

2021 ANNUAL REPORT



FUNDAÇÃO
Maria Cecília
Souto Vidigal



Contents

**3 MESSAGE FROM
THE LEADERSHIP**

7 OUR GOVERNANCE

10 OUR HISTORY

13 Impact Goals

14 OUR PROJECTS

16 Integrated Initiatives

34 Early Childhood Education

43 Parenting

82 Science for Childhood Center

93 SUPPORT

**100 EARLY CHILDHOOD
IN THE MEDIA**

107 TRANSPARENCY

109 Equity Fund

112 PARTNERS

118 CREDITS

A letter from the CEO

Dear readers,

We started the second year of the pandemic believing in the [Cecilia Souto Vidigal Foundation](#) and in our contributions to early childhood. We strengthened our values and remain confident in the future we can build together.

In 2021 we took a closer look at young children to understand the impacts of covid-19 in their development process. We wanted to understand, enrich and enhance the public debate around early childhood in Brazil.

Each careful step we took had clear objectives and brought concrete results. This report outlines this journey.

The Foundation set out to diagnose the current situation of Brazilian children. The survey "[Earliest Childhood – interactions in the pandemic](#)" showed that their behavior regressed during isolation.

Another study on "The impact of the pandemic on the development of children in preschool" [showed growing inequality at the beginning of their educational trajectory.](#)

The same studies also revealed such impacts are reversible: if we work fast and do what we must, we can still reverse the harmful effects of the pandemic and ensure Brazilian children the right to develop fully. We need metrics that enable us to look ahead and act now –we know that if you can't measure it, you can't recover it.

That is the idea behind the [#TáNaHoraDaEscola](#) (#TimeforSchool), a movement led by the Foundation together with 26 other institutions that share our sense of urgency to reopen schools. Schools are protective environments -- it is essential to assure children's right to attend school. The suspension of face-to-face activities in schools causes severe damage to children's development.



The Foundation got involved with the National Congress and with different levels of government to avoid setbacks and ensure policy makers and the executive power advance important early childhood interests. We worked on awareness raising among public administrators and engaged in articulation between organizations, coalitions and movements.

The [Early Childhood First](#) platform had its content expanded with new indicators and methodological guides for early childhood health, budget, education and parenting. The portal enables managers, the press, researchers, education professionals and citizens in general to monitor the situation of children in their cities.

"[...] if we work fast and do what we must, we can still reverse the harm caused by the pandemic and ensure children's right to full development."

Speaking of public policy, "Early childhood in the pandemic: perspectives for public management in Brazil" was the theme chosen by the coalition of the Science for Childhood Center (NCPI) for its [IX International Symposium on Early Childhood Development](#) -- the Foundation is part of the NCPI. The biannual event held in a hybrid format attracted a large audience. We had almost 4,000 participants in Brazil, from 25 states plus the Federal District, in addition to 11 other countries.

Another action with the NCPI created [the Brazilian Applied Research Center for Early Childhood \(CPAPI\)](#), a long-term investment in research on development in early childhood, childcare and pre-school education. The program defined 10 years of investment in research applied to early childhood, very much in line with the 2030 vision of the United Nations Sustainable Development Goals.

Projects are marked by their capillarity: they raise awareness and speak directly to society. One example is "[The Earlier, the Greater](#)", an initiative focused on the importance of the first years of a child's life. Recorded before the pandemic, the program aired on TV Globo reaching millions of Brazilians.

Another very touching production was "[First Years](#)", a series of 20 short films portraying early childhood in different contexts, always highlighting love as a key element in education and child development.

"[Que Corpo É Esse](#)" (Which Body is This) is an animated series on the absolute need to prevent violence against children.

Finally, [Nenê do Zap](#) was consolidated as the great project for direct communication with families, especially those in lower income classes C and D. It is already creating its own universe under the name Nelson da Silva Neto.

I am deeply grateful to our enthusiastic team, governing body and to the Souto Vidigal family, who made all of this possible. My sincere appreciation to all the individuals and organizations that have joined us in our efforts to protect and foster young children in Brazil.

Always looking forward, in 2022 the Maria Cecilia Souto Vidigal Foundation reaffirms its commitment to make early childhood the central axis for visions of the future.

May this post-pandemic year be a time for building and rebuilding a better country for our children. Let us pledge not to leave any child behind in their development.

Mariana Luz

CEO of the Maria Cecilia Souto Vidigal Foundation

Letter from the Chairman of the Board of Trustees

Dear reader,

I would like to start this letter expressing my gratitude for the opportunity to join and chair the Board of this long-lived institution that has contributed so much to Brazilian society.

As an Australian with three children born in Brazil, I am honored to collaborate with such an inspiring cause as the full development of young children, especially at this decisive time for Brazil and the world.

I bring with me the natural ambition that drives anyone starting a new position, and I am determined to rise to the challenges ahead.

Fighting for young children's right to full development in the face of Brazilian inequalities is a mighty task.

Yet the solid track record of the Maria Cecilia Souto Vidigal Foundation shows that we should indeed set high goals. Our commitment, discipline and innovation have made us a reference in the causes of early childhood, and we have helped advance pivotal guidelines for Brazilian children.

In the two years marked by the disruptive Covid 19 pandemic, the Foundation supported new research methods in Brazil and a large-scale study to assess children's development. A case in point is the project called Early Childhood for Healthy Adults (Pipas) developed in Ceará. And I'm not the one saying it, it's the respected medical journal [The Lancet](#).



“[...] Fighting for young children's right to full development in the face of Brazilian inequalities is a mighty task. Yet the solid track record of the Maria Cecilia Souto Vidigal Foundation shows that we should indeed set high goals.

Another initiative worthy of mention was the support provided for the development of the TEDI application – the Incentive Package for Monitoring Child Development, an innovative and complementary tool for public health policies. This investment in technology enables and stimulates close assessment of children's health, especially challenging during the pandemic, a crucial period demanding additional attention to early childhood development.

The Foundation has always fostered collaborative work, as in the case of the preparation and execution of the IX International Symposium on Early Childhood Development – our success in this

impactful event is one more reason to be proud and confident. Staging such a large event involving so many partners and stakeholders is proof of our potential to advance our worthy cause.

I can only congratulate our entire team, our executives and the Souto Vidigal family for the successful projects above, and for the many other exciting initiatives you will find in this report. I am proud to work alongside you all for the good of 20 million young Brazilian children.

Tracy Francis

Chairman of the Board of Trustees of the Maria Cecilia Souto Vidigal Foundation



Our Governance

The governing body of the Maria Cecilia Souto Vidigal Foundation promotes its strategic vision and works to ensure the institutional continuity of projects and programs. New names have joined our organization this year. Meet our members.



Board of Trustees

Body responsible for managing the Maria Cecilia Souto Vidigal Foundation. The Board is responsible for the institution's financial balance, excellence of activities, ethical standards and sustainability

- **Tracy Francis** (Presidente)
- **Alexandre Grynberg**
- **Eduardo Vidigal Andrade Gonçalves**
- **Igor Lima**
- **Maria Luiza Pacheco Fernandes de Bueno Vidigal Cepera**
- **Rachel Maia**
- **Sandra Grisi**

Investment Committee

Ensures sustainability in the Foundation's social activities through effective management and risk control, drafting recommendations to the Board of Trustees

- **André Reginato** (Chair)
- **Guilherme Vidigal Andrade Gonçalves**
- **Hélio Nogueira da Cruz**
- **Maria Luiza Pacheco Fernandes de Bueno Vidigal Cepera**
- **Roberto Chagas**

Audit Board

Responsible for overseeing the economic and financial management of the Maria Cecilia Souto Vidigal Foundation, the Audit Board examines the institution's accounts, compliance and risk management

- **Adriana Katalan** (Chair)
- **Paulo Sergio Miron**
- **Roberto Munhoz Miranda**

Communication Committee

Advisory body that supports and contributes to the actions carried out by the CEO and by the communication area to raise awareness of the early childhood cause.

- **Tania Savaget** (Chair)
- **Alexandre Grynberg**
- **Beatriz Azeredo**
- **Clarissa Orberg**
- **Luciana Alves**
- **Sandra Grisi**
- **Teresa Guarita Grynberg**



Our values

Love of the Cause

Early childhood first

Results

Responsibility, transparency and integrity

Collaboration

Integration and partnerships, always based on trust

Plurality

Respect, inclusion and suprapartyism

Balance

Excellence and innovation, commitment and lightness



Our history

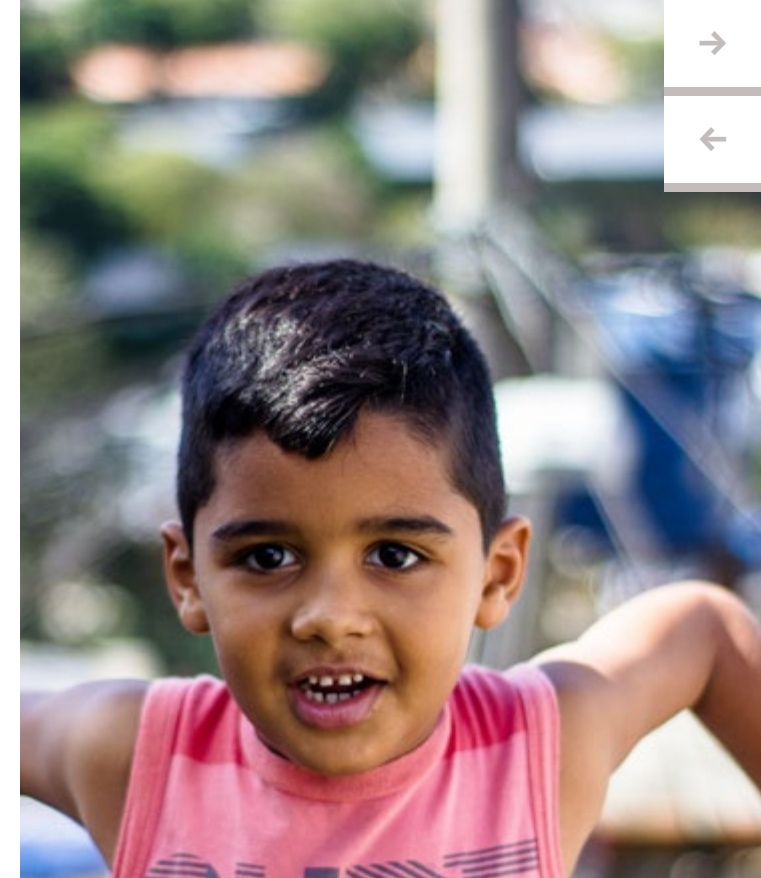


We develop children to develop society

We embraced the cause of Early Childhood in 2007, yet our dates back to 1965. The Maria Cecilia Souto Vidigal Foundation was born to honor the memory of Maria Cecilia, the daughter of Maria Cecilia Souto Vidigal and banker Gastão Eduardo de Bueno Vidigal who died of leukemia when she was only 13 years old. The Foundation began fostering research in hematology and kept working in this area until 2001. The first project was a laboratory in partnership with the School of Medicine of the University of São Paulo (USP) and for almost four decades, the Foundation helped promote research, translation and dissemination of knowledge in this specific medical area.

Shifting the focus to early childhood in 2007, the solid experience of the Maria Cecilia Souto Vidigal Foundation was directed to this new all-important challenge. Underpinned by scientific knowledge, new projects were created and evolved into concrete impact actions, such as the [Legal Framework for Early Childhood](#) — a law that drives the creation of programs, services and initiatives aimed at promoting full development for young children.

In 2019, we realized it was time to adjust our efforts again. We maintained our focus on early childhood yet defined a new strategy. We set out to plan the changes we would like to see in Brazil by 2030. We defined four major [impact goals](#), with short-, medium- and long-term milestones: enhancing early childhood education (early childhood education), strengthening childcare (parenting), assessing child development (evaluation) and raising awareness in society (communication).



