggs, coordinator of the Solutions Journalism Network, an independent, non-profit organization that operates worldwide, training professionals to make journalism more purposeful; and Priscila Pacheco, adjunct editor at the *Agência Mural de Jornalismo das Periferias* (Mural Agency of Periphery Journalism) and a member of the *Programa de Formadores da Fundação Gabo* (Gabo Foundation Trainers Program) also took part.

### Results:

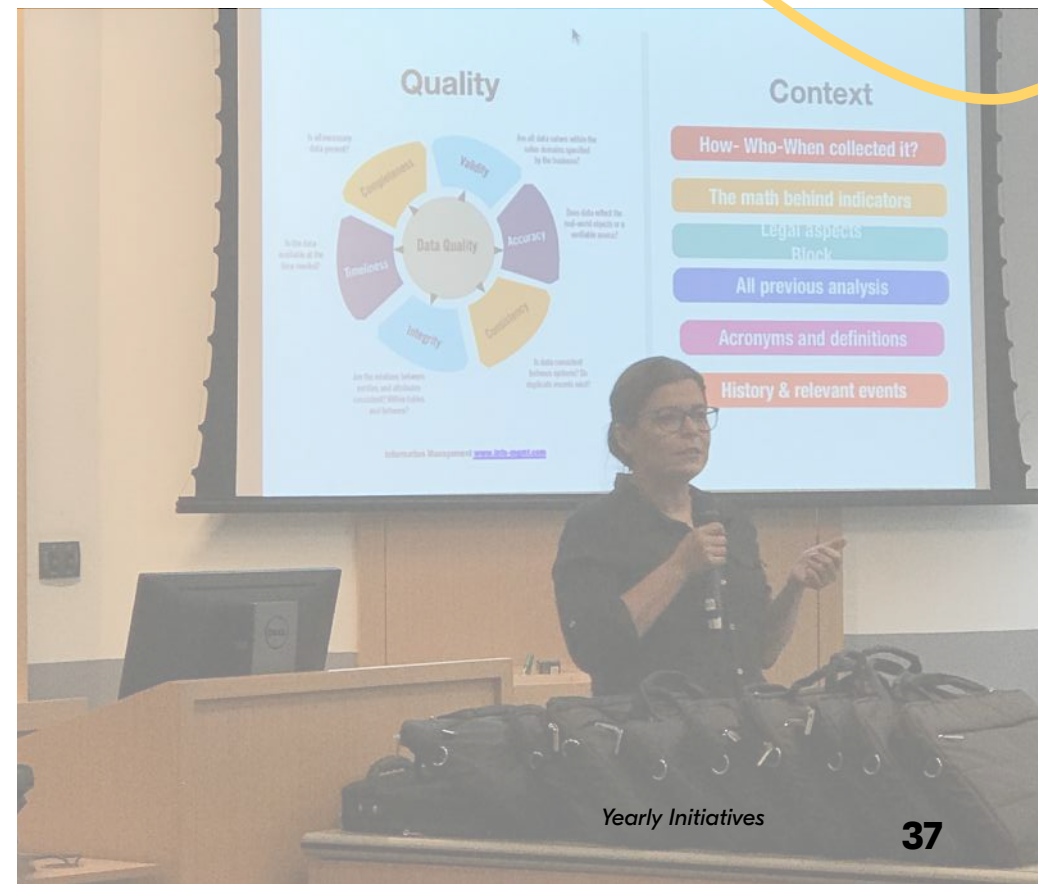
- Thirty-nine (39) journalists from the five regions of the country were sensitized and trained by initiatives promoted by Maria Cecilia Souto Vidigal Foundation.
- 74% of the participants from the Early Childhood Development and Data Journalism Workshop scored 9 and 10 for the course.
- Constant press coverage of priority topics from Maria Cecilia Souto Vidigal Foundation — early childhood education, and parenting. In all, we were involved, in some way, in the publication of at least 50 reports.

Some of the material:

- **De olho no longo prazo, ações para a primeira infância ganham força** (Keeping an Eye on the Long Term, Actions for Early Childhood Development Gain Momentum, *Folha de S.Paulo newspaper*)
- **Investir em educação para a primeira infância é melhor “estratégia anticrime”, diz Nobel de Economia** (Investing in Early Childhood Education is the Best "Anti-crime Strategy," says Nobel Prize of Economics Winner, *BBC Brazil*).
- **A qualidade da educação no Brasil** (The Quality of Education in Brazil, *O Estado de S.Paulo newspaper*).
- **Avanços e desafios do Marco Legal da Primeira infância: apenas um terço das crianças entre 0 e 3 anos frequentam creches** (Advances and Challenges of the Brazilian Legal

Framework for Early Childhood Development: Only One-third of Children Between 0 to 3 Years Old Attend Daycare, *GI*).

- **GloboNews Especial investiga the Proinfância Program, which should build daycare centers in the country** (GloboNews).
- **A tragédia na Romênia comunista que revelou à ciência os danos da negligência na infância** (The Tragedy in Communist Romania That Supported the Science That Childhood Neglect is Damaging, *BBC Brazil*).
- **A Primeira Infância e seu impacto na igualdade de gênero** (Early Childhood Development and its Impact on Gender Equality, *O Estado de S.Paulo newspaper*).



- **Educação centrada na criança: como a BNCC pode ressignificar o trabalho em creches e pré-escola** (Child-centered Education: How the BNCC (in Portuguese) can Redefine Working in Daycare Centers and Preschools, *O Estado de S.Paulo* newspaper).

There are also highlights from the reports thanks to the VIII International Symposium on Early Childhood Development:

- **De falta de esgoto a moradores demais, os problemas de lares brasileiros que atrasam o desenvolvimento de crianças** (From lack of sewage to too many residents, the problems of Brazilian homes that delay children's development, *BBC Brazil*).
- **A primeira infância é problema de todo mundo, defende a atriz Denise Fraga** ("Early Childhood Development is Everyone's Problem," Argues Actress Denise Fraga, *Correio Braziliense*).
- **Primeira infância é tema de simpósio em SP** (Early Childhood Development is the Topic of a Symposium in São Paulo, *Brazil Jornal Hora!*, from Rede Globo).
- **Simpósio propõe soluções para desigualdades da primeira infância** (Symposium Proposes Solutions to Inequalities in Early Childhood Development, *Folha de Boa Vista* newspaper).
- **"Não é possível ter essa desigualdade e querer paz nas ruas", avalia Drauzio** ("It is Impossible to Have This Inequality and Want Peace on the Streets," Evaluates Dr. Drauzio, *Último Segundo/IG*).
- **No Brasil, a cada três crianças, uma vive em extrema pobreza** (In Brazil, One in Three Children Lives in Extreme Poverty, *Diário de Pernambuco* newspaper).
- **Direitos das Crianças** (Children's Rights, *TV Cultura*).





# Digital Communication

Comunicação

Início em 2017

## Objective:

Disseminate the early childhood development cause through digital channels of Maria Cecilia Souto Vidigal Foundation to communicate with different communities and share projects, initiatives, and publications that we put forth on the topic.

## Results:

### LIBRARY

The library is an essential channel in the mission of disseminating information on early childhood development from birth to 6 years old. The digital library available on website of Maria Cecilia Souto Vidigal Foundation doubled in size throughout the year, offering new material on early childhood education, parenting, neuroscience, legislation, good practices, and other topics in different formats, such as books, articles, and infographics. In total, publications accounted for 31,433 downloads.

The library also has videos of its own and from partners. Interviews with national and international experts who participated in the VIII International Symposium on Early Childhood Development, of the Núcleo Ciência Pela Infância (NCPI, in Portuguese) were published in 2019:

- **Gestão pública, comunicação e engajamento das famílias** (Public Management, Communication, and Family Engagement, with Caio Coimbra).
- **Comitês Intersetoriais para a Primeira Infância nas esferas governamentais** (Government-Level Intersectoral Committees for Early Childhood Development, with Dr. Cristina Kiomi Mori).
- **Ambiente favorável à equidade e a perspectiva da**

**Impact target:** *Everyone needs to know: what you experience during early childhood impacts your entire life*

**Audience:** *Society, public, private and social leaders, researchers, and academia*

**Status:** *Continuous*

**epigenética** (An Environment Favorable to Equality and Epigenetic Perspectives, with Dr. David R. Williams).

- **Integração e focalização de políticas – Riscos e oportunidades nos primeiros anos** (Policy Integration and Targeting – Risks and Opportunities in the Early Years, with Dr. Helen Raikes).
- **O desenvolvimento cognitivo e as desigualdades no Brasil** (Cognitive Development and Inequalities in Brazil, with Dr. Drauzio Varella).
- **A importância das interações com os pais para o desenvolvimento infantil** (The Importance of Parental Interaction on Early Childhood Development, with Dr. Saul Cypel).
- **Qualidade do ambiente urbano como componente-chave de equidade** (Urban Environment Quality as a Vital Component for Equality, with Representative Israel Daniella Ben-Attar).
- **O papel da equidade na primeira infância** (The Role of Equality in Early Childhood Development, with Dr. Anna Chiesa).
- **Qualidade como componente-chave para a equidade** (Quality as a Vital Component for Equality, with Dr. Raquel Bernal).
- **Educação infantil: qualidade e equidade** (Early Childhood Education: Quality and Equality, with Dr. Daniel Domingues dos Santos).
- **O papel da comunidade e do vínculo para a construção de uma sociedade mais justa** (The Community's and the Bond's Role for Building a More Just Society, with Denise Fraga).
- **O impacto da desigualdade social no desenvolvimento infantil** (The Impact of Social Inequality on Early Childhood Development, with Dr. Naércio Menezes Filho).

## NEWSLETTER

In September, a biweekly newsletter was launched, bringing together a curatorship of articles, events, researches, updates, and news about early childhood development. With an average readership rate of 30%, it has also become an important means

of disseminating the contents of the website and the digital library, contributing to the 238% increase in the monthly average number of downloads.

## SOCIAL NETWORKS

On Facebook, the curatorship of news related to the early years of children was expanded, with more frequent posts, and increasing engagement on the page. Live broadcasts were also held to stimulate debate with followers on topics relevant to early childhood education:

- The first welcomed Dr. Zilma de Oliveira, a retired professor from the University of São Paulo (USP), and coordinating professor of the Early Childhood Education graduate course at the Vera Cruz Higher Education Institute; and Dr. Beatriz Abuchaim, manager of Applied Knowledge at Maria Cecilia Souto Vidigal Foundation. The topic was the quality of and access to early childhood education, to spread the word for the #NemIPraTras movement, for Education Day (04/28):
- The second was also attended by Dr. Zilma de Oliveira, coordinator of “The Implementation of the Brazilian Common Core Curriculum (BNCC, in Portuguese) of Early Childhood Education in Educational Systems: A Five-state Study,” conducted by the Maria Cecilia Souto Vidigal Foundation, with support from the Movement for the Brazilian Common Core:



Maria Cecilia Souto Vidigal Foundation also gained an Instagram profile and started to publish photos and videos with a lighter and more attractive approach. Launched on April 24, 2019, the profile had 5,353 followers by the end of the year — 266% growth in the second half of 2019.