Ensure that all young boys and girls have access to childcare and pre-school education for their full development.



90% of all brain connections are formed in Early Childhood, and this experience helps to shape adult life

The basis for this reorganization was the 2030 Agenda created by the UN in 2015, with 17 Sustainable Development Goals and 169 targets to eradicate poverty and promote a dignified life for every inhabitant of our planet. It was only natural for the Maria Cecilia Souto Vidigal Foundation to emphasize the SDGs that involve Early Childhood, especially SDG 4, called Quality Education, and its goal 2: “By 2030, ensure that all boys and girls have access to quality early childhood development, care and pre-school education, so that they are ready for elementary school.”

Redefining our path in 2019 was essential for us to face what would come in 2020 and 2021. With so many challenges brought by the spread of covid-19, we had to draw society's attention to the specific impacts of the pandemic on the lives of children from 0 to 6 years old. In such an important development phase, they were suddenly removed from school and the possibilities of social interaction.

In Brazil, where one out of three children aged 0 to 6 lives in poverty¹ or extreme poverty, the situation was even more worrisome. Brazil is the country

where schools were closed for the longest period². More than ever, all of us who are public, social and private leaders, parents, caregivers, members of the press, researchers and entrepreneurs must work together and make every effort to ensure early childhood is prioritized as it must be.

Not tomorrow, but now.

¹ Source: IBGE and MDS 2018.

²Source: OCDE 2021

Impact Goals

Our strategy is defined by four impact goals



early childhood education

Daycare for those who want it or need it.

Preschool for everyone. Quality, always

Ensure quality in early childhood education by meeting daycare demand and having all children aged 4 to 5 years in preschool



parenting

Support for the most vulnerable families, from pregnancy to 3 years

Ensure quality parenting services to all CAD-enrolled families [i.e., enrolled in Brazil's Federal Single Registry for low-income families], pregnant women and children up to 3 years old



evaluation

What can't be measured can't be improved

Have early childhood education and development assessment systems in place



communication

Everyone needs to know: what your experience in early years impacts your whole life

Help society understand the lifelong impact of early childhood experiences



Our Projects

More than half a century after its creation, the Maria Cecilia Souto Vidigal Foundation has a vast portfolio of initiatives aimed at early childhood development in Brazil, with special focus on support for vulnerable families and childcare for the youngest.



The Foundation supports projects and programs that can help Brazil attain target 2 in Sustainable Development Goal 4. Initiatives such as the **"The Earlier, the Greater Study on the Profile of Children from 4 to 5 Years Not Attending Preschool, BNCC Course in Early Childhood Education: Theoretical-Practical Strategies for Teacher Training, Incentive Package for Child Development Monitoring (TEDI), Impact of the COVID-19 Pandemic on Early Childhood Development, NCPI International Symposium**, in addition to the **Ceará Early Childhood Education Quality Parameters** can bring us closer to our ultimate goal: to ensure that all boys and girls have access to quality in early childhood development by 2030.

Directly linked to the Foundation's main impact goals, the projects address diversity, regional characteristics, support for parents and caregivers, appreciation of teachers, right to education, awareness-raising, demand for government actions and articulations with different levels of government. They often rely on partnerships with other foundations, institutes, academia, the media, the social responsibility area of large companies and, of course, the government.

This broader view of early childhood from a systemic perspective hinges on collaboration and encompasses the implementation and multiplication of transformative ideas and new technologies, as well as the dissemination of good practices that can help young children reach their full development.

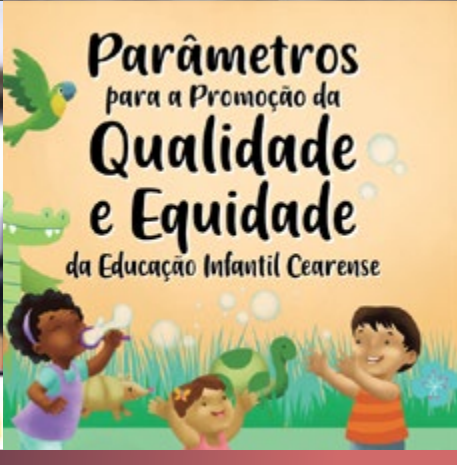
**SDG 4 Quality
Education**
**Target 2
Education for all**

**Projects and
Programs**

**Maria Cecilia
Souto Vidigal
Foundation**

integrated initiatives





INTEGRATED INITIATIVES

Territory: Ceará

Working with Porticus Latin America and the Bernard van Leer Foundation, we formed a coalition that partners with the Government of the State of Ceará and municipalities to promote child development within families living in Ceará, especially in cases of social vulnerability.

Connecting initiatives with state government challenges and strategic goals for early childhood, the coalition aims to strengthen the integrated policy for highly vulnerable families by 2022, ensuring that all children from 0 to 6 years old receive the quality care they need for their full development.

Coalition initiatives were officially launched in 2021 along the axes of early childhood education, parenting, management and cities, working with the state government and 24 municipalities. The initiatives were implemented as described below.

IMPACT GOALS

This project overlaps all areas of impact defined for the Maria Cecília Souto Vidigal Foundation, and the following goals:

- Ensure quality childhood education by meeting childcare demand and having all children from 4 to 5 years in preschool
- Ensure quality parenting services to all CAD-enrolled families, pregnant women and children up to 3 years old.
- Have early childhood education and development assessment systems in place
- Increase society’s understanding of the lifelong impact of early childhood experiences

TARGET AUDIENCE

Public managers and society

STATUS

In progress

PARTNER

Bernard van Leer Foundation, Governo do Estado do Ceará and Porticus Latin America

The coalition supports the following strategic objectives established by the Government of the State of Ceará:

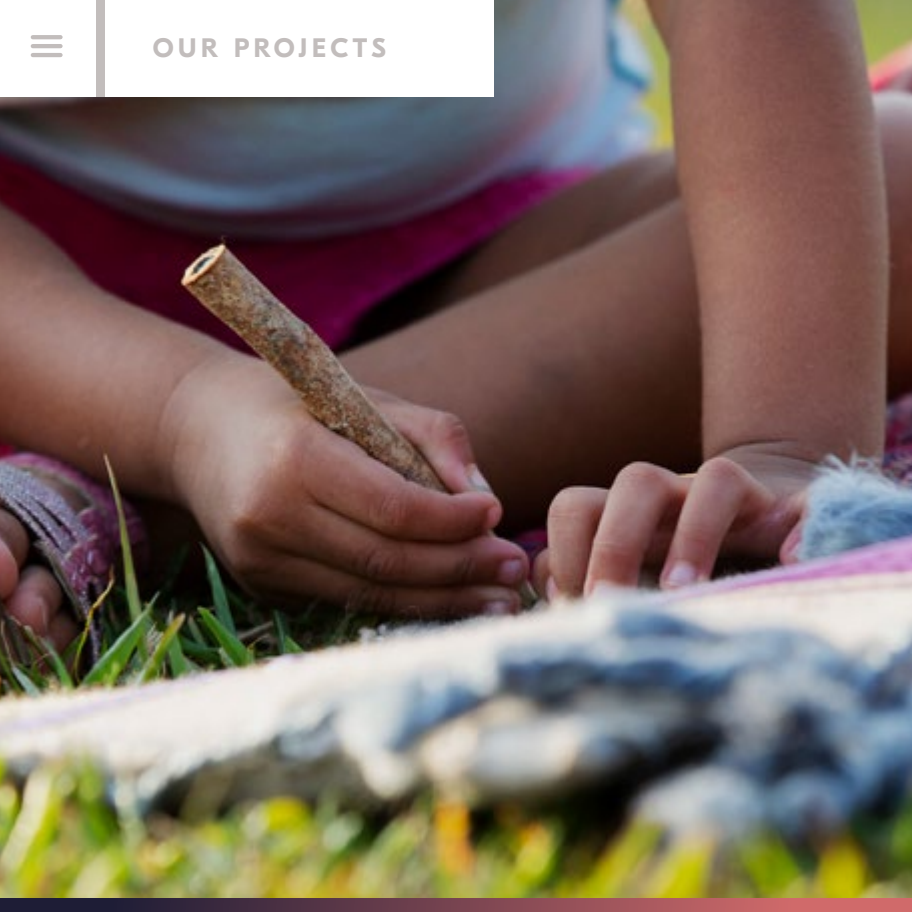
1. Have a larger percentage of children from the most vulnerable families participating in integral stimulation activities;
2. Reduce domestic violence against children;
3. Improve quality in early childhood education;
4. Develop an integrated management model for early childhood policies targeting the most vulnerable families.

The coalition's nine projects are outlined below.

RESULTS

- Reached agreement with 24 municipalities in Ceará to implement the partnership initiatives;
- Developed, launched and started implementation of the Quality and Equality Parameters of Early Childhood Education in Ceará;
- Held the 2021 More Childhood Training Cycle for early childhood education teachers in municipalities throughout the state;
- Collected data for the quality monitoring system of early childhood education in 12 municipalities;
- Conducted theoretical training sessions for the implementation of the ACT Program in 24 municipalities;
- Completed the first stage of the monitoring survey on the Profile of Families Enrolled in the Ceará Mais Infância Card;
- Carried out a new round of Early Childhood Strategic Planning with the participation of the municipalities and reached agreement on a new governance model for the plan;
- Participation of 28 public managers in the 2nd edition of the Science and Implementation of Public Policies Course held by the Science for Early Childhood Center. Find more information on page 95.





INTEGRATED INITIATIVES

Territory: Ceará

Strategic Planning for Early Childhood

Underpinning management and governance in the implementation of early childhood policies is essential to ensure impact and sustainability. The partnership between the Coalition and the State of Ceará started with the strategic plan for state policies bearing on early childhood.

Based on the PIPAS diagnosis and state indicators, strategic objectives were agreed on (PI 2018–2022), plans of action were drawn up and the Theory of Change was defined. A monitoring round of the strategic plan took place in 2021, involving state entities and the 24 municipalities.

The plan was revisited and revised; strategic objectives were once again agreed with the key players involved in the implementation.

The 24 municipalities participating in the coalition activities contributed with valuable inputs during this round, strengthening municipal cooperation with the state around the common objective of advancing early childhood education.

RESULTS

- Realigned the goals and strategies in the Strategic Plan of the Mais Infância Program in Ceará;
- Reviewed and reached agreement on the new management system for the Plan;
- Brought coalition municipalities closer to the state plan through workshops.

IMPACT GOALS This cross-sectional project of the Maria Cecília Souto Vidigal Foundation impacts different goals:

- Ensure quality in childhood education by meeting childcare demand and having all children from 4 to 5 years in preschool
- Ensure quality parenting services to all CAD-enrolled families, pregnant women and children up to 3 years old
- Have early childhood education and development assessment systems in place
- Increase society's understanding of the lifelong impact of early childhood experiences

TARGET

Public managers

STATUS

In progress

Governo do Estado do Ceará, Porticus Latin America

TECHNICAL PARTNER

Pacto



INTEGRATED INITIATIVES

Territory: Ceará

Quality Parameters for Early Childhood Education in Ceará

Built collectively and democratically, the document “Parameters for the Promotion of Quality and Equality in Early Childhood Education in the State of Ceará” is a valuable resource offered to municipal education managers. The document describes minimum parameters in management, human resources, infrastructure and pedagogical aspects to ensure access and quality in early childhood education. It is an effort to enhance early childhood education and, above all, to guarantee equality and fairness in educational opportunities.

Organized in four dimensions – democratic management; training, human resources and working conditions; living and learning environments; and political-pedagogical project and curriculum, the initiative is part of the strategies of the Ceará Coalition, within the Mais Infância Program, and is supported by the Maria Cecília Souto Vidigal Foundation.

You can read the publication [here](#). To watch the webinar, click [here](#).

IMPACT GOAL

Ensuring quality in early childhood education and having all children from 4 to 5 years in preschool

TARGET AUDIENCE

Heads of Departments of Municipal Education and their technical teams, teachers and school principals

STATUS

In progress

PARTNERS

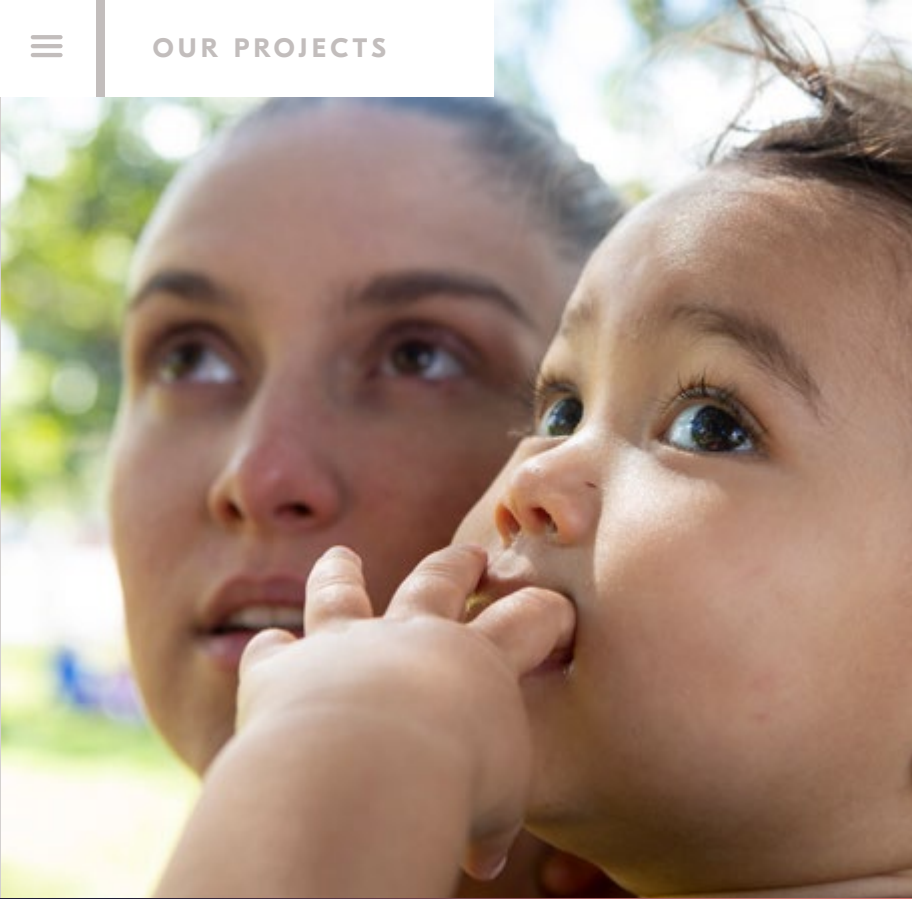
Governo do Estado do Ceará, Latin America and UNDIME – União Nacional dos Dirigentes Municipais de Educação

TECHNICAL PARTNERS

Consultant Marisa Ferreira, Laboratory of Studies and Research in Social Economy (Lepes-USP)

RESULTS

- Developed and released the publication “Parameters of Quality and Equality in Early Childhood Education in Ceará”
- More than 3500 views of the document release webinar;
- Short training sessions with municipal departments of education to implement the document.



INTEGRATED INITIATIVES

Territory: Ceará

Study on Parenting and Profile of Families Receiving Benefits from the More Childhood Program

Working alongside its partners, the Maria Cecilia Souto Vidigal Foundation supported the parenting and profile assessment of the Mais Infância Card beneficiaries in the 24 municipalities where the coalition operates. This is a cross-sectional observational study that evaluates families with children from 0 to 6 years old in situations of extreme vulnerability who receive this benefit granted to families that are also enrolled in social programs Cad Único and Bolsa Família. These families receive an additional R\$100 per month.

IMPACT TARGET

Having early childhood education and development assessment systems in place

TARGET AUDIENCE

Territory: Ceará Coalition and public managers

STATUS

In progress

PARTNERS

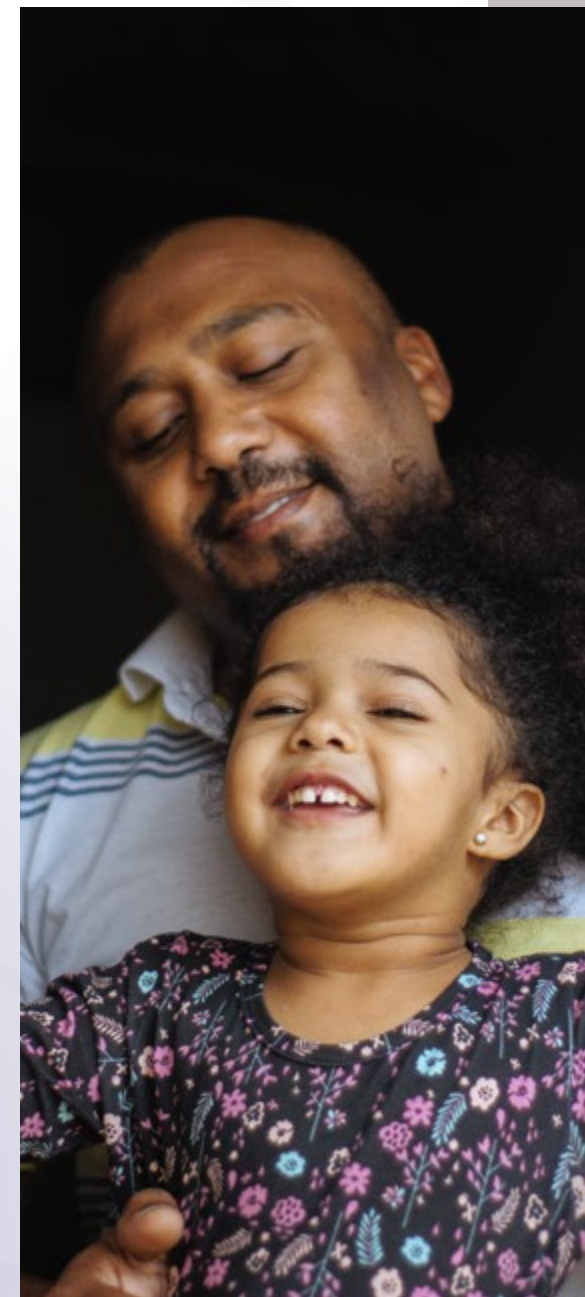
Governo do Estado do Ceará, Porticus Latin America

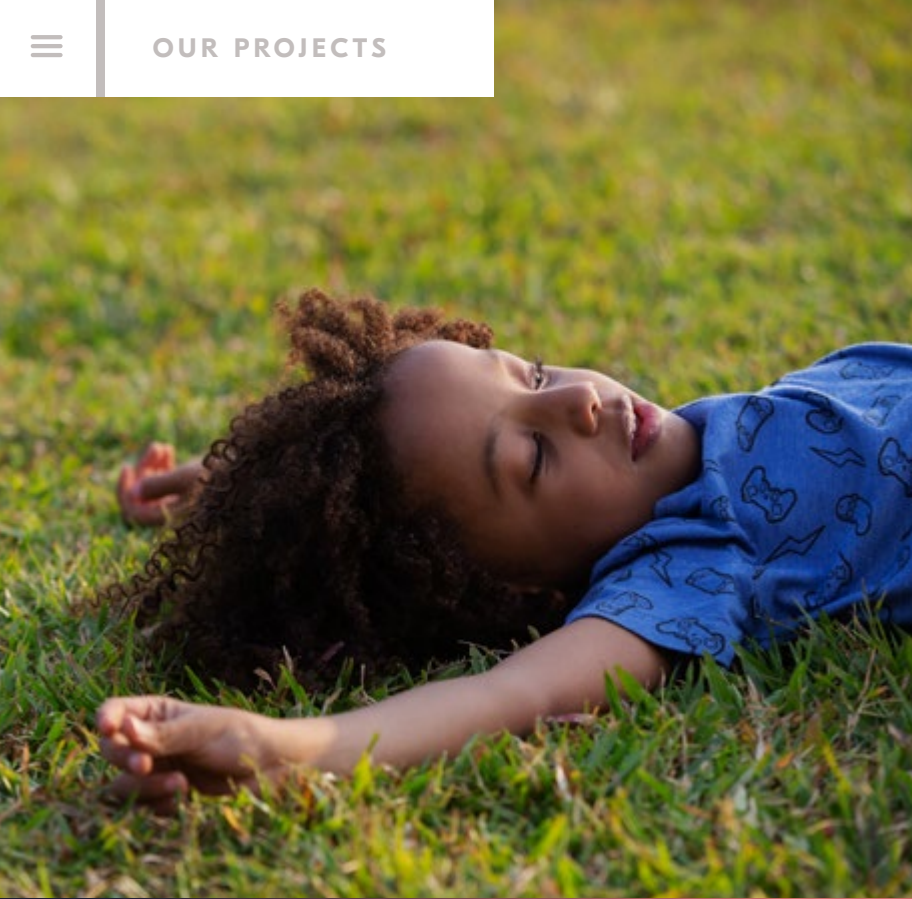
TECHNICAL PARTNER

Universidade Federal do Ceará

RESULTS

Completed the first round of the study, providing valuable information for the creation of emergency measures to support vulnerable families.





INTEGRATED INITIATIVES

Territory: Ceará

ACT Program: Educating Children in Safe Environments

Based on national and international scientific evidence and recommendations of the World Health Organization (WHO), the **ACT Program** focuses on Positive Parenting and on the prevention of violence against children. The program was originally developed by the American Psychological Association in 2001 and has been adopted in 16 countries, including Portugal, Ecuador, Japan, Peru and Greece. The program came to Brazil in 2012 and was first implemented as a public policy in the city of Pelotas, Rio Grande do Sul, in 2019.

It is now being implemented in Ceará in the 24 municipalities participating in the coalition, with close monitoring of implementation and results. In eight weekly interactive meetings, the program provides guidance to parents and caregivers on raising children in safe environments, and on the importance of having a stable, nurturing home environment.

IMPACT GOAL Ensure quality in parenting services to all CAD-enrolled families, including pregnant women and children up to 3 years old

TARGET AUDIENCE Parents and caregivers, parenting program coordinators and supervisors, social workers and facilitators

STATUS

In progress

PARTNERS

Bernard van Leer Foundation, Governo do Estado do Ceará and Porticus Latin America

TECHNICAL PARTNER

Instituto para Valorização da Educação e da Pesquisa no Estado de São Paulo (Ivepesp)

RESULTS

- Supervisors and coordinators for the program were trained from March to May; training for facilitators in each municipality followed from July to December.
- The expected results for the program include continued use of the methodology in the municipalities, generation of specific data for municipalities and state, strengthening of intergenerational parenting and actions against risks such as violence and detrimental pandemic effects.



INTEGRATED INITIATIVES

Territory: Ceará

Early Childhood Education Assessment System in Ceará

The initiative aims to develop a monitoring system for early childhood education in the State of Ceará. The new system is being developed based on data collected in 12 municipalities using tools to measure the quality of offers available to children aged 2 to 5 and the content effectively learned in the last year of preschool.

The tools were validated and adapted to the local context in partnership with the State Department of Education and Undime Ceará and are aligned with the Parameters of Quality and Equality.

In general, the quality assessment seeks to systematically identify the vulnerabilities in each network so actions and policies can be articulated to improve the service.