LinkedIn grew in followers by 46%. The YouTube channel reached 15 thousand subscribers (up 18.6% from 2018), totaling more than 230 thousand views and a 9% growth in impressions.

### WEBSITE

After the launch of the new visual identity, the actions on the website were aimed at consolidating the audience, which obtained, on average, more than 70 thousand page views and about 20 thousand unique users per month.

The website started gaining accessibility as of September, the deaf community awareness month. We offered visitors the Hand Talk tool, with a virtual interpreter that translates the content into Brazilian Sign Language (Libras, in Portuguese). Audio description is yet another feature, facilitating access for all audiences and reiterating constant search of Maria Cecilia Souto Vidigal Foundation for more diversity and equality.

**28**  
de maio  
**Dia Mundial do Brincar**

**“A brincadeira é o maior veículo de aprendizado”.**

**JACK SHONKOFF**  
diretor do Center on the Developing Child,  
na Universidade de Harvard

FUNDAÇÃO  
Maria Cecilia  
Souto Vidigal

**“As crianças são como um tesouro transparente. São iluminadas. O propósito da educação é ajudá-las a mostrar sua própria luz.”**

**GE HAITAO**  
coordenador de escola  
Montessori

FUNDAÇÃO  
Maria Cecilia  
Souto Vidigal

**Todo mundo precisa saber:**  
o que se vive na  
**primeira infância** tem  
impacto a vida toda.

FUNDAÇÃO  
Maria Cecilia  
Souto Vidigal

O nosso site agora está **mais acessível** com um intérprete virtual que traduz conteúdo para Libras.

FUNDAÇÃO  
Maria Cecilia  
Souto Vidigal



# Private Leadership

Communication

Started in 2017

**Impact target:** *Everyone needs to know: what you experience during early childhood impacts your entire life*

**Audience:** *Private Leadership*

**Status:** *In progress*

**Parceiros:** *Associação Brasileira de Recursos Humanos (ABRH, in Portuguese), Editora Globo, São Paulo Federation of Industries (FIESP, in Portuguese), José Luiz Egydio Setúbal Foundation, Great Place to Work Brasil, O Globo newspaper, Social Responsibility of Grupo Globo, Crescer magazine, and United Way Brasil*

## Objective:

Educate and mobilize private leadership on the importance of investment in early childhood development.

## Results:

- Awarded, for the first time, the six Best Companies in Early Childhood Development Care, a special highlight prepared by Great Place to Work Brasil (GPTW): Johnson & Johnson, Takeda, Whirlpool, Cisco, IBM, and Santander, in that order. The ranking is part of the partnership with Editora Globo and GPTW, who publishes the annual 150 Best Companies to Work For results in *Época Negócios* magazine.

- There was a video showing how companies can support early childhood development and the opening speeches on the topic during an award event for the 150 Best Companies to Work For, promoted by GPTW, which had an audience of 1,500 people, including CEOs and other top executives.
- Distribution of *The Beginning of Life* documentary, DVDs, and a leaflet about the **exclusive area for companies on website of Maria Cecilia Souto Vidigal Foundation** at the end of the 150 Best Companies to Work for Awards.
- Peak searches on the terms “early childhood development” and “Maria Cecilia Souto Vidigal Foundation,” according to Google Trends, during the award period for the Best Companies in Attention to Early Childhood Development. Live coverage of the event on social networks of Maria Cecilia Souto Vidigal Foundation and the *Época Negócios* Instagram page.
- Rebroadcasting of the Best Companies in Attention to Early Childhood Development awards on the LinkedIn pages of **Johnson & Johnson; Santander Brasil; Takeda; Great Place to Work Brasil;** and live tweets on **Cisco** and **IBM**, as well as spontaneous general press coverage.
- A two-page article was featured in the August 2019 edition of *Época* magazine, with an average circulation of 360 thousand copies, with the **“Oferecer mais tempo com a família é tendência entre empresas”**. (Offering More Family Time is a Trend Among

Companies) report. The material was also distributed in the digital edition of *Época*.

- We had four pages in the September 2019 edition of *Época Negócios* magazine, a special in *The 150 Best Companies to Work For* annual, including an article signed by Mariana Luz, CEO of Maria Cecilia Souto Vidigal Foundation, and Gabriella Bighetti, CEO of United Way Brasil. Reports were also distributed by the digital edition of *Época Negócios*.
- The “**Premiação incentiva cuidado das empresas com a primeira infância**” (Awards Encourage Early Childhood Development Care for Companies) report was featured in home on the *Época Negócios* website for two days and was reshared on their Facebook page and the Valor Econômico newspaper's Facebook page.
- We participated in the GPTW for All event in January 2019, with 60 professionals from different companies.
- ***Bet on Early Childhood Development*** material was distributed at the Claudia 2019 Forum, with 450 participants and a personal letter from the CEO, Mariana Luz, just for the event. The Beginning of Life documentary DVDs were also distributed to the 25 female CEOs who spoke at the March event.
- Two new videos were launched showing a real case of the company's involvement with early childhood development, from the HR and employee point of view. There were four published posts on Facebook, in *Época Negócios* magazine, and the *Valor Econômico* newspaper, with more than 55 thousand views.
- Technical support for the five “Entrepreneurs for Early Childhood Development” workshops, an initiative of the São Paulo Federation of Industries (FIESP) and the José Luiz Egydio Setúbal Foundation, in partnership with the



Maria Cecilia Souto Vidigal Foundation, Ready Nation International, and United Way Brasil.

- The Companies for Earlier Childhood Development event, with O Globo newspaper and Crescer magazine, which brought together 108 people and the GPTW award-winning companies. There were three articles published covering the event:
  - **Empresas investem em ambiente de trabalho para pais de crianças em primeira infância.** (Companies Invest in Work Environments Favorable to Parents of Children in the Early Childhood Development Stage).
  - **“Empresas pela primeira infância”: firmas criam de licença estendida para pais a estágio aos filhos. (Companies for Early Childhood Development: Firms Create Extended Leave for Parents to Acclimate Their Children).**
  - **Empresas pela Primeira Infância: veja os destaques do evento infantil** (Companies for Early Childhood): event highlights.



## The Sooner, the Bigger

Communication

Started in 2018

**Impact target:** *Everyone needs to know: what you experience during early childhood impacts your entire life*

**Audience:** Society and public, private, and social leaders

**Status:** *In progress*

**Partners:** *Bernard Van Leer Foundation, Samuel Klein Institute, and Itaú Social*

### **Objective:**

Sensitize and raise society's awareness of the importance of early childhood developmental experiences through a series of ten episodes. The series sought to reach fathers, mothers, and caregivers of children in the early childhood stages and, consequently, to help strengthen the relationship between children and their families, using simple language.

Produced by Prodigio Films, the project was recorded in four Brazilian cities (São Paulo, Recife, Fortaleza, and Joinville). It featured a presentation by Dr. Drauzio Varella, narrated and detailed with a familiar colloquial language. His voice leads the stories of the characters, laying out the paths taken by the families, in addition to revealing essential concepts about health and legal rights.

The episodes also feature celebrities such as Taís Araújo, Marcos Mion, Sabrina Sato, Rafa Brites, Fernando Scherer, Eliana, and Juliana Alves.

### **Results:**

Created in partnership with other organizations — Bernard van Leer Foundation, Samuel Klein Institute, and Itaú Social — *The Sooner, the Bigger* is a ten-episode series on the different aspects of early childhood development. The themes are:

- Prenatal — Care Before Birth
- Father — Being Present is Everything
- Development — Affection Never Hurts
- Play — That's How You Learn
- Reading — A Habit That is Created
- City — A Place for Children
- Getting Back to Work — Until When are You Excused?
- Early Childhood Education — Why is it So Important?
- Food — Eating Well is Crucial
- Health — Mother and Baby Care

In addition to the ten episodes, the project has ten skits of up to one minute with celebrity testimonials. This material is to be used on social networks after the launch of the series in 2020.

## Yearly Initiatives

### Integrated Initiatives

Intersectoral actions focused on the integral development of children, from birth to 6 years of age



# Collaborative Early Childhood Development Process

Integrated Initiatives

Started in 2019



**Impact target:** *Meets all Goals of Maria Cecilia Souto Vidigal Foundation*

**Audience:** *Members of civil society organizations*

**Status:** *In progress*

**Partners:** *Fundação Abrinq, Instituto Alana, RNPI, UNICEF, United Way, and USP/Núcleo Ciência Pela Infância (NCPI, in Portuguese)*

## Objective:

Build a systemic and unified vision among key actors in the field of early childhood development to leverage the agenda in different areas – in particular, to influence the federal government through a long-term collaborative process – promoting alignment between actions in the field and identifying priorities and performance gaps.

## Results:

There was a coalition workshop, which brought together 35 social actors working in areas linked to early childhood development, for a joint reading about the new Brazilian political context, its opportunities, and threats.

In this systemic mapping, leverage points were identified for the transformation and advancement of the field.

Six initiatives were also jointly elaborated:

### 1. Organization of Communication in Congress

Better alignment, exchange of information, and organizing advocacy agendas for early childhood development in the Brazilian Congress.

### 2. Monitoring of the Early Childhood Development Budget

It proposes to build mechanisms for measuring the public

budget for early childhood development (demanded by the Brazilian Legal Framework for Early Childhood Development, 2016), aligning and listing today, expenses that are distributed in different jurisdictions and levels of government.

### **3. Intra-governmental Collaboration: From Theory to Practice**

Creates a more in-depth communication and organization between the three main umbrella structures of municipalities in the area of early childhood development: Brazilian Council of Municipal Health Secretariats (CONASEMS, in Portuguese), National Collegiate of Municipal Social Assistance Managers (CONGEMAS, in Portuguese), and the Union of Municipal Education Directors (UNDIME, in Portuguese).

### **4. Guarantee the school calendar**

It seeks to legally ensure that police actions such as the frequent closing of schools in Maré – Rio de Janeiro, Brazil – do not affect the school life of children in the territory. The initiative aims to stimulate the same actions and results in other violent territories.

### **5. Municipal Organization Pact**

It promotes the streamlining of early childhood development actions of various actors and organizations in the same territory/municipality, initially in the town of Caruaru in the state of Pernambuco (PE), Brazil. Once one territory learns how to streamline, it can then be expanded to others.

### **6. Video *Vozes das Infâncias* (Childhood Voices)**

It proposes to generate audiovisual material that gives voice to different Brazilian childhood experiences, producing promotional content for early childhood development in Brazil.





## ***Protocolo Integrado de Atenção à Primeiríssima Infância*** **(Integrated Protocol for Very Early Childhood Development Care)**

Integrated Initiatives

Started in 2019

for Very Early Childhood Development Care. The elaboration of this protocol is part of the activities foreseen by the São Paulo Municipal Plan for Early Childhood Development. Therefore, “guaranteeing the conditions for the intersectoral organization of the programs, projects, and actions for comprehensive care during the early childhood development stage,” with the goal of “managing services, benefits, and programs aimed at integrated early childhood development.”