The project will transfer technology to the State Department of Education and to the Municipal Departments of Education to ensure the assessment is continued and expanded to all municipalities.

IMPACT GOAL

Ensuring quality in early childhood by meeting daycare demand and having all children from 4 to 5 years in preschool.

TARGET AUDIENCE

Public entities, educators and departments of education

STATUS

Concluded

PARTNERS

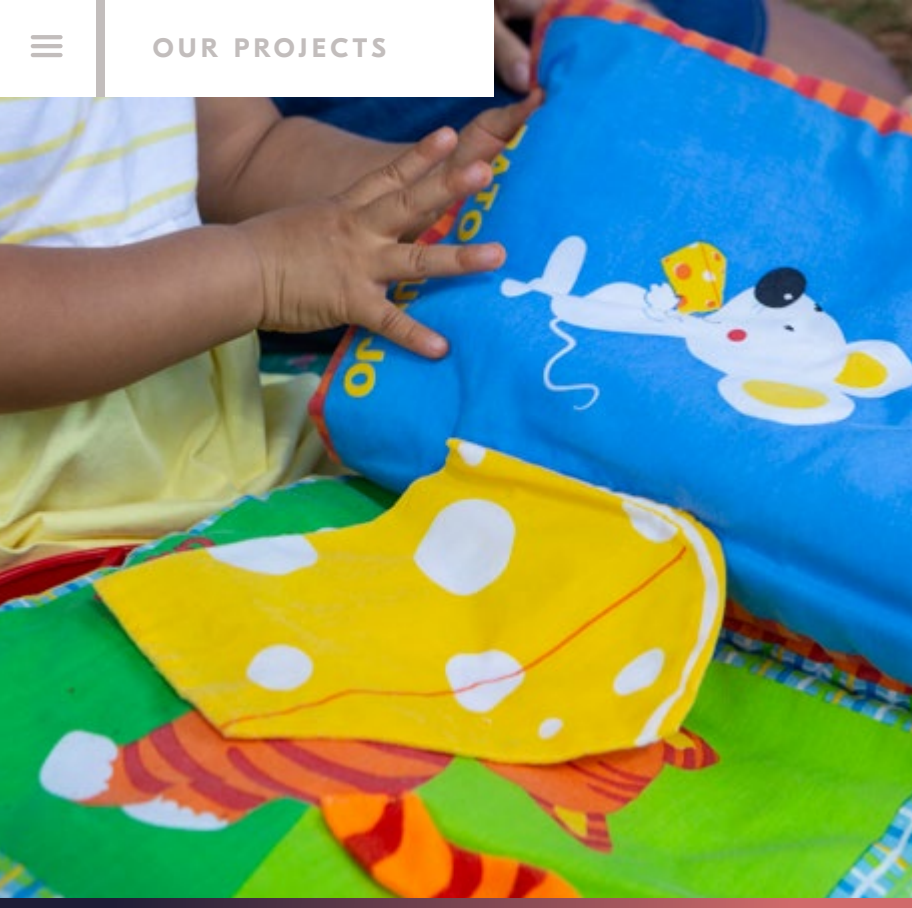
Governo do Estado do Ceará and Porticus Latin America

TECHNICAL PARTNER

Laboratório de Estudos e Pesquisas em Economia Social (Lepes USP) and Universidade Federal do Ceará

RESULTS

- Review of assessment tools for learning environments and learning through work groups and committees.
- Field research for the implementation of the tools in 12 municipalities.
- Started structuring the quality evaluation system for childhood education in Ceará.



INTEGRATED INITIATIVES

Territory: Ceará

Implementation of the Early Childhood Education Curriculum

The four modules offered to regional trainers of the State Department of Education of Ceará discussed the implementation of the Reference Curricular Document of Ceará (DCRC) for childhood education, following the guidelines of the National Curricular Guidelines for Basic Education (BNCC).

The training cycle used web meetings, readings, interaction in forums, portfolios, training plans and assessments.

The entire process was monitored as the training cycle was reproduced and cascaded down to the teachers in the 24 municipalities in the coalition to gain insights and improve the training model.

IMPACT GOAL

Ensuring quality in early childhood education by meeting daycare demand and having all children from 4 to 5 years in preschool.

TARGET AUDIENCE

Regional teacher trainers, municipal teacher trainers and teachers working in childhood education.

STATUS

In progress

PARTNERS

Governo do Estado do Ceará, Porticus Latin America

TECHNICAL PARTNER (CONSULTANTS)

Marisa Ferreira, Ana Maura Tavares, Marcia Gil and Elzilene Nobrega

RESULTS

Cascaded the training cycle for the implementation of the Reference Curricular Document of Ceará (DRCC) with 4 modules/120 hours (regional trainer — municipal trainer — teacher)



INTEGRATED INITIATIVES

Territory: Ceará

Afinidata App

New technologies and digital innovations can complement strategies in child development services and programs, maximizing results. The app called Afinidata is a good example. This AI chatbot interacts with users and helps parents create fun educational activities for children under 6 years old.

The project will carry out a randomized controlled study to evaluate the efficacy of the Afinidata app in Brazil with 2,500 vulnerable families enrolled in the social programs Criança Feliz or Bolsa Família.

The study will follow families enrolled in the Criança Feliz program in different municipalities in the State of Ceará.

IMPACT GOALS

This cross-sectional project of the Maria Cecilia Souto Vidigal Foundation impacts different goals:

- Ensure quality parenting services to all CAD-enrolled families, pregnant women and children up to 3 years old
- Have early childhood education and development assessment systems in place

TARGET AUDIENCE

Parents and caregivers of children under 6 years old

STATUS

In progress

PARTNERS

World Bank, Governo do Estado do Ceará and Harvard University

TECHNICAL PARTNER

Afinidata

RESULTS

Agreement with state government and municipalities in Ceará to structure the project. Implementation is planned to start in 2022.



INTEGRATED INITIATIVES

Territory: Boa Vista (RR)

Since 2018, the Maria Cecilia Souto Vidigal Foundation has been working in partnership with the City of Boa Vista (RR) to develop initiatives aimed at strengthening local public policies to support pregnant women, families and children in early childhood, parenting and early childhood education.

Boa Vista transformed investment in early childhood into public policy. In addition to the projects below, the city also participated in the National Quality Assessment of Early Childhood Education and Early Childhood First in the PPA – Multiannual Plan, described on pages 41 and 78, respectively.



INTEGRATED INITIATIVES

Territory: Boa Vista (RR)

Strategic Planning for Early Childhood

Fostering management and governance in the implementation of early childhood policies is essential to ensure impactful, sustainable initiatives.

The partnership between the Maria Cecilia Souto Vidigal Foundation and the municipality of Boa Vista focused on strategic planning for early childhood, followed by annual monitoring rounds to assess the reach and quality of the actions in progress.

With a new municipal administration taking office in 2021, the 2017–2020 results were evaluated, and a formal agreement was reached regarding the municipality's early childhood policy. The expected results and the Theory of Change 2021–2024 will help ensure continued priority for early childhood and the implementation of new actions.

RESULTS

New strategic planning round based on interviews with the heads of the eight departments participating in the municipality's early childhood committee and workshops with the heads of departments and their respective teams. Definition of strategic objectives for the 2021–2024 cycle and expected results for 2022 and 2024.

IMPACT GOALS

This cross-sectional project of the Maria Cecilia Souto Vidigal Foundation impacts different goals:

- Daycare for those who want or need it. Preschool for everyone. Quality, always
- Early childhood assessment: if you can't measure it, you can't improve it
- Ensure quality parenting services to all CAD-enrolled families, pregnant women and children up to 3 years old
- Everyone needs to know: what you experience in early childhood has a lifelong impact

TARGET

Public managers

STATUS

Completed

PARTNER

Prefeitura Municipal de Boa Vista

TECHNICAL PARTNER

Trajetórias



INTEGRATED INITIATIVES

Territory: Boa Vista (RR)

Saving Brains – Transition to Scale: Parental Strengthening and Evidence-Based Child Development

The commitment to evidence-based public policy drives the Foundation's partnership with the City of Boa Vista for the study on the application of the methodology of parental strengthening and child development: originally developed in Jamaica, the methodology was integrated in the 'Família que Acolhe' Boa Vista (FQA) program.

Recognized for its positive short-, medium- and long-term effects on child development, the methodology had already been validated for the Brazilian context, with good results on a previous small-scale project.

The integration with FQA, a program that already offered support to groups of families, helped expand the municipality's offer and reach through home visits.

The curriculum was expanded to aid pregnant women from the 21st week onward and children up to 36 months, and the impact study was included. As part of the defined public policy, exclusive materials were developed: scripts for home visits and small group meetings, manuals for supervisors, materials on toy manufacturing and other training tools.

IMPACT GOAL

Ensure quality parenting services to all CAD-enrolled families, pregnant women and children up to 3 years old

TARGET

Public managers

STATUS

In progress

PARTNERS

Saving Brains, Grand Challenges Canada, IDB – Inter-American Development Bank, Boa Vista City Hall and Happy Child Program/MCID

TECHNICAL PARTNER

University of São Paulo Medical School (FMUSP)

RESULTS

With the restrictions on face-to-face meetings and visits imposed by Covid-19, the municipality and the research team focused on ensuring families and young children could receive continued support and attention remotely.

The intervention phase of the project was completed, with continued attention to families; the impact assessment phase also started, with conclusion scheduled for the first half of 2022.



INTEGRATED INITIATIVES

Territory: Boa Vista (RR) Early Childhood Education Monitoring System

In partnership with the Department of Education of the City of Boa Vista (SEDUC), the Maria Cecilia Souto Vidigal Foundation supports initiatives promoting quality in early childhood education. The quality monitoring system for this specific type of education was finalized in 2020. The system is based on instruments inspired by Measuring Early Learning Environments and Outcomes (MELQO), an innovative methodology for measuring the quality of education in early childhood recognized by the World Bank, Unesco and other international organizations.

Since 2018, the city has received support to carry out three annual assessments, generating valuable evidence on the learning and development opportunities available to young children. A training process was structured in 2021 with the technical teams responsible for early childhood education to promote the use of the monitoring system in decision-making processes, improving quality of the city's early childhood education.

IMPACT GOAL

Have early childhood education and development assessment systems in place

TARGET

Public managers

STATUS

In progress

PARTNERS

Boa Vista Municipal Department of Education (SME-BV) and Municipality of Boa Vista

TECHNICAL PARTNER

Laboratory of Studies and Research in Social Economy and Municipality of Boa Vista

RESULTS

In 2021, the Maria Cecilia Souto Vidigal Foundation continued training public managers in Boa Vista on the use of the monitoring system for early childhood education assessment. The project also underscored the need for ongoing training activities to ensure quality in early childhood education. The training sessions were attended by more than 40 coordinators from the nine macro areas of municipal education in Boa Vista.

Participants then replicated the training program for principals and coordinators working in municipal early childhood education schools to ensure the program is effectively adopted by educators in their daily activities as a sustainable and scalable tool.



INTEGRATED INITIATIVES

Territory: São Paulo Strategic Planning for Early Childhood

Public policies that have a sustainable impact and drive system-wide change for early childhood require good methodologies and planning tools. Since 2018, the Maria Cecília Souto Vidigal Foundations uses innovative, collaborative methodologies to support the City of São Paulo in designing workshops, action plans, normative tools and guidelines to bolster existing solutions in the municipality.

In 2021, the partnership led to a review of the plans of action based on the Municipal Plan for Early Childhood. The guiding principle is that government actions are needed to reduce territorial inequalities among young children living in the city. Some territories were prioritized for the implementation of experimental solutions such as the Protocol for First Childhood, also supported by the Foundation.