### **Results:**

The diagnosis of existing early childhood development care programs, services, and actions in the city of São Paulo and mapping the paths of these children and their families within the healthcare, education, and social assistance policies. The types of communication practiced between the three areas were also mapped to learn about the good practices of intra-governmental collaboration and to advance in the creation of a protocol that integrates all the services, benefits, and programs offered to families. Four workshops were held to achieve these intermediate results, three of them with the Regional Committees for Early Childhood Development, totaling 117 participants, five Departments of Education, and 32 municipalities represented.

**Impact target:** *Meets all Goals of Maria Cecilia Souto Vidigal Foundation*

**Audience:** Public managers

**Status:** *In progress*

**Partners:** *São Paulo local government and Talking Cities*

### **Objective:**

To guarantee the organization of services and comprehensive early childhood developmental care in the municipality of São Paulo, the Maria Cecilia Souto Vidigal Foundation joined the São Paulo City Hall to prepare and pilot the Integrated Protocol





## Advanced Program on Policy Implementation (APPI)

Integrated Initiatives

Started in 2018

### Objective:

APPI is focused on the development and scalability of programs and services for early childhood development in Brazil. The objective is to support responsible leaders in designing and implementing public policy with tools and knowledge customized to each initiative. The program develops the necessary skills to leverage and broaden public policy and initiatives, maximizing positive effects for children, families, and society. Seven Brazilian municipalities were chosen to participate in the program: Boa Vista (Roraima, RR), Manaus (Amazonas, AM), Fortaleza (Ceará, CE), Recife (Pernambuco, PE), Belo Horizonte (Minas Gerais, MG), Taubaté (São Paulo, SP) and Ponta Grossa (Paraná, PR).

### Results:

Held the third and last workshop, in February 2019, in Rio de Janeiro, in which the municipalities shared the results they achieved up until January 2019.

As of the end of this cycle, the evaluation of the implementation of the APPI began, in which we observed the participating municipalities became substantially engaged, with a more acute look at early childhood development. All of them carried out most of the planned activities and greatly appreciated the intra-governmental collaborative approach in which the plans were carried out. In addition, municipal managers and civil servants stressed that APPI's technical support was vital in implementing the projects rigorously and attentively during the formulation process.

The assessment yielded the following primary findings in each municipality:

**Impact target:** *Meets all Goals of Maria Cecília Souto Vidigal Foundation*

**Audience:** Public leadership

**Status:** *In progress*

**Partners:** *Center for Excellence in Educational Policy Implementation (CEIPE, in Portuguese), Lemann Foundation, Itaú Social Foundation, and Teachers College, Columbia University*

**Boa Vista (RR) – Projeto de Capacitação Intersectoral Voltada à Primeira Infância (Intersectoral Training Project for Early Childhood Development)**

Development of the training and education curriculum for 840 professionals in the areas of health, education, and social management on the topic of early childhood development, which provided an overview of the professionals involved in the *Família que Acolhe* (FQA, in Portuguese) Program, contributing to improving the quality of services provided to children from birth to 6 years of age.

**Belo Horizonte (MG) – Transição entre Educação Infantil e Anos Iniciais do Ensino Fundamental: um olhar para a infância (Transitioning Between the Early Childhood Education and Elementary Years: A Look at Childhood)**

The project elaborated and implemented an integrated pedagogical work plan in 18 pilot schools of the network. It involved principals, pedagogical coordination councils, teachers, students, and parents, enabling integration between these actors and a more fluid transition of children from 3 to 8 years between the two teaching stages (Early Childhood Education and Elementary School). The project became a community reference and, in 2019, it was expanded to 48 schools.

**Fortaleza (CE) – Aprimorando Saberes e Práticas: Projeto de Revisão do Currículo Estruturado de Atividades da Visita Domiciliar e Capacitação dos Profissionais do Programa Cresça Com Seu Filho/Criança Feliz (Improving Knowledge and Practices: A Project Revising the Structured Curriculum for Home Visiting Activities and Training for Professionals of the Cresça Com Seu Filho/Criança Feliz Programs)**

Creation of the *Manual de Visita Domiciliar, Supervisão e Abordagem aos Grupos de Gestantes* (Guide for Home Visits, Supervision, and, How to Approach Expectant Mother Groups), with 148 activities aimed at very early childhood development (from birth to 3 years old). This material was used to train about 3000 municipal employees, surpassing

the APPI-stipulated goal of 900 professionals. The project management committee was also structured and fortified, involving several municipal departments, which helped to promote cohesiveness and improved exchange of data and information.

**Manaus (AM) – Comunidade de Aprendizagem: Formando Educadores da Infância e Famílias na Perspectiva da Educação Integral (A Learning Community: Training Educators of Children and Families in the Perspective of Comprehensive Education)**

Implementation of the training plan, which trained about 330 educators and included 15 daycare centers and workshops for the children's reference adults. These initiatives contributed not only to raising awareness among about 3,500 families but also to strengthening the family-school relationship and the perception of the importance of indigenous peoples' school education.



***Ponta Grossa (PR) – Building an Early Childhood Education Curriculum: New Eyes, New Times, New Attitudes***

This was a publication of the jointly-prepared new curriculum proposal in line with the Brazilian Common Core Curriculum (BNCC), which was validated by the Municipal Board of Education in December 2019. During this process, managers and teachers became more aware of the importance of social investment in education. They started to consider the child's learning rights and fields of experience in their practices.

***Recife (PE) – Programa Brinqueducar (Play to Learn Program): Formação de Professores e Coordenadores das Creches/CMEIs e Creches-Escolas da Rede Municipal de Ensino em Comunidades de Aprendizagens (Training of Teachers and Coordinators of Daycare Centers/CMEIs and Daycare Schools of the Municipal Education Network in Learning Communities)***

Implementation of the new training plan for 331 teachers and 79 pedagogical coordinators who work in daycare centers, ensuring more appropriate use of the toys, educational games, and children's books made available in the Play to Learn Program. After this training, the town's municipal education network chose the theme “Fun and Games: Building Bridges for the Future” as a guide for its academic year.

***Taubaté (SP) – Construção do Currículo da Educação Infantil Alinhado à Base Nacional Comum Curricular (BNCC) e sua Implementação (Building the Early Childhood Education Curriculum Aligned with the Brazilian Common Core Curriculum, or BNCC, in Portuguese, and its Implementation)***

Cascading training of professionals from the municipal network from after the curriculum reform — implemented in 64 schools. This trained the pedagogical coordinators and teachers to be more engaged with early childhood development, making communication between schools and the Department of Education more efficient.



# Yearly Initiatives

## NCPI

Created in 2011, the Núcleo Ciência Pela Infância (NCPI, in Portuguese) is a collaborative initiative that produces, translates, and disseminates scientific knowledge about early childhood development, to strengthen and validate public programs and policies that positively impact socially vulnerable Brazilian children. The NCPI is composed of six organizations:

The Bernard van Leer Foundation, Center on the Developing Child and David Rockefeller Center for Latin American Studies (both from Harvard University), Maria Cecilia Souto Vidigal Foundation, Insper, and Faculty of Medicine at the University of São Paulo.

You can see the 2019 initiatives below in the four areas of activity: science and innovation; leadership mobilization, and development; communication and dissemination; and monitoring and evaluation.





## Scientific Committee

NCPI

Started in 2011

**Audience:** *Public, social, and private leadership*

**Status:** *In progress*

**Objective:**

Comprised of Brazilian researchers from different areas, the committee synthesizes and translates scientific knowledge about early childhood development to present to decision-makers, in general. The committee is committed to an evidence-based approach. It aims to build a knowledge base for a society that transcends political parties and recognizes that family, community, private initiative, civil society, and government all share the responsibility of promoting the well-being of children from the time they are born to 6 years of age.

**Results:**

- Production of the “**Impactos da Estratégia e Saúde da Família e Desafios para o Desenvolvimento Infantil**”, (How the Family's Health Strategy Impacts Early Childhood Development and its Challenges) working paper, the fifth study in a series that addresses relevant early childhood development topics. The publication examined the relationships between the Brazilian public health system, the general health of the population, and, more specifically, the impacts of the Family Health Strategy (ESF, in Portuguese) on infant mortality. This study detailed the positive impacts generated by a new Brazilian public health system that was implemented three decades ago.
- The Maria Cecilia Souto Vidigal Foundation website digital library experienced more than 1,600 downloads and 5,600 hits on the Scientific Committee's first four publications in 2019.



# iLab Early Childhood Development

NCPI

Started in 2015

## Objective:

Innovation laboratory that brings together researchers, technicians, public managers, and professionals from the second and third sectors to encourage and accelerate the co-creation, validation, and implementation of innovative projects – based on scientific knowledge and with potential scale impact – that serves socially vulnerable families.

iLab integrates the Center on the Developing Child at Harvard University's (HCDC) Frontiers of Innovation (FOI) Research & Development platform. iLab's methodological proposal is to lead participants on a journey of testing and perfecting solutions so that they meet Brazil's real challenges.

## Results:

iLab conducted a selection process of new initiatives that will build the portfolio with pilot projects beginning in 2020. For the first time, they made an open call to the public, resulting in 540 registrations from all over Brazil. The registrations encapsulated very different specialized profiles, such as researchers, entrepreneurs, and professionals in the areas of parenting, early childhood education, and urban planning.

The process included a series of workshops that served as guidance and technical training for the selected participants. The workshops also promoted creating and refining interventions. iLab selected four of the projects to be part of their portfolio, and they will be developed beginning in 2020.

**Audience:** Public, social, and private leadership

**Status:** *In progress*

During selection, participants could access the IDEAS Impact Framework methodology, with a framework to support program development, implementation, evaluation, and rapid iterations.

The four projects were selected at the end of the three stages:

1. *Passarinho Program (Acre)*: guides mothers to use maternal singing during childcare routines, strengthening responsive behaviors during mother/baby interactions using positive feedback. The interventions will be conducted during home visits by a multidisciplinary team of professionals and students from the areas of music education and healthcare, using the maternal musical repertoire as a basis. The project will be carried out in partnership with the Federal University of Acre.
2. *BOT.DOM (Santa Catarina)*: will develop a pedagogical support chatbot (via WhatsApp and the web) that is aligned with the Brazilian Common Core Curriculum (BNCC, in Portuguese) and the Brazilian Literacy Plan (PNA, in Portuguese), on language development. The chatbot will actively and purposefully interact with early childhood education (4 to 6-year old students) teachers in vulnerable regions of Grande Florianópolis. The project will be carried out in partnership with the Domlexia platform.
3. *Equidade na Infância (São Paulo) (Childhood Equality)*: will provide an app offering continuing education through an interactive online course, so that early childhood education professionals (caring for 0 to 5-year old children) working in daycare centers and preschools are prepared to work with the history and culture of Africans and Afro-Brazilians. The project will be carried out in partnership with the *Centro de Estudos das Relações de Trabalho e Desigualdades* (Center for the Study of Labor Relations and Inequalities).

4. *Adoção – início dos novos vínculos (Rio Grande do Sul e São Paulo) (Adoption – The Beginning of New Bonds)*: offers an online psychoeducational intervention, through videos and video conferences, to promote bonds between family members and children up to 6 years old in the period of up to one year after adoption. The project will assist parents in adapting their expectations to the reality of the adopted children and promote positive parenting. The project will be carried out in partnership with the Federal University of Rio Grande do Sul (UFRGS, in Portuguese) and Instituto Fazendo História.





## ***Programa de Liderança Executiva pelo Desenvolvimento da Primeira Infância (Executive Leadership Program for Early Childhood Development)***

NCPI

Started in 2012

**Audience:** Public managers and leadership  
**Status:** Annual editions

**Objective:**

Engage public policymakers, public managers, and civil society representatives with the early childhood development cause with talks over scientific discoveries about the first years of life and its concrete application in policies and programs aimed at full early childhood development in Brazil. The program provides participants with the knowledge base and tools necessary to design and implement public policy and social programs that are more effective in this area.

The 1st module of the 8<sup>th</sup> international edition of the program took place at Harvard University in Cambridge, MA U.S.A,

on August 4<sup>th</sup> and 9<sup>th</sup> of 2019. The 2nd module was hosted at Insper in São Paulo, Brazil, and took place on November 25<sup>th</sup> and 26<sup>th</sup> of 2019.

**Results:**

The 2019 edition had 53 participants from different governmental and non-governmental segments: 23 members of the Executive Branch; three from the Legislative Branch; four from the Judiciary Branch; 16 from non-governmental social organizations; five from the private sector; and two from academia.

The program participants were geographically diverse, with representatives from Brasília and from eight other states (Bahia, Ceará, Espírito Santo, Minas Gerais, Pernambuco, Rio de Janeiro, Roraima, and São Paulo), as well as from other countries, such as Argentina, Colombia, Mexico, and Peru — invited by NCPI (in Portuguese).

During the program, participants divided into workgroups. They developed action plans addressing different topics, such as home visiting, the importance of affection and play, early childhood development in the impoverished areas, race relations from the first years of life, intra-governmental collaboration, and engagement of the federal government. Upon evaluation, 97.3% of participants responded that they would recommend the program to a friend or colleague.





# Alumni Meeting

NCPI

Started in 2019

**Audience:** Public managers and leaders who have already participated in the Executive Leadership Program for Early Childhood Development  
**Status:** *Concluded*

**Objective:**

Bring together professionals who participated in the Executive Leadership Program for Early Childhood Development since its first edition to:

- Foster the early childhood development network and ecosystem.
- Enable and promote the exchange of knowledge, experiences in implementation, and expertise of the *alumni*.
- Share progress and challenges in implementing early childhood development projects.
- Recognize initiatives that stood out in the implementation of action plans – created during each edition of the program – and related initiatives.

**Results:**

The Alumni Meeting brought together 63 participants and featured a presentation of six projects that were born from the knowledge obtained in the Executive Leadership Program for the Development of Early Childhood. Of these, three of them were recognized by the alumni as highlighted features. They are: *Mais Infância Ceará* (Ceará); *Mais Vidas nos Morros* (Pernambuco); and *apoio e governança do São Paulo pela Primeiríssima Infância – SPPI* (São Paulo) (*More Childhood Ceará*; *More Lives in the Hills*; and *The Support and Governance of São Paulo for Very Early Childhood Development – SPPI*, in Portuguese).



## VIII International Symposium on Early Childhood Development

NCPI

Started in 2011

**Audience:** Public, social, and private leadership  
**Status:** *Concluded*

**Objective:**

Disseminate scientific knowledge, promote evidence-based observations, and disseminate good practices that inform public policy and foster the early childhood development of children from birth to 6 years of age.

The eighth edition of the symposium was held in São Paulo, Brazil, in October 2019. The theme was “Early Childhood Equality: The First Steps Towards a More Just Brazil,” and brought together specialists who are references in Brazil and abroad. The specialists addressed essential early childhood development issues that are still challenging for public programs and policies.

**Results:**

The event had more than 4000 participants, with 260 attendees, and more than 3000 participated in the online lectures that were distributed via 95 satellites and streaming services. The audience was 80% public managers, and 20% were professionals from other areas. People from Brazil and 11 other countries (United States, Peru, Colombia, Israel, Italy, Poland, Austria, Czech Republic, Portugal, Uruguay, and Venezuela) watched the simultaneous transmission.

See the lectures in full:

The two-day event consisted of four panels, which addressed issues such as a favorable environment for equality and epigenetics; policy integration and targeting; equality and quality of childcare services; and family communication and engagement. In addition, there were also independent presentations, with Dr. Drauzio Varella, Denise Fraga (actress), the Minister of Citizenship, Osmar Terra, and the coordinator of the Human Development Unit at UNDP Brazil, Samantha Dotto Salve, who spoke about the Sustainable Development Goals (SDG) to guide early childhood development public policy.

Bringing together national and international speakers — among them, Dr. Naércio Menezes Filho, economist and professor of the Ruth Cardoso Chair, at Insper; Dr. David R. Williams, Florence Sprague Norman and Laura Smart Norman Professor in the Department of Public Health at Harvard University; Dr. Helen Raikes, Willa Cather professor at the University of Nebraska-Lincoln; Dr. Raquel Bernal, professor at The University of Los Andes; and Daniella Ben-Attar, Representative Israel of the Bernard van Leer Foundation — the symposium had multiple press releases, with more than 60 publications in major outlets. The following are some of the reports:

- **Primeira infância é tema de simpósio em SP** (Early Childhood Development is the Topic of a Symposium in São Paulo, Brazil *Jornal Horal*, from Rede Globo).
- **Simpósio reúne 300 pessoas para discutir equidade na primeira infância** (Symposium Brings Together 300 People to Discuss Equality in Early Childhood Development, *Correio Braziliense*).
- **De falta de esgoto a moradores demais, os problemas de lares brasileiros que atrasam o desenvolvimento de crianças** (From lack of sewage to too many residents, the problems of Brazilian homes that delay children's development, *BBC Brazil*).



- **No Brasil, a cada três crianças, uma vive em extrema pobreza** (In Brazil, One in Three Children Lives in Extreme Poverty, *Diário de Pernambuco* newspaper).

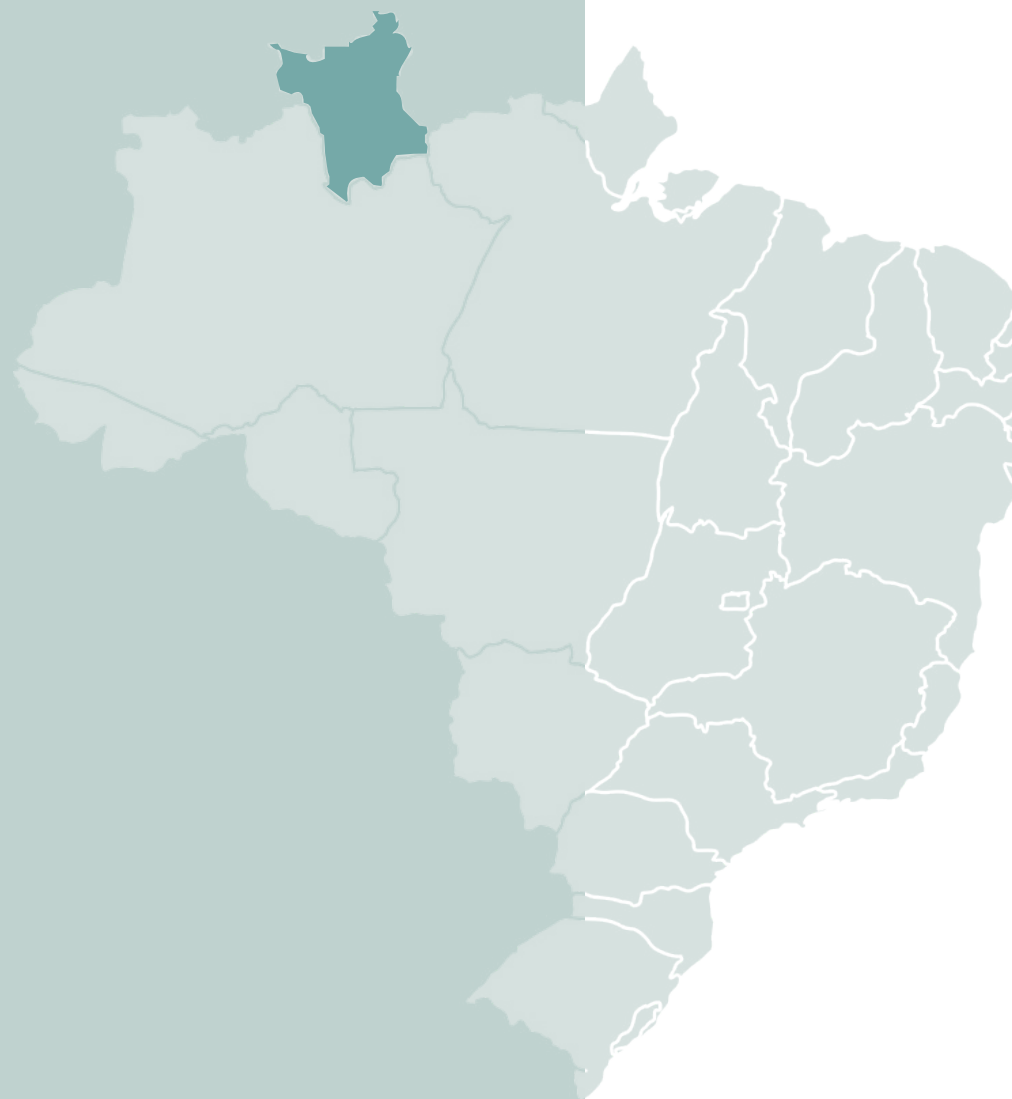
While the event was being disseminated on social networks, the posts reached around 80 thousand people (combined) on the Maria Cecilia Souto Vidigal Foundation's Facebook page and around 13 thousand on the NCPI (in Portuguese) page. Approximately 6000 people were reached on Instagram page of Maria Cecilia Souto Vidigal Foundation. During the symposium coverage, the stories totaled 15,200 views, and posts on the Instagram feed reached more than 12 thousand people. The posts made on the NCPI's Facebook page had a combined reach of about 13 thousand people.

In the evaluation of the event, 98.3% of the people indicated that participation in the symposium was essential for their professional development and their learning about early childhood development; and 93% said they would strongly recommend the symposium to a friend or colleague.