IMPACT GOALS

This project overlaps all areas of impact defined for the Maria Cecília Souto Vidigal Foundation, specifically in two goals:

- Increase society's understanding of the lifelong impact of early childhood experiences
- Ensure quality parenting services to all CAD-enrolled families, pregnant women and children up to 3 years old

STATUS

Completed

PARTNER

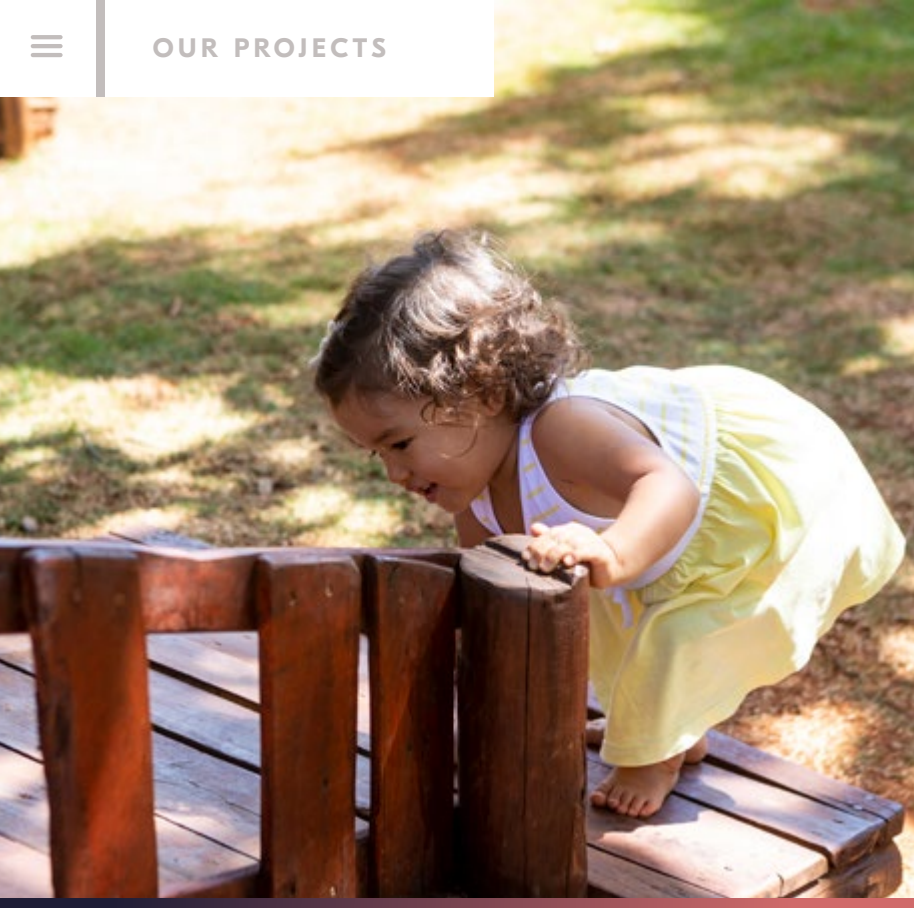
Prefeitura Municipal de São Paulo

TECHNICAL PARTNER

Trajatórias

RESULTS

Meetings to support the development of strategic post-pandemic actions and the integration of such goals in the Municipal Target Plan 2021–2022.



INTEGRATED INITIATIVES

Territory: São Paulo

Integrated Protocol for Early Childhood

Intersectoral strategies are the key to ensure pregnant women, young children and their families receive adequate attention and care. The Maria Cecília Souto Vidigal Foundation supported the City of São Paulo in developing an integrated protocol for earliest childhood care, in line with the PMPI and targets defined in the plan.

The protocol consists of three tools to strengthen and integrate public services in different areas: Offer Integration Journey, Access Integration and Alert Flows.

After collaborative development and institutionalization, an implementation test in 2021 helped build training and communication plans for the protocol, enabling future expansion. The pilot project was kicked off with two workshops involving professionals and managers from different areas in the districts Brasilândia and Jardim Ângela.

This pilot phase will be concluded in the second half of 2022, and the new tools for escalating the strategy will serve to drive integration in the remaining districts of the City of São Paulo.

IMPACT GOALS

This project overlaps all areas of impact defined for the Maria Cecília Souto Vidigal Foundation, specifically in two goals:

- Increase society's understanding of the lifelong impact of early childhood experiences
- Ensure quality parenting services to all CAD-enrolled families, pregnant women and children up to 3 years old

TARGET AUDIENCE

Public leaders and managers, technical staff in childhood education, social work and health and all departments with an early childhood policy.

STATUS

In progress

PARTNER

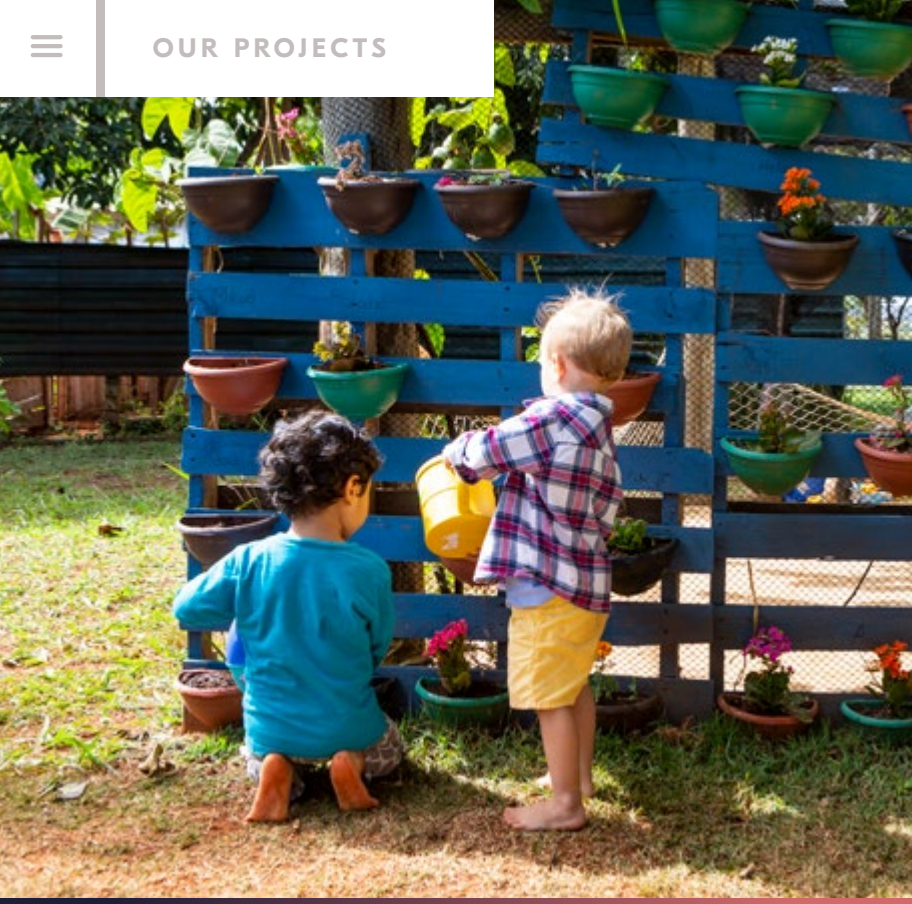
Prefeitura Municipal de São Paulo

TECHNICAL PARTNER

Futurar, Talking City and Tellus

RESULTS

Provided guidance on the implementation of the Integrated Protocol for First Childhood Care; started the pilot phase to implement training and communication strategies to guide municipal civil servants in the use of the tools Basic Journey, Access Integration and Alert Flow.



INTEGRATED INITIATIVES

Territory: São Paulo

Improved Monitoring of Early Childhood Partner Education Centers

Target 1 of the National Education Plan (PNE/2014) provides for the expansion of daycare centers to cover at least 50% of the demand by the end of the PNE term in 2024. One of the strategies to achieve this goal is to engage civil society organizations.

In the case of the Municipal Department of Education of São Paulo (SME-SP), the partner network is responsible for more than 85% of the places offered in Early Childhood Education. The network currently seeks to improve monitoring processes and tools, so the services offered are increasingly appropriate, standardized and guided by the national and municipal Early Childhood Education parameters and guidelines. In cooperation with the Maria Cecília Souto Vidigal Foundation, SME-SP approved a proposal for project execution.

The diagnostic assessment will guide the definition of key areas reflecting the 15 goals defined in the agreement between SME-SP and partner daycare centers under the applicable laws ruling such partnerships. The monitoring tool will be built with and for the network and may in the future be used by other education networks to ensure the quality of their own Early Childhood Education activities through adequate monitoring of licensed daycare centers.

IMPACT GOAL

Ensure quality in early childhood education by meeting daycare demand and having all children from 4 to 5 years in preschool

TARGET AUDIENCE

Managers in public service, public and social leaders, multipliers and society, early childhood education professionals

STATUS

In progress

PARTNERS

São Paulo Municipal Department of Education (SME-SP)

TECHNICAL PARTNER

Pacto

RESULTS

Approved proposal for the development and improvement of processes and monitoring tools for the Early Childhood Education Centers (CEIS) run by SME-SP partners. Heard more than 140 key players for the initial diagnostic assessment and development of a monitoring tool together with 13 regional boards.



INTEGRATED INITIATIVES

Study on the Impact of the COVID-19 Pandemic on Early Childhood Care and Their Families

It is more urgent than ever to prioritize the development of children in their first years, considering the negative impacts of the pandemic: social distancing, illness and the loss of loved ones have taken a devastating toll on their lives.

The Foundation joined partners to produce a diagnostic assessment of the effects of COVID-19 on families, children and on the early childhood journey (from pregnancy to 6 years) in Brazil. This study on early childhood challenges and needs can guide appropriate actions to ensure children can still develop their full potential (target 4.2 SDGS 2030).

The assessment will include quantitative and qualitative studies based on the collection of primary and secondary data on early childhood education, health and socioeconomic conditions. The initiative is underway, and the findings will be made available for managers in 2022.

RESULTS

The map of variables in each one of the axes was validated in 2021, with the definition of indicators and public sources, including the analysis model for each topic. Execution will continue in 2022, with the publication of the results also within the year.