## Performance by Territory

It is fundamental to organize people, resources, knowledge, and projects to improve public policy that enriches parenting and offers quality early childhood education services. Therefore, the strategy of Maria Cecilia Souto Vidigal Foundation is to establish partnerships in the different regions of Brazil. Today, it operates in the cities of Boa Vista in the state of Roraima (RR), and São Paulo in the state of São Paulo (SP), and the state of Ceará (CE). It is from these coalitions that methodologies and tools are tested so that they can gain scalability and leverage results, benefiting more children and families. Click on the map below and learn more about our work in each of these locations.

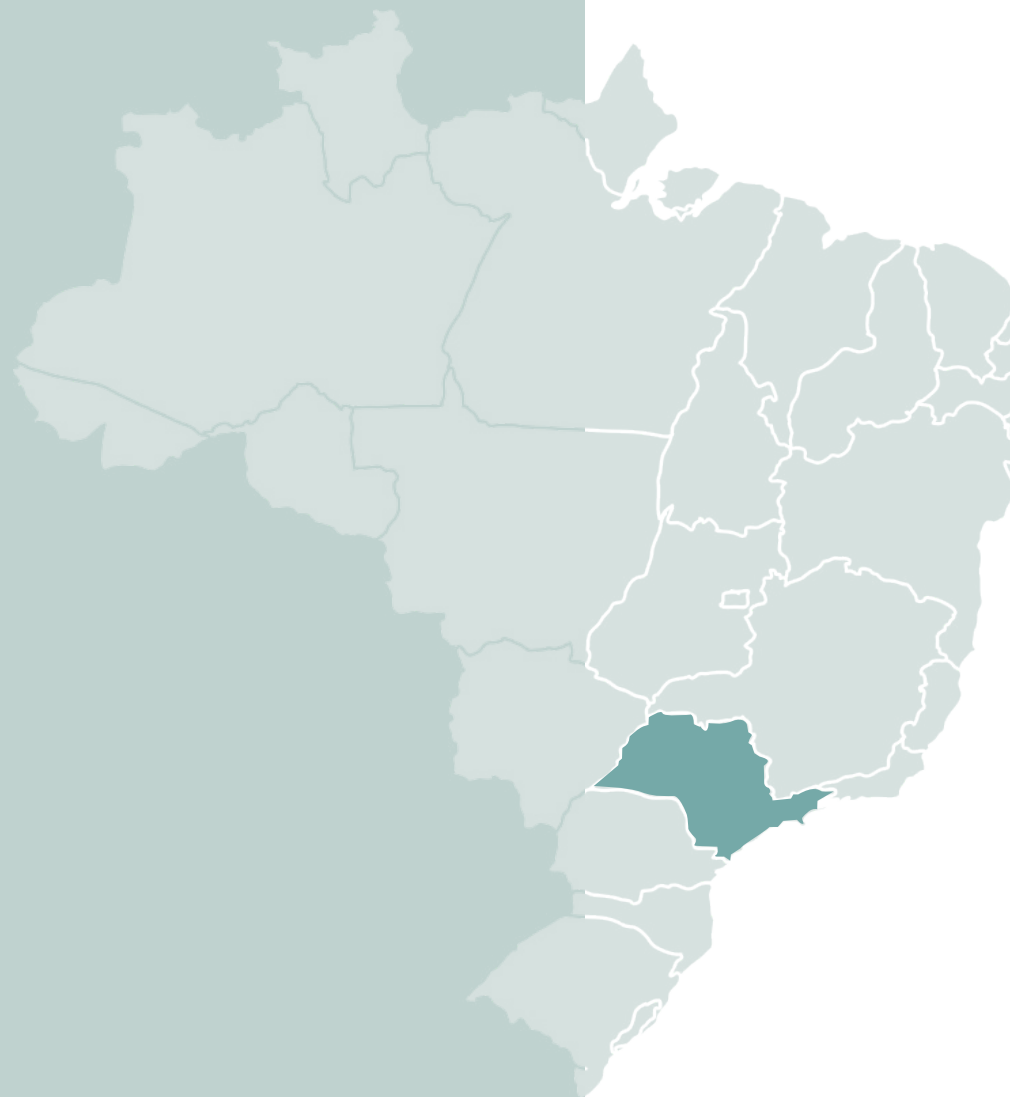


### **Boa Vista (RR)**

Almost ten years ago, a survey by the Brazilian Institute of Geography and Statistics (IBGE, in Portuguese) indicated that approximately 66% of Boa Vista's population was enrolled in the Federal Government's Social Assistance Database and the *Bolsa Família Program* (Family Allowance Program, in English — a social welfare program of the Government of Brazil). They lived in conditions of social vulnerability, which demonstrated the importance of programs and policies directed towards families with children up to 6 years old.

In 2013, with the creation of the *Programa Família Que Acolhe* (FQA, in Portuguese) — a policy that guarantees integrated access to health, education, and social development — Boa Vista started to stand out for early childhood development care. Also, since signing the partnership with the Maria Cecilia Souto Vidigal Foundation (and other organizations) in 2018, Boa Vista started implementing the home visiting program. The program aims to strengthen the bond between parents and caregivers and stimulate early childhood development. In 2019, it reached 1,896 beneficiary families.

The qualification of early childhood education services has also been addressed in this partnership. Assessment tools have been adapted and validated. A quality monitoring system was created to follow the environments, processes, and children. In 2019, 50 preschools participated in that evaluation process, the curriculum was aligned to the Brazilian Common Core Curriculum (BNCC, in Portuguese), and the educational network professionals have been trained. All these characteristics plus the municipality's openness to converse with academia made Boa Vista a fertile territory for the marriage of science and execution in the field of public policy, elevating existing programs with scientific evidence and robust assessment models, with widespread territorial coverage.

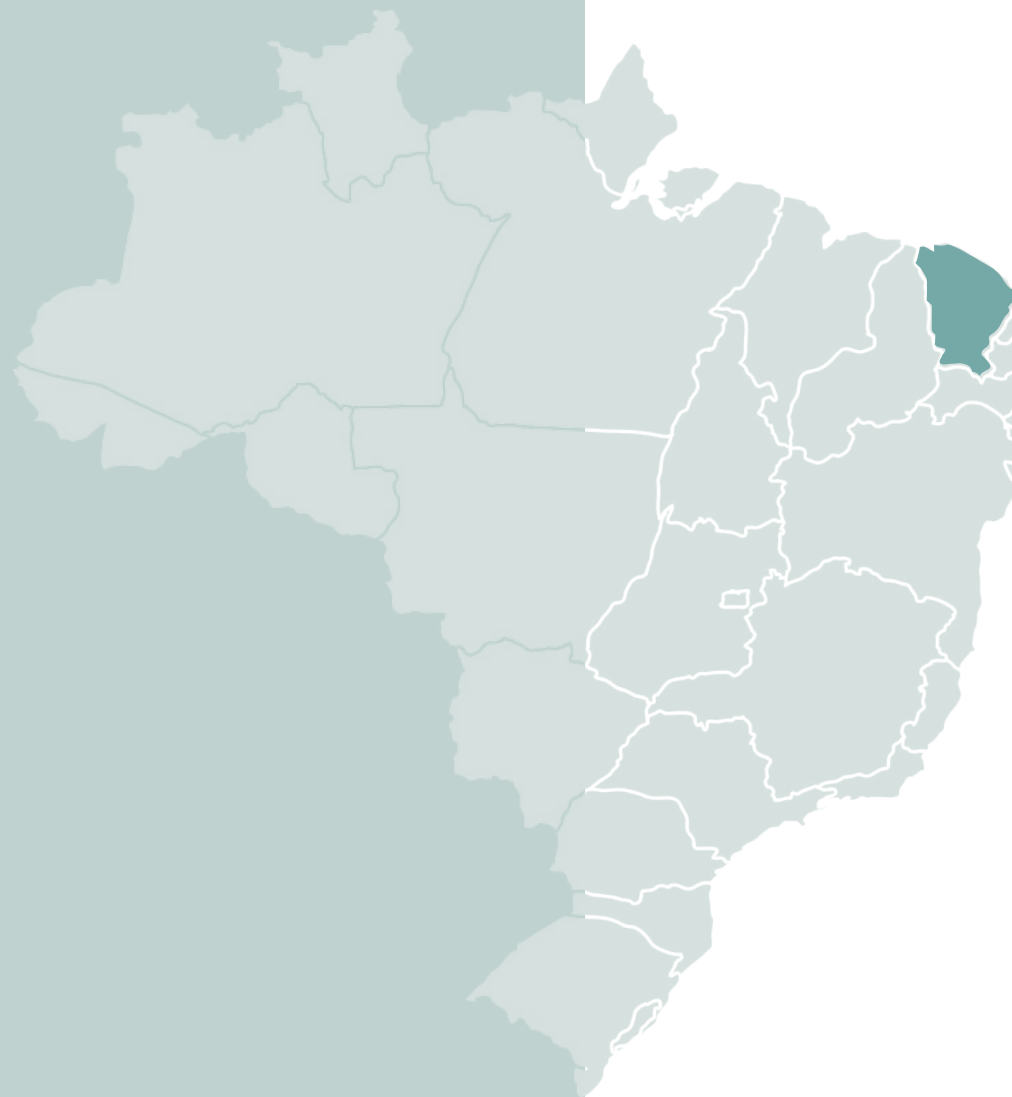


### **São Paulo (SP)**

Having the largest capital in Brazil and Latin America as an ally in the planning, implementation, and evaluation of public policy aimed at early childhood development allows Maria Cecília Souto Vidigal Foundation to collaborate in overcoming the most diverse and complex challenges involving the realities of children and families in Brazil.

The city's executive and legislative branches expressed a desire to invest in policy aimed at children up to 6 years of age. This desire resulted in a partnership being signed at the end of 2018. This partnership was formed to develop and qualify initiatives – such as the *Plano Municipal pela Primeira Infância* (Municipal Plan for Early Childhood Development) – and the Foundation offered direct support with elaborating the document.

The Foundation also contributed with the elaboration of the *Protocolo Integrado de Atenção à Primeiríssima Infância* (Integrated Protocol for Attention to Very Early Childhood Development). The protocol's task was to structure an intra-governmental collaboration flow with services for healthcare, family assistance, and education already established in the city. It promotes friendly, comprehensive support to the target audience and is still in execution today. It has the capacity to be replicated for each level of government — municipal, state, and federal.



### **Ceará (CE)**

As part of the territorial systemic intervention strategy, the Maria Cecília Souto Vidigal Foundation entered into a partnership with the city of Sobral (CE), in March 2019. Then, in October 2019, the Foundation also partnered with the State of Ceará to contribute to comprehensive early childhood development by creating joint projects and actions with the state government.

Ceará is a state with local installed capacity. It has the conditions to carry out different types of initiatives, combined with the political will to expand, assess, and qualify early childhood care. At the same time, there is a powerful coalition and collaborative program established with all 184 municipalities of Ceará.

The State of Ceará also stands out for valuing and guaranteeing early childhood education as a fundamental right. The state is recognized for emphasizing the family bond and enhancing the training of the professionals linked to children. The training includes actions that enable psychomotor, socio-cognitive, and emotional development through the *Programa Mais Infância* (More Childhood Program).

The local context was diagnosed in the first year of the partnership, which contributed to the strategic planning, with improvements related to early childhood actions in the State. The intervention is now in the planning stage.



1,7

## **million BRL**

in funds mobilized for the cause, active in the network, and invested in projects, without the operationalization of the Foundation.



# Fostering Other Early Childhood Development Care Initiatives

## II Early Childhood Development Week

We participated in the initiative promoted by the City of São Paulo from August 1st to the 7th, 2019, in partnership with the United Nations Children's Fund (UNICEF), to value and draw attention to the necessary care during the first six years of children's lives. The Maria Cecilia Souto Vidigal Foundation was present for the event opening and in the debate on actions that are being carried out in favor of early childhood development in the city of São Paulo, Brazil, and participated in the roundtables dedicated to civil society and the private sector.

## X ABAVE Meeting

We supported the Brazilian Association for Educational Evaluation (ABAVE, in Portuguese) event, with the theme "***Avaliação Educacional no Brasil: o desafio da qualidade***". (Educational Evaluation in Brazil: The Challenge of Quality). Held between August 28th and 30th, 2019, the event gathered about 500 participants to debate the quality of basic and higher education. The debate included discussions on the curriculum/assessment relationship and the implications of the Brazilian Common Core Curriculum (BNCC, in Portuguese). The Maria Cecilia Souto Vidigal Foundation participated in one of the mini-courses offered during the meeting, entitled "MELQO-BR: novos horizontes na avaliação da qualidade da educação infantil" (MELQO-BR: New Horizons in Evaluating Early Childhood Education Quality), and the roundtable "*Avaliação da qualidade na Educação Infantil: possibilidades e desafios para o futuro*" (Evaluating Early Childhood Education Quality: Possibilities and Challenges for the Future).

## VII International Seminar on the Brazilian Legal Framework for Early Childhood Development

Participation in the Parliamentary Front for Early Childhood Development event, which took place on November 12, 2019, with the topic "*Intersectorialidade: conexões para o alcance da prioridade absoluta à Primeira Infância*" (Intra-Governmental Collaboration: Connections for Achieving Absolute Priority for Early Childhood Development). Held in the Brazilian House of Representatives, the seminar promoted the debate between different social actors (government, civil society, companies, universities, and the legal system), demonstrating how institutional interrelations can be beneficial to boost comprehensive early childhood development in Brazil and around the world.

## Fórum Nacional da Undime (UNDIME Brazilian Forum)

Support for the ***17º Fórum Nacional dos Dirigentes Municipais de Educação***, (17<sup>th</sup> Brazilian Forum of Municipal Education Directors), promoted by the Union of Municipal Education Directors (UNDIME, in Portuguese) from August 13th to 16th 2019, in the city of Mata de São João, in the state of Bahia, Brazil. The event brought together 1,500 municipal education leaders, technicians from the Departments of Education, and guests, to discuss "Qualidade da Educação: financiamento, gestão e aprendizagem" (Education Quality: Financing, Management and Learning). The Maria Cecilia Souto Vidigal Foundation participated in the roundtable, "Ações intersectoriais na promoção da qualidade da educação" (Intersectoral actions in promoting the of education quality).

# Fostering Other Early Childhood Development Care Initiatives

## **Conviva Educação (Living Together Education)**

Support to the **Conviva Educação**, platform, an initiative of the Union of Municipal Education Directors (UNDIME, in Portuguese) in partnership with ten other organizations. The platform provides a free virtual environment for the administrations of the Municipal Departments of Education. It provides tools, content, and practices for improving the quality of education, encouraging municipalities to share their experiences between them. The Maria Cecilia Souto Vidigal Foundation provided support for content and initiatives focused on early childhood education.

## **The Brazilian Pact Seminar for Early Childhood Development**

We participated in the event held on December 2<sup>nd</sup> and 3<sup>rd</sup> of 2019, in São Paulo, Brazil. It was coordinated by the National Council of Justice (CNJ, in Portuguese) and financed by the Fund for Diffuse Rights of the Ministry of Justice and Public Security (CFDD, in Portuguese), which hosted the talks between the various actors responsible for early childhood development care in the Southeastern states. The objective of the seminar was to get to know the local reality and to raise awareness among legal operators and technical teams about the importance of the Brazilian Legal Framework for Early Childhood Development, promoting the implementation of the absolute priority provided for in Article 227 of the Federal Constitution.

## **Dia Viva Unido (Live Together Day)**

The team of Maria Cecilia Souto Vidigal Foundation participated in the voluntary action promoted by United Way Brasil, an initiative of the *Crescer Aprendendo (Grow Learning) Program*. The program aims to mobilize and engage companies and their employees for social action in favor of early childhood development. On November 8, 2019, a task force was mounted to revitalize spaces for games and experiences at Centro Educacional Unificado (CEU, in Portuguese) Capão Redondo, in São Paulo, Brazil which serves 197 children from 0 to 3 years old and 540 from 4 to 5 years old.

## **Brazilian Forum for Early Childhood Development**

Participation in the event held by the City of Boa Vista, on the 12<sup>th</sup> and 13<sup>th</sup> of June 2019, with the topic “*O poder transformador do cuidado nos primeiros anos de vida*” (The Transformative Power of Care in the First Years of Life). The forum brought together Brazilian and international authorities and experts to promote knowledge about what is now considered excellence in the care of children in the areas of health, education, social welfare, urbanism, technology, and communication. The Maria Cecilia Souto Vidigal Foundation made a presentation on “*Investimento de Impacto: um chamado para ação*” (Impact Investment: A Call to Action), emphasizing that every sector of society must be involved with the early childhood development cause.

# Fostering Other Early Childhood Development Care Initiatives

## **Narrativas (Narratives)**

Support to the network of cause advocacy professionals, which aims to strengthen the role of communication in civil society organizations. The goal is based on disseminating knowledge and promoting debate spaces for social transformation. Networking is done through e-mail groups, websites, electronic newsletters, webinars, just to name a few. Launched in April 2018, the initiative exploded in its second year and, from an original group of 16 advocacy professionals, reached the mark of 500 members, in 22 states and Brasília, in addition to having participants in Argentina, Belgium, and Spain.

## **Movement for the Brazilian Common Core**

Support for the initiatives of the Movement for the Brazilian Common Core, a non-governmental group of education professionals that has been working to facilitate the construction and implementation of a quality Brazilian Common Core Curriculum (BNCC, in Portuguese) since 2013. The Maria Cecilia Souto Vidigal Foundation collaborated in creating and disseminating materials, like **A Implementação da BNCC da Educação Infantil nos Sistemas de Ensino: estudo em cinco estados**, (The BNCC Implementation of Early Childhood Education in Education Systems: A Five-State Study), which analyzed the state and municipal collaborative process within the Ministry of Education (MEC, in Portuguese) Pro-BNCC project in the Brazilian states of Pernambuco, Pará, Mato Grosso do Sul, Santa Catarina, and São Paulo.

## **International Seminar on Early Childhood Development**

Promoted by the Ministry of Citizenship, the event held in Brasilia on March 12th and 13th of 2019 brought together national and international experts to evaluate public policy and offer input that validates and broadens the care for children up to 6 years old. Our guest list included: Norbert Schady, of the Inter-American Development Bank (IDB); Dr. Dana Landau Suskind, from the TMW Center for Early Learning and Public Health; Dr. Jennifer Jenkins, from the University of Toronto; Dr. Cesar Victora, MD, a researcher at the Federal University of Pelotas (UFPEl, in Portuguese). The Maria Cecilia Souto Vidigal Foundation participated in the second panel, “Innovations - The role of the private sector,” addressing partnerships between municipalities and the third sector.

## **Center for Excellence and Innovation in Educational Policies (CEIPE)**

Support for CEIPE (in Portuguese), an initiative of the Brazilian School of Public and Business Administration of the Getulio Vargas Foundation (FGV/EBAPE, in Portuguese), in partnership with Harvard University, which works to support public networks through the production of applied knowledge and training of leaders, to validate early childhood development, equality, and the tailoring of learning processes.

# Fostering Other Early Childhood Development Care Initiatives

## GIFE

The Maria Cecilia Souto Vidigal Foundation is associated with the Group of Institutes, Foundations, and Enterprises (GIFE, in Portuguese) and, among other activities, participated in the GIFE Podcast, which produced the “Educação Já” (Education Now) series, to reflect on the role of Private Social Investment (ISP, in Portuguese) in educating parents. The episode on early childhood development, with Dr. Pedro Hartung, from Instituto Alana, and Mariana Luz, CEO of Maria Cecilia Souto Vidigal Foundation, debated the proposal for a national policy that creates conditions to enable comprehensive quality care for children.

## *Observatório do Plano Nacional de Educação, or OPNE, in Portuguese (Observatory of the Brazilian Education Plan)*

The Maria Cecilia Souto Vidigal Foundation is one of 29 partners in this advocacy and monitoring project of the Brazilian Education Plan (*Plano Nacional de Educação, or PNE, in Portuguese*), coordinated by *Todos pela Educação*, to help it stay alive and fulfill its role as the leading agenda for Brazilian education policy. We participated in the general assemblies and the Thematic Incidence Workgroup, responsible for the advocacy related to educational inequality and the new Maintenance and Development Fund for Basic Education (FUNDEB, in Portuguese).

## Meeting with Dr. Adele Diamond, FRSC

On December 10, 2019, the Maria Cecilia Souto Vidigal Foundation held a meeting with the neuroscientist and director of the Center for Developmental Cognitive Neuroscience at the University of British Columbia, Canada. The Fellow of the Royal Society of Chemistry is a pioneer in the study of the executive functions of the brain, and her work sheds light on the benefits of music, sports, and playing for the integral development of children, adolescents, and young people.

## *Rede Nacional pela Primeira Infância, or RNPI, in Portuguese (National Network for Early Childhood Development)*

A national coalition of civil society organizations, government, private sector, and other networks that work to promote and guarantee early childhood development rights. In 2019, we supported the construction of the “*Empresas e a Primeira Infância*” (Companies and Early Childhood Development) chapter, in the revision of the Brazilian Early Childhood Development Plan, and of different indicators for social assistance, education, and health. The chapter would provide the monitoring of the Brazilian Legal Framework for Early Childhood Development.

# Fostering Other Early Childhood Development Care Initiatives

## Early Childhood Development in the Brazilian Congress

A coalition formed in partnership with the Bernard van Leer Foundation, *Todos pela Educação*, Fundação Abrinq, Instituto Alana, Rede Nacional pela Primeira, or RNPI, in Portuguese (National Network for Early Childhood Development), and other third sector institutions, to enhance the incidence of discussions and initiatives in favor of early childhood development in the National Congress.