IMPACT GOALS

This project overlaps all areas of impact defined for the Maria Cecília Souto Vidigal Foundation and more specifically the following goals:

- Ensure quality parenting services to all CAD-enrolled families, pregnant women and children up to 3 years old
- Ensure quality Early Childhood Education by meeting daycare demand and having all children from 4 to 5 years in preschool
- Have early childhood education and development assessment systems in place

TARGET AUDIENCE

Public administrators

STATUS

Ongoing

PARTNERS

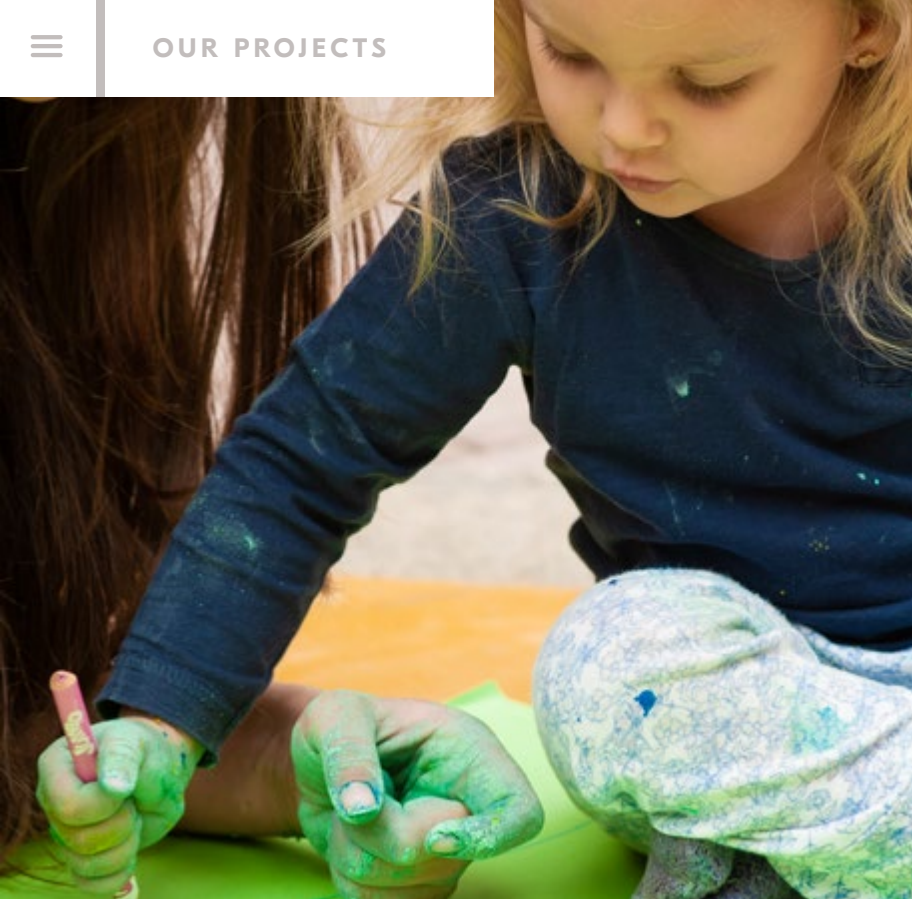
Conselho Nacional de Secretarias Municipais de Saúde (CONASEMS), Colegiado Nacional de Gestores Municipais de Assistência Social (CONGEMAS), Itaú Social, União Nacional dos Dirigentes Municipais de Educação (Undime) and UNICEF

TECHNICAL PARTNERS

Fundação Faculdade de Medicina (FFM), Fundação Instituto de Pesquisas Econômicas (FIPE) and Quantis Consultoria Financeira

early childhood education





EARLY CHILDHOOD EDUCATION

BNCC Course in Early Childhood Education: Theoretical-Practical Strategies for Teacher Training

The Foundation also held the course “BNCC in Early Childhood Education: Theoretical-Practical Strategies for Teacher Education” to help ensure that the guidelines in this document – an important advance towards equality and quality in Brazilian education – are effectively put into practice in early childhood education.

Designed to support municipal managers and technical teams in the implementation of the principles and guidelines of early childhood education in BNCC, the course had two objectives. The first was an organizational goal: to prepare the teams responsible for municipal training activities and provide the pedagogical support they need while working with the local school teams. The second was a learning goal: to disseminate BNCC early childhood education content regarding remote activities, hybrid teaching and gradual resumption of on-site school activities.

Proposed and developed during the pandemic, the course contextualizes pedagogical models for remote and hybrid activities, and for the gradual reintroduction of face-to-face activities in early childhood education. The course was offered asynchronously and synchronously to more than 1,000 municipalities. Twelve municipalities are currently participating in mentoring processes for the implementation of new training sessions in 2022. The asynchronous course is open and publicly available.

IMPACT GOAL

Ensure quality in early childhood education by meeting daycare demand and having all children from 4 to 5 years in preschool

TARGET GROUP

Municipal managers and technical teams

STATUS

Ongoing

PARTNERS

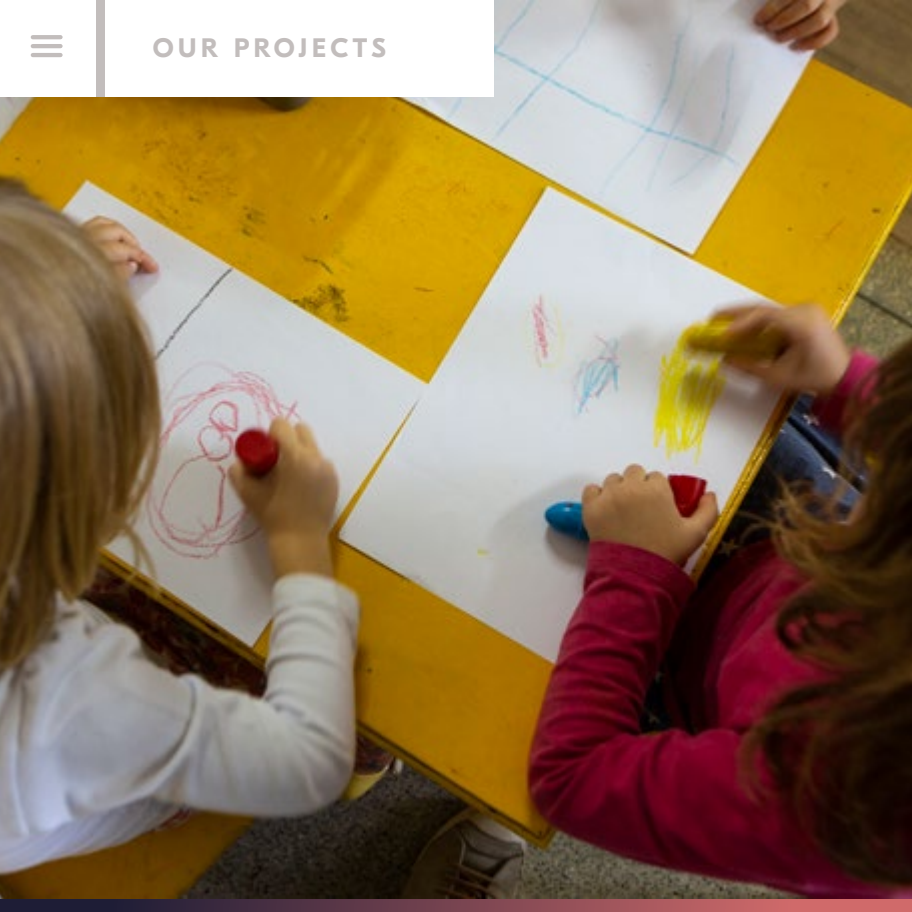
Movimento Bem Maior and União dos Dirigentes Municipais de Educação (Undime)

TECHNICAL PARTNER

Instituto Singularidades

RESULTS

- **Enrolled 1,267 municipalities** from 24 states
- **2,339 people enrolled**; average of 1,000 participants per module;
- **435 participants completed the course.**
- The course was customized for 12 municipalities in the tutorial phase, which is still in progress.



EARLY CHILDHOOD EDUCATION

Implementation of the Early Childhood Education Curriculum Sobral (CE)

Fostering a safe yet challenging environment where children can learn actively by interacting and playing; providing a space where they can experience their right to express themselves, participate, explore, play with each other, live together and get to know themselves better. This is the objective of the [Sobral Curriculum Document for the Municipal Education Network – Early Childhood Education](#), produced in partnership with the Municipal Department of Education of the city located in the interior of the State of Ceará.

Continuing its partnership with the City of Sobral, in 2021 the Maria Cecília Souto Vidigal Foundation supported continued education activities for the Municipal Education Network to ensure the effective implementation of the Curriculum Document, in line with the BNCC Early Childhood Education principles and guidelines. You can read the Sobral Curriculum Document [here](#).

IMPACT GOAL

Ensure quality in early childhood education by meeting daycare demand and having all children from 4 to 5 years in preschool

TARGET GROUP

School management professionals and teachers in the Municipality of Sobral

STATUS

Completed

PARTNER

Municipal Department of Education of Sobral

TECHNICAL PARTNER

Consultant Marisa Vasconcelos

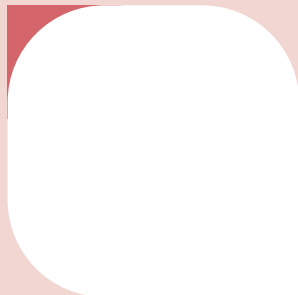
RESULT

418 educators and coordinators trained in 2021

**418 educators
and coordinators
trained in 2021**



Prêmio Educação Infantil
Análise de práticas pedagógicas alinhadas à Base Nacional Comum Curricular



EARLY CHILDHOOD EDUCATION

Early Childhood Education Award

Good Teaching Practices During the Pandemic

The COVID-19 pandemic impacted and challenged early childhood education in Brazil by causing daycare centers and preschools to remain closed for long periods. With creativity and dedication, teachers across the country developed strategies and solutions to provide learning and development for children and support for families throughout the pandemic.

Inspired by these outstanding teachers, the Maria Cecilia Souto Vidigal Foundation and its supporters launched the Early Childhood Education Award: good teacher practices during the pandemic, a way for society to learn about their efforts, and to acknowledge and recognize their valuable work.

The award underscores the importance of early childhood education, recognizes the professionals in this area, strengthens their identity and highlights good practices in working with children and their families in the absence of face-to-face activities. Check out the testimonials we recorded with the awarded teachers: [video 1](#), [video 2](#), [video 3](#), [video 4](#), [video 5](#), [video 6](#) and [video 7](#).

IMPACT GOAL

Ensure quality in early childhood education by meeting daycare demand and having all children aged 4 to 5 years in preschool

TARGET GROUP

Educators, families, managers in public service and organizations

STATUS

Completed

PARTNERS

Itaú Social and UNDIME — União Nacional dos Dirigentes Municipais de Educação

TECHNICAL PARTNER

Instituto Singularidades

RESULTS

- **Enrolled 600 educators** working in daycare centers and public preschools in the five regions of the country;
- **100 award-winning practices** of teachers working in 15 Brazilian states and the Federal District;
- 2022 launch of the publication [Early Childhood Education Award — Analysis of pedagogical practices aligned with the National Common Curriculum Base \(BNCC\)](#).

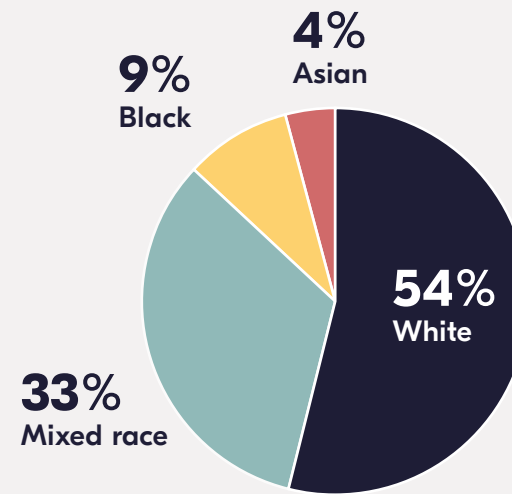




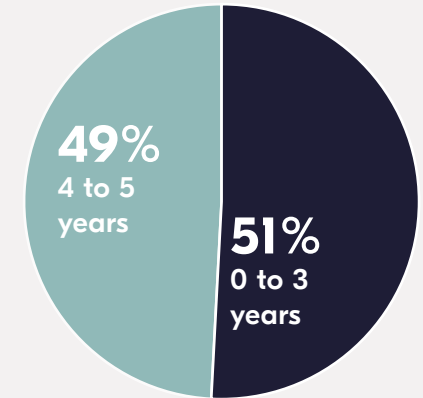
100 award-winning practices from teachers in 15 states plus DF

Winners' Profile

SKIN COLOR/ETHNICITY



AGE



GEOGRAPHY OF SCHOOLS

92
urban

5
rural

1
traditional
community



EARLY CHILDHOOD EDUCATION

Study of the Profile of Children Aged 4 to 5 Years Who Do Not Attend Preschool

Goal 1 of the National Education Plan (PNE) provided for the universalization of preschool by 2016, an objective that Brazil has not yet achieved. While access to preschool was considerably expanded during the period, estimates from the 2019 National Continuous Household Sample Survey (PNAD Continuous) indicate that more than 330,000 children between 4 and 5 years of age are still out of school.