## Solve 2019 Global Challenge – MIT

The Maria Cecilia Souto Vidigal Foundation was represented on the juries of the initiative launched by the Massachusetts Institute of Technology (MIT) in the United States to seek innovations for social impact all around the world. We contributed to the selection of winning projects on the topic “Early Childhood Development”. The winners were announced at an event in New York on September 22, 2019. In addition to the financial award, the selected teams are mentored by experts and the MIT Solve Team, aiming for a more significant impact potential for each project considered by the challenge.

## Movimento Todos Pela Educação (Everyone for Education Movement)

Support for the Todos Pela Educação movement, a non-profit and nonpartisan civil society organization whose mission is to engage government and society in their commitment to effectively implementing children's and young people's rights to quality basic education. The Maria Cecilia Souto Vidigal Foundation partners with *Educação Já*, an initiative that aims to contribute with firm measures and structuring that responds to the challenges of basic education in Brazil. We participated in the discussions and summarizing of the recommendations for the early childhood development plan, one of the seven priority measures listed for the government as of 2019.

## Global Education and Skills Forum (GESF)

Held in Dubai, United Arab Emirates, on March 23rd and 24th, 2019, the Global Education and Skills Forum brought together world leaders from the public, private, and social sectors, to seek solutions to achieve education, equality, and employment for all. The Global Teacher Prize is announced and awarded at this event – a Varkey Foundation initiative – considered the Nobel of Education. The Maria Cecilia Souto Vidigal Foundation also participated in the “*Um mundo que se vê através dos olhos de uma criança: Por que os primeiros 1.000 dias de uma criança são mais importantes*” (A world as Seen Through the Eyes of a Child: Why a child's first 1,000 days are the Most Important) panel. At our side was the Minister of Citizenship, Osmar Terra; Jamaican Education Minister Floyd Green; World Bank Vice President of Human Development, Annette Dixon; the executive director of the Bernard van Leer Foundation and a Thomas J. Watson Fellow, Michael Feigelson; and the professor, author, and founder of Colégio Valle de Filadélfia, Elisa Guerra.

## World Economic Forum

Participation in the annual meeting held in China, from the 1<sup>st</sup> to the 3<sup>rd</sup> of July, 2019, in which a coalition for early childhood development was formed with the Young Global Leaders (YGL) community, to put the cause to the agendas of the World Economic Forum and young global leaders.

# Transparency

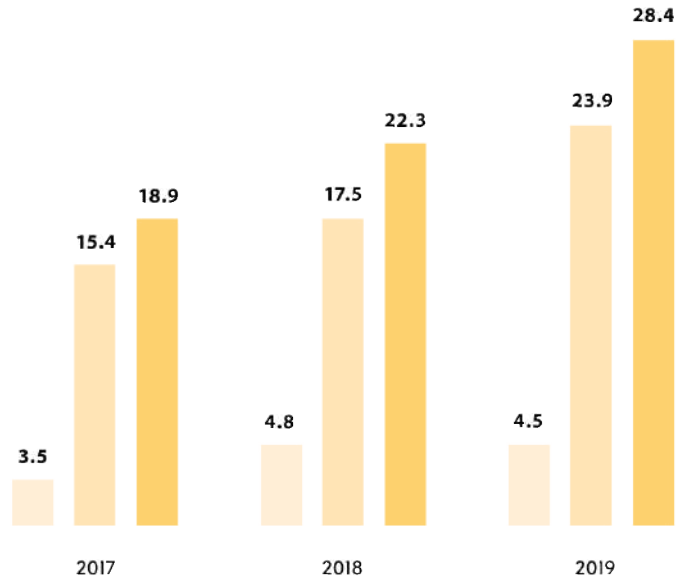
Maria Cecilia Souto Vidigal Foundation has been audited by an external and independent company since the beginning of its activities. The annual reports – financial statements and respective reports, which depict the performance of our operations for each year – have been approved by the auditor without reservation every time. All this information and other explanatory notes are available [in this link](#).

# Financial Management

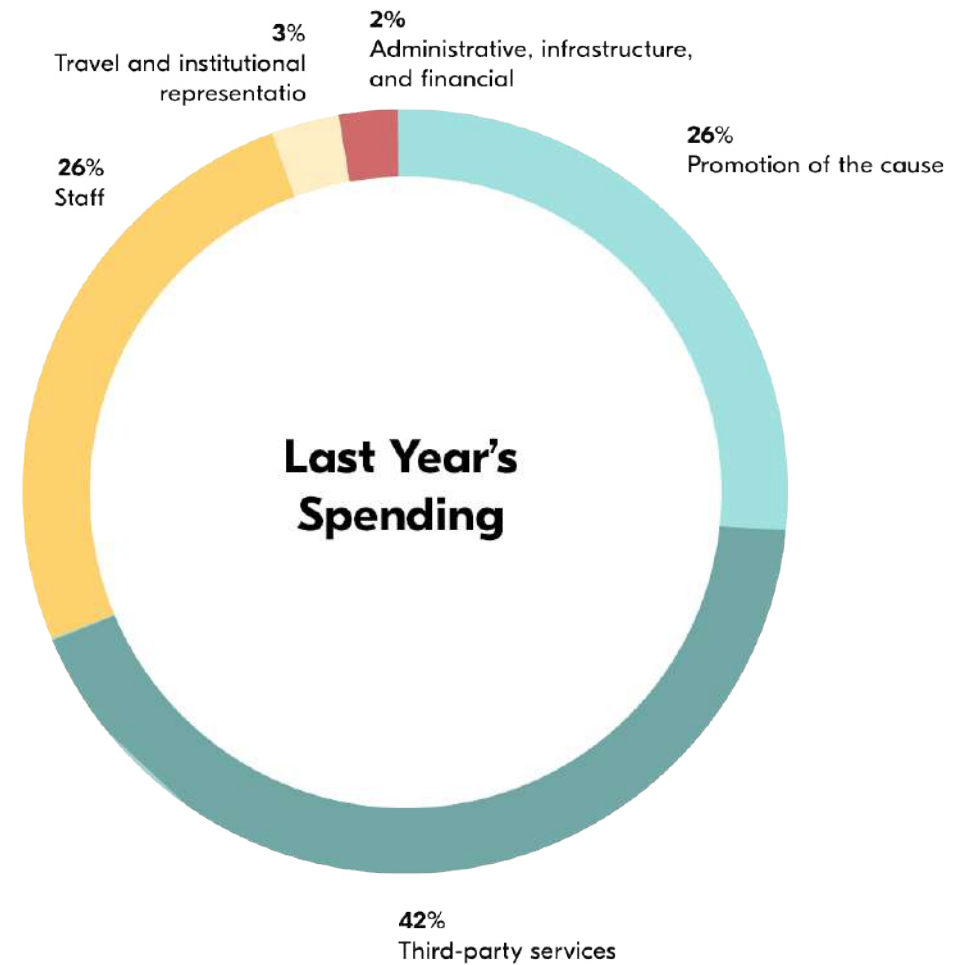
Total budget of the Foundation in 2019, considering its own resources (21.9 million BRL) and partners (6.5 million BRL)



How it was Invested



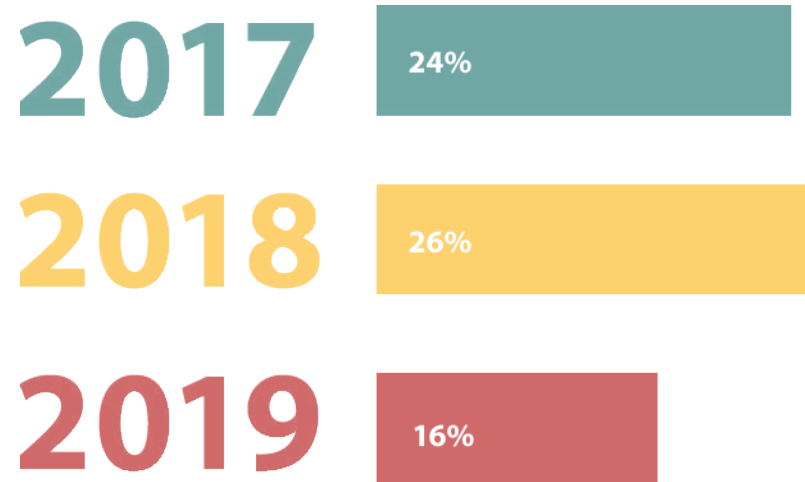
■ Total value ■ Investment in projects ■ Administrative expenses



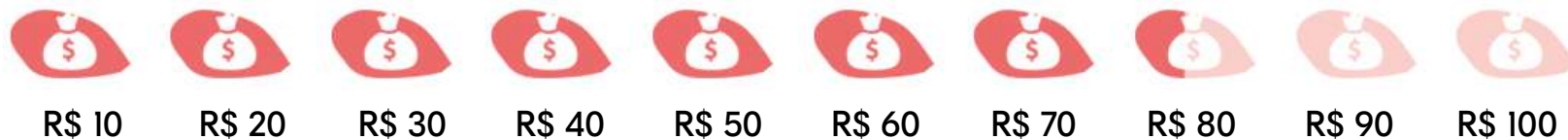
# Efficiency Index

The Efficiency Index is used as a measure of effectiveness in applying Foundation resources. It expresses the relationship between administrative expenses and the total amounts operationalized by the Foundation. The lower the index, the greater the efficiency in allocating resources to the cause..

The historical basis was recomposed according to the revised calculation, which considers all funds operationalized by the Foundation as of June 2019 — whether owned or by partners.



Of every **100 BRL** invested by the Foundation, **84 BRL** were in initiatives for the cause.





# Co-investment

We leverage early childhood development initiatives and projects with the support of partners who also believe that to change a child's life is to transform the world.

## 8,1 million BRL in co-investment



For every **100 BRL** invested in projects by the Foundation, our partners invested **46.8 BRL**.



**Contribution:** resources received from partners and made operational by the Foundation.

**Direct mobilization:** resources mobilized using the network, so that partners can invest directly in the projects organized by the Foundation



23,9

**million BRL**  
invested in projects —  
a 36.6% increase over  
the previous year

# Endowment

The activities of the Maria Cecilia Souto Vidigal Foundation are financed by the Trust (endowment), formed from the initial donation from the Foundation's founders and accumulated earnings. The Trust's resources are used to carry out its social activities in initiatives focusing on early childhood development care in Brazil. It also supports the framework for selecting, monitoring, and improving these initiatives, always maintaining the objective of perpetuating the Maria Cecilia Souto Vidigal Foundation.

The endowment has a representative governance structure and transparent process, involving the management department, the Investment Committee, and the Board of Trustees. The Trust is administrated and managed by outsourced companies, selected and contracted by the Maria Cecilia Souto Vidigal Foundation with the support of independent experts.

The Investment Policy defined by the Foundation governs the investment model and the limits allowed to managers and allocators, who seek to obtain the best long-term return within the contracted risk limits.

The Board of Trustees also approves the use of the endowment's resources annually, based on a budget prepared by the executive management, with the support of the Investment Committee and the Public Prosecutor's Office of São Paulo.