To determine how close Brazil is to this goal, a study carried out by the Maria Cecilia Souto Vidigal Foundation estimated net enrollment rates in preschool for all municipalities and federative units in the country between 2010-2020.

In addition, we sought to outline the socioeconomic profile of the children aged 4 and 5 years who attend or do not attend school in all Brazilian states and municipalities.

IMPACT GOAL

Ensure quality in early childhood education by meeting daycare demand and having all children aged 4 to 5 years in preschool

TARGET AUDIENCE

Public managers

STATUS

In progress

PARTNERS

UNDIME — National Union of Municipal Leaders of Education and UNICEF

TECHNICAL PARTNER

Quantis Consultoria Financeira

RESULTS

Partial results indicate that children who are poor, black, live in rural areas, born to mothers with little schooling and with more precarious jobs are less likely to attend school.

These disparities in early schooling will later lead to an intergenerational vicious cycle of poverty and inequality, so it is imperative for public managers to implement active search mechanisms that can give vulnerable children a fighting chance.



EARLY CHILDHOOD EDUCATION

INC: Need for Daycare Index 2018–2020

attendance estimates for clear focus in public policies

The Daycare Need Index (INC) estimates daycare demand in municipalities, states and countrywide, considering children living in urban areas and belonging to priority groups such as children from families living in poverty, with single parents or from families where the primary caregiver is economically active.

In 2019, the Maria Cecilia Souto Vidigal Foundation developed the Need for Daycare Index (INC) and made it available for all Brazilian municipalities. The current study features methodological improvements and data updates based on the 2019 Continuous National Household Sample Survey (Continuous PNAD).

The updated version of the INC introduced daycare attendance estimates for each priority group.

42.6% of the Brazilian children aged 0 to 3 years needed a place in daycare centers in 2020

IMPACT GOAL

Ensure quality early childhood education meeting daycare demand and having all children from 4 to 5 years in preschool

TARGET AUDIENCE

Public managers

STATUS

Completed

PARTNER

UNDIME — National Union of Heads of Municipal Departments of Education

TECHNICAL PARTNER

Quantis Consultoria Financeira

RESULTS

Update of the Need for Daycare Index (INC) 2018–2020 and attendance estimates: inputs that can help define a clear focus for public policies.

Important study findings:

- **40.6% of the children between 0 and 3 years of age needed a place in daycare centers countrywide in 2018, according to the INC. The index rose to 42.4% in 2019 and to 42.6% in 2020**



EARLY CHILDHOOD EDUCATION

National Quality Assessment of Early Childhood Education

The quality assessment of early childhood education in Brazil was carried out through the analysis of the learning environments found in the early childhood public education networks of 12 municipalities in the 5 regions of the country.

The objective is to identify their strengths and weaknesses in different Brazilian contexts, giving managers in public service a sound basis to improve access to early childhood education in their municipalities, in line with the provisions of National Curricular Guidelines for Basic Education (BNCC).

RESULTS

Due to the pandemic, field activities could only start in the second half of 2021; data collection was concluded in the 12 municipalities by late December. Most of the collection took place in the last quarter, as schools started reopening. Consequently, the seminar for the dissemination of results, publication of the executive summary and local debriefing sessions were scheduled to take place in 2022.

IMPACT GOAL

Have early childhood education and development assessment systems in place

TARGET AUDIENCE

Public managers

STATUS

Ongoing

PARTNERS

Itaú Social, Movimento Bem Maior, Secretarias Municipal de Educação de Belo Horizonte, Secretaria Municipal de Educação de Boa Vista, Secretaria Municipal de Educação de Campo Grande, Secretaria Municipal de Educação de Fortaleza, Secretaria Municipal de Educação de Goiânia, Secretaria Municipal de Educação de Joinville, Secretaria Municipal de Educação de Porto Alegre, Secretaria Municipal de Educação de Porto Velho, Secretaria Municipal de Educação de Recife, Secretaria Municipal de Educação do Rio de Janeiro, Secretaria Municipal de Educação de Suzano and Secretaria Municipal de Educação de Sobral

TECHNICAL PARTNER

Laboratório de Estudos e Pesquisas em Economia Social (Lepes-USP)



EARLY CHILDHOOD EDUCATION

POT

Evaluation of the Operation Work – Back to School Program

The Operation Work (POT) – Back to School Program is a project created by the City of São Paulo to promote the labor insertion of mothers of students from municipal schools or women from the school community – especially those in situations of social vulnerability and unemployment during the COVID-19 pandemic.

Participating women started working in schools, raising awareness and ensuring compliance with COVID-19 health protocols; in parallel, they had access to professional training courses.

The project began in March 2021 and offered 4,590 job openings in the municipal school system. As a partner of the city of São Paulo, the Foundation was involved in the 2021 evaluation of the implementation and results of the POT-Back to School. This evaluation will help adjust and strengthen the program.

IMPACT GOAL

Ensure quality in early childhood education by meeting daycare demand and having all children aged 4 to 5 years in preschool

TARGET GROUP

Public and social leaders, health professionals, multipliers and society, public managers and early childhood education professionals, early childhood education teachers in public schools, early childhood education managers

STATUS

In progress

PARTNERS

Secretaria Municipal de Desenvolvimento Econômico, Trabalho e Turismo de São Paulo and Secretaria Municipal de Educação de São Paulo

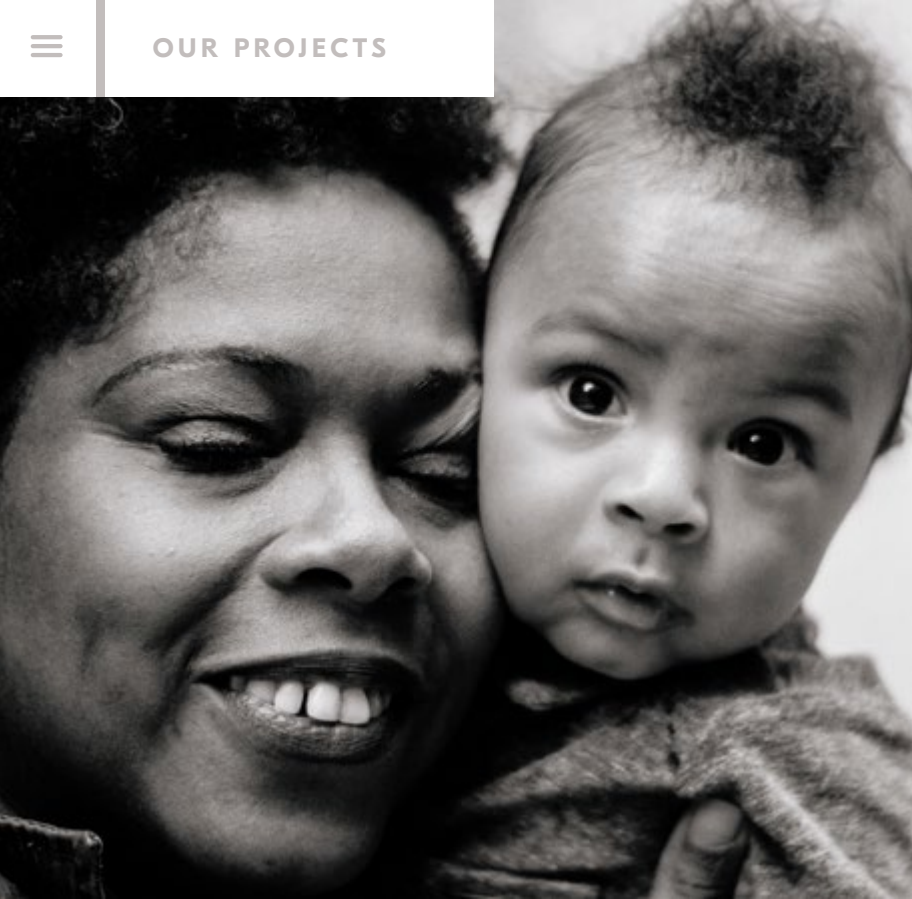
TECHNICAL PARTNER

Herkenhoff & Prates



parenting





PARENTING

Saving Brains Motherly

Supported by the Maria Cecilia Souto Vidigal Foundation since 2013, the Saving Brains Program uses calls for proposals to identify and finance innovative projects that contribute to the healthy development of children's brains in their first thousand days of life.

Depression accounts for 20% of all postpartum suicides.* Yet 71% of the cases are not diagnosed due to lack of investment, shortage of qualified professionals and insufficient public policies. The Motherly app is an effort to reduce these sobering figures: it was designed to strengthen post-partum mental health by providing support in important areas such as maintaining quality sleep, monitoring mood, engaging in safe physical activity and improving parental interactions with newborns.

Chosen for funding through the Saving Brains call for proposals, the app also centralizes practical aspects such as doctor appointments, exams, activities, health and well-being assessments

IMPACT GOAL

Ensure quality parenting services to all CAD-enrolled families, pregnant women and children up to 3 years old

TARGET GROUP

Pregnant women and mothers of babies in the first thousand days of life

STATUS

Completed

PARTNER

Fundação Faculdade de Medicina (FFM), Grand Challenges Canada and Saving Brains Learning Platform

RESULTS

The randomized clinical trial enabled testing the efficacy of an intervention via app combined with brief psychotherapy for reducing symptoms of maternal depression. A total of 81 women were monitored and 71 completed the intervention; collected data demonstrated reduced maternal stress and depression symptoms.

*Presentation Motherly 1.0; Randomized Clinical Trial; Daniel Fatori, University of São Paulo Medical School



PARENTALIDADE

PRÁTICAS DE VISITADORES
ADAPTADAS À PANDEMIA

PARENTING

Parenting Award: good visitor practices adapted to the pandemic

Home visits are an extremely important strategy to promote health and human development, with numerous benefits for children, families and society. During the COVID-19 pandemic, many home visit programs had to be adapted and even suspended for a while. Meanwhile, professionals have devised strategies and adapted safe solutions to support families.

That is when the Maria Cecilia Souto Vidigal Foundation launched the Parenting Award: good visitor practices during the pandemic. In 2020, the initiative identified and awarded prizes to 100 home visitors who adapted their practices to the pandemic context.

In 2021, this knowledge was shared through the publication called “Parenting: Visitor Practices Adapted to the Pandemic.” Four videos on the award were launched to acknowledge, recognize and disseminate these adapted actions as part of an ecosystem generating a positive impact on child development.