In 2019, the Trust largely exceeded the target (National Wide Consumer Price Index, known as IPCA, +4.5%), with accumulated nominal income of 17.16% compared to IPCA of 4.3%. Considering the 36-month period was up at the end of 2019, the fund accumulated a yield of 46.3%, exceeding the target of IPCA+4.5% (27.4%) by 18.9%. The sharp drop in interest rates and the performance of the stock exchange contributed to the high accumulated result.

Considering the endowment's "purchasing power," after funding the activities of the Maria Cecilia Souto Vidigal Foundation, it had an increase in its equity value adjusted for inflation (calculated in reais at the end of 2019 by the IPCA) of 508.9 million BRL at the end of 2016 to 554.5 million BRL at the end of 2018 and to 599.2 million BRL at the end of 2019. This indicated that, both in the three-year period and in the one-year period, generation and use of Trust resources were compatible with the objective of maintaining social activities and the continuity of the Maria Cecilia Souto Vidigal Foundation.

# Balance Sheet

As of December 31, 2018, and 2019 (in thousands of reais)

<b>CURRENT ASSETS</b>	<b>2018</b>	<b>2019</b>
Cash and cash equivalents	1,774	848
Earmarked funds	4,242	2,062
Sundry credits	50	575
Bonds and Securities (Trust)	530,891	599,242
<b>TOTAL CURRENT ASSETS</b>	<b>536,957</b>	<b>602,727</b>
<hr/>		
<b>NONCURRENT</b>	<b>2018</b>	<b>2019</b>
Deposits in court	1,611	2,554
Net fixed assets	615	517
Net intangible assets	27	21
<b>TOTAL NONCURRENT ASSETS</b>	<b>2,253</b>	<b>3,092</b>
<b>TOTAL ASSETS</b>	<b>539,210</b>	<b>605,819</b>

<b>CURRENT LIABILITIES</b>	<b>2018</b>	<b>2019</b>
Accounts payable	184	637
Labor obligations	431	507
Tax obligations	309	292
Investable funds	4,242	2,062
<b>TOTAL CURRENT LIABILITIES</b>	<b>5.166</b>	<b>3.498</b>
<hr/>		
<b>NONCURRENT</b>	<b>2018</b>	<b>2019</b>
Provision for contingencies	1,672	2,554
<b>TOTAL NONCURRENT LIABILITIES</b>	<b>1.672</b>	<b>2.554</b>
<hr/>		
<b>EQUITY</b>	<b>2018</b>	<b>2019</b>
Equity	503,099	532,372
Accumulated surplus	29,273	67,395
<b>TOTAL EQUITY</b>	<b>539,210</b>	<b>605,819</b>
<b>TOTAL LIABILITIES AND EQUITY</b>	<b>539,210</b>	<b>605,819</b>

# Income Statement

REVENUE	2018	2019
Sponsorship and donation revenue	3,172	4,951
Other revenue from activities	13	213
Volunteer work	381	1,315
<b>TOTAL – REVENUE</b>	<b>3,566</b>	<b>6,479</b>
<hr/>		
PROGRAM COSTS	2018	2019
Personnel	(5,342)	(4,619)
Third-party service	(6,423)	(9,300)
Travel	(912)	(773)
Publication	(147)	-
General	(123)	-
Sponsorship and donation	(4,569)	(7,334)
Taxes and fees	-	(256)
Volunteer work	(381)	(980)
<b>TOTAL – PROGRAM COSTS</b>	<b>(17,897)</b>	<b>(23,262)</b>

ADMINISTRATIVE EXPENSES	2018	2019
Personnel	(2,877)	(2,490)
General and Administrative	(733)	(702)
Third-party service	(769)	(1,431)
Travel	(52)	(192)
Taxes and fees	(229)	(6)
Depreciation and amortization	(173)	(191)
Volunteer work	-	(335)
<b>TOTAL – ADMINISTRATIVE EXPENSES</b>	<b>(4,833)</b>	<b>(5,347)</b>
<hr/>		
FINANCIAL INCOME AND EXPENSES	2018	2019
<b>Expenses</b>	23,360	3,688
<b>Revenue</b>	71,797	93,213
<b>NET FINANCIAL INCOME</b>	<b>48,439</b>	<b>89,525</b>
<b>FISCAL YEAR SURPLUS</b>	<b>29,273</b>	<b>67,395</b>

# In the Media

Early childhood development as a whole and, specifically, the Foundation's prioritized themes – early childhood education and parenting – were consistently receiving press coverage in 2019. The training programs for journalists and the strategy of approaching the main media outlets in the country help to explain the relevance and quality of the reports published on the topic throughout the year. In all, Maria Cecilia Souto Vidigal Foundation was, in some way, involved in 50 published reports. Below are some of the highlights:



## GloboNews

14/04/2019

**GloboNews Especial investiga o Programa Proinfância, que deveria construir creches no país** (GloboNews Especial investigates the Proinfância Program, which is to build daycare centers in the country)



## O Estado de S.Paulo

09/05/19

**A Primeira Infância e seu impacto na igualdade de gênero** (Early Childhood Development and its Impact on Gender Equality)



## Folha de S.Paulo

19/05/19

**De olho no longo prazo, ações para a primeira infância ganham força** (With an Eye on the Long Term, Actions for Early Childhood Development Gain Momentum)



**BBC Brasil**  
21/05/2019

**Investir em educação para a primeira infância é melhor “estratégia anticrime”, diz Nobel de Economia** (Investing in Early Childhood Education is the Best "Anti-crime Strategy", says Nobel Prize of Economics Winner)



**O Estado de S.Paulo**  
10/09/19

**A qualidade da educação no Brasil** (The quality of education in Brazil)



**Diário de Pernambuco**  
03/10/2019

**No Brasil, a cada três crianças, uma vive em extrema pobreza** (In Brazil, One in Three Children Lives in Extreme Poverty)



**Hora 1 – Rede Globo**  
04/10/2019

**Primeira infância é tema de simpósio em SP** (Early Childhood Development is the Topic of a Symposium in São Paulo, Brazil)



**BBC Brasil**  
12/12/2019

**De falta de esgoto a moradores demais, os problemas de lares brasileiros que atrasam o desenvolvimento de crianças** (From lack of sewage to too many residents, the problems of Brazilian homes that delay children's development)



**Opinião Nacional – TV Cultura**  
13/11/19

**Direitos das Crianças** (Children's Rights)

# Our Story

In 2019, the Maria Cecilia Souto Vidigal Foundation commemorated its 54th year. Our history began with a tribute: in 1965, banker Gastão Eduardo de Bueno Vidigal and his wife, Maria Cecilia Souto Vidigal, created the Foundation in memory of their daughter Maria Cecilia, who died at the age of 13, a victim of leukemia. This hardship served as the Foundation's motivation to encourage research in the field of hematology in search of effective treatments for the disease, until 2001. It all began with a laboratory forming a partnership with the Faculty of Medicine of the University of São Paulo (FMUSP, in Portuguese), and, for almost 40 years, we have been active in promoting studies, translation, and the dissemination of knowledge in this area.

In 2007, we changed our trajectory and prioritized listening to society's new demands. That's when we embraced the cause of early childhood development, and this critical time span became our purpose, the beginning of a life that goes from birth to 6 years old. We always develop projects based on scientific evidence and support initiatives that cause undeniable and lasting impacts. We continue to search for new ways to add more and more value to the narrative of our leading motivators: young children. We want to continue spreading the idea that to sow complete development at this stage is to reap it for life.

However, even today, we make contributions to the hematology field out of respect for the will of our founders. In 2019, we donated 500 units of the card game P-TET – *Instrumento Pediátrico Educativo para Trombose* (“Pediatric Educational Tool for Thrombosis”), 250 in Portuguese and 250 in English – at the Hematology, Hemotherapy, and Cell Therapy Service of Hospital das Clínicas, Faculty of Medicine, University of São Paulo (HCFM-USP, in Portuguese). The deck of cards contains a game of old maid and a memory game. It was designed to use play and interaction to inform children and their families about the symptoms of the disease and give recommendations on how to correctly follow the treatment and, thus, obtain better results.





# Governance and Staff

The team is engaged, talented, and dedicated, and transforms values into attitudes. United for the common purpose of developing children to develop society; trustees, committees, and staff endeavor in projects that help change the reality of children and families.

## Governance

**Board of Trustees:** Dario Guarita Neto (chair), Eduardo Vidigal Andrade Gonçalves, Fabio Barbosa, Luis Vidigal Andrade Gonçalves, Maria Luiza Pacheco Fernandes de Bueno Vidigal Cepera, Ricardo Henriques, Sandra Grisi

**Fiscal Board:** Adriana Katalan (chair), Paulo Sergio Miron, Roberto Munhoz Miranda

**Investment committee:** André Reginato (chair), Guilherme Vidigal Andrade Gonçalves, Helio Nogueira da Cruz, Luis Vidigal Andrade Gonçalves, Maria Luiza Pacheco Fernandes de Bueno Vidigal Cepera

**Communication committee:** Alexandre Grynberg, Clarissa Orberg, Tania Savaget, Teresa Guarita Grynberg

## Team

**Presidency:** Mariana Luz (CEO),  
Monique Sousa de Moura (executive secretary)

**Communication:** Ana Carolina Vidal Guedes (manager), Manuela Parisi (analyst), Natalia Dalle Cort Leite (intern), Nathalia Florencio (analyst), Paula Perim (director), Raquel Maldonado (analyst), Sarah Maluf (analyst)

**Applied Knowledge:** Beatriz Abuchaim (manager), Eduardo Marino (director), Fabíola Galli (manager), Karina Fasson (analyst), Letícia Monaco (intern), Leonardo Victorino (intern), Maira Souza (analyst), Marília Xavier Assumpção (analyst), Marina Fragata Chicaro (manager)

**Project and Evaluation Office:** Leonardo Eidi Hoçoya (manager), Maria Julia Fodra (analyst)

**Operations:** Carine Moreira de Jesus (Controllershhip manager), Eleno Paes Gonçalves Junior (director), Luciano Mussolin (People management and Governance), Maria do Socorro Barbosa (godmother of well-being), Wesley Dias (Financial analyst)

**Endowment:** Julia Morales Leite (analyst)

**Núcleo Ciência Pela Infância (NCPI):** Christina Kirby (analyst), Claudia Bernardes (Financial analyst), Isabela Cordeiro (analyst)

**Information Technology:** Antonio Vilar (manager), Juan Miguel Quirino (intern)

**Institutional Relations:** Andressa Vizin (intern), Heloisa Oliveira (director), Larissa Araujo (analyst)

# Partners

The Maria Cecilia Souto Vidigal Foundation thanks every institution, civil society organization, public and private manager, academia, media outlet, and a series of professionals who have joined forces in the past year, helping early childhood care to gain more and more ground in each sector and become a priority. With the support of this valuable network of partners, we can go further.







UNIVERSIDADE FEDERAL DO RIO DE JANEIRO



UNIVERSIDADE FEDERAL DO RIO DE JANEIRO



UNIVERSIDADE FEDERAL RURAL DE PERNAMBUCO