IMPACT GOAL

Ensure quality in parenting services offered to all CAD-enrolled families, pregnant women and children up to 3 years old

TARGET GROUP

Public entities, visitors, society in general

STATUS

Completed

PARTNER

Bernard van Leer Foundation

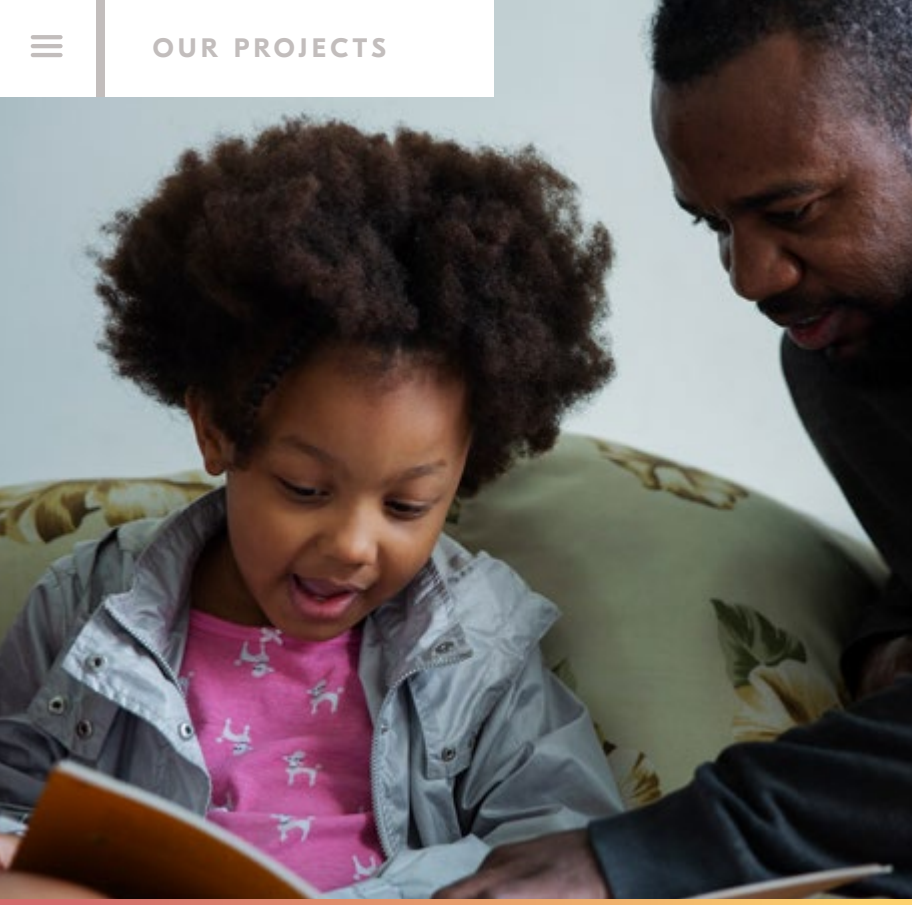
TECHNICAL PARTNERS

ponteAponte and Sitawi

RESULTS

Released the e-book “[Parenting: Practices of Visitors Adapted to the Pandemic.](#)” with the 100 award-winning practices from the five regions of Brazil; 10 were listed as “Inspiring Practices” and 90 grouped under “What the visits in the pandemic told us.”

Held a release webinar and developed four videos featuring interviews with visitors, supervisors and coordinators of home visit programs. Check them out: [video 1](#), [video 2](#), [video 3](#) and [video 4](#).



PARENTING

Parenting Programs in Brazil: Quality Parameters

In recent years, factors such as the approval of the Early Childhood Legal Framework (Law 13.257/2016), growing scientific evidence on the importance of the first years of and the emergence of public leaders committed to prioritizing early childhood have all driven the expansion and consolidation of programs and services to support families as promoters of child development.

The initiative "Parenting Programs in Brazil: Quality Parameters," developed in collaboration with the Brazilian early childhood community, is part of the effort to identify and co-create quality parameters to guide the planning, implementation, monitoring and evaluation of programs aimed at enhancing the positive impact of bonding, parental interactions and the development of different childhoods.

IMPACT GOAL

Ensure quality in parenting services offered to all CAD-enrolled families, pregnant women and children up to 3 years old

TARGET GROUP

Public managers, teams in programs and services for families with young children

STATUS

In progress

TECHNICAL PARTNERS

Lislaine Fracoli, Maria Beatriz Linhares, Talking City and Futurar

72 public managers from the 5 Brazilian regions were heard to map the challenges and opportunities to enhance quality in the implementation of Brazilian parenting programs

RESULTS

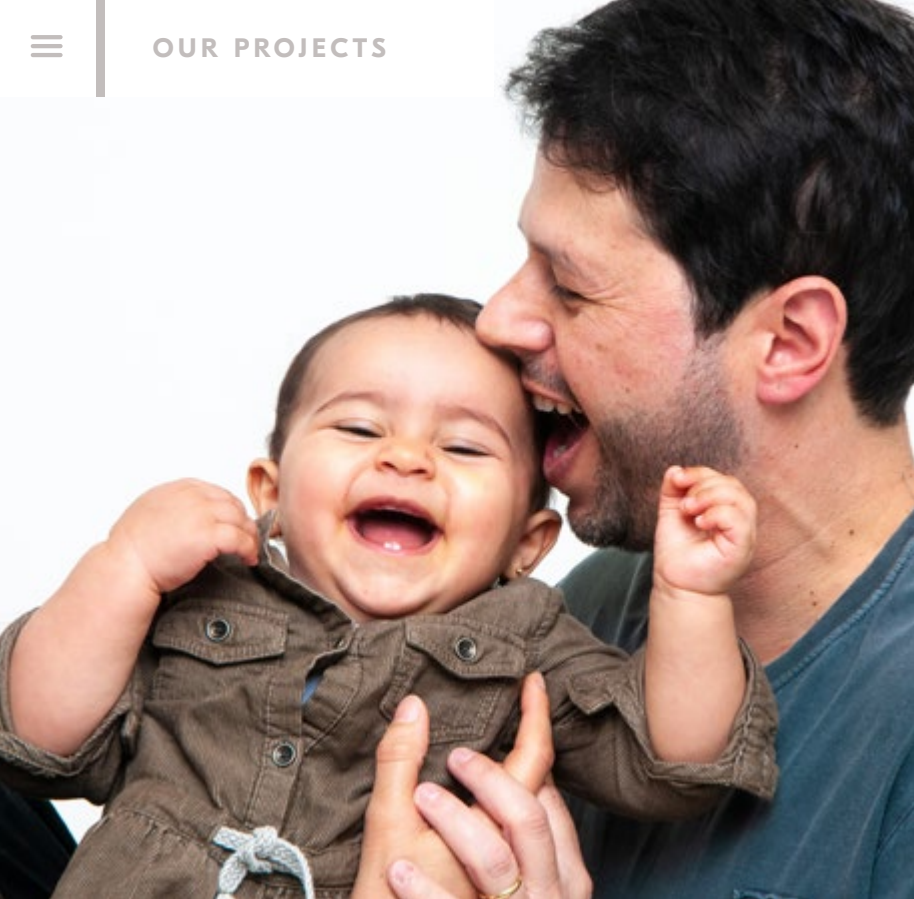
Over the course of 2021, specialists engaged in a robust review of international academic literature on the subject, focusing on a series of sub-themes related to the quality of parenting programs such as home visits, group meetings, remote support, adherence, skills and training for the team, including the end users' perspective.

Based on the elements identified in the reviews, 72 public managers from the 5 Brazilian regions participated in a survey that mapped challenges and opportunities in the implementation of Brazilian parenting

programs, considering lessons learned and difficulties found while managing parenting programs in their geographies, as well as their perception of the quality of existing programs.

A validated parameter map was also developed in co-creation workshops involving specialists and managers of parenting programs in Brazil. The document systematizing project surveys and key parameters will be launched in 2022.





PARENTING

Impact Assessment of the Happy Child Program

Understanding the effects of the “Happy Child Program” on the lives of the assisted children and families is fundamental to enable continuous improvement in the childcare offered to the target group and to generate pioneering evidence about one of the largest parenting programs worldwide.

The impact assessment of the program followed strict scientific standards to generate reliable findings on parenting and on the development of children up to 36 months.

The challenges imposed by COVID-19 in 2021 impacted face-to-face visits and research activities: telephone rounds were temporarily used to collect data from families and to gather inputs for the implementation study from home visitors, coordinators and supervisors of the program.

Towards the end of 2021, data collection was resumed as usual for the final follow-up report on the children assisted by the program in the municipalities. The data gathered in 2021 will be analyzed throughout 2022.

IMPACT GOAL

Ensure quality parenting services to all CAD-enrolled families, including pregnant women and children up to 3 years old

TARGET AUDIENCE

Public and social leaders

STATUS

In progress

PARTNER

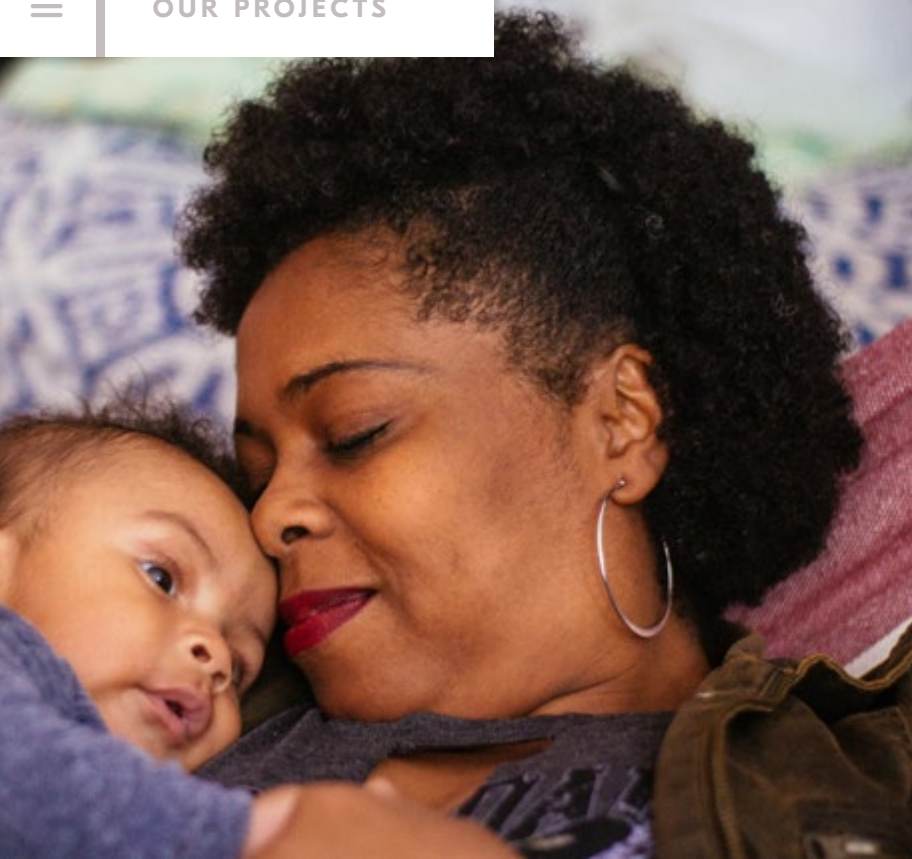
Itaú Social and Ministério da Cidadania

TECHNICAL PARTNER

UNDP — United Nations Development Program and the Federal University of Pelotas

RESULTS

In 2021, activities included data collection for the implementation study, three rounds of phone calls to families and gathering data from the last follow-up assessment of children and families participating in the study.



PARENTING

Iracemas Study:

The Effects of the Pandemic on Pregnant Women, Mothers and Children in Early Childhood

What are the impacts of the pandemic on the health of children born during the largest public health emergency of our time, and on their mothers? A prospective, in-depth investigation of indicators and outcomes to answer this question was funded by the Maria Cecilia Souto Vidigal Foundation: “Pregnancy during COVID-19 in Fortaleza, Ceará: Maternal Perception of Mental Health in Social Distancing, Expectations and Feelings in ChildCare.”

Coordinated by professors from the Federal University of Ceará (UFC) and the Harvard School of Public Health, the study captured the effects of the pandemic on children at 6 months and at 12 months. In 2021, the researchers assessed food insecurity, parenting, intrafamily violence, child development and children's sleep patterns among women who had children in public maternities in the state capital Fortaleza during July and August 2020.

IMPACT GOALS

This cross-sectional project of the Maria Cecilia Souto Vidigal Foundation emphasizes two goals:

- Ensure quality parenting services to all CAD-enrolled families, including pregnant women and children up to 3 years old;
- Have early childhood education and development assessment systems in place

TARGET AUDIENCE

Public and social leaders, health professionals, public managers and early childhood education professionals, pregnant women and mothers of young children

STATUS

In progress

TECHNICAL PARTNERS

Associação Técnico-Científica Engenheiro Paulo de Frontin da Universidade Federal do Ceará, Harvard School of Public Health and Universidade Federal do Ceará

The study was designed to provide a snapshot of the effects of the pandemic at 6 months and at 12 months

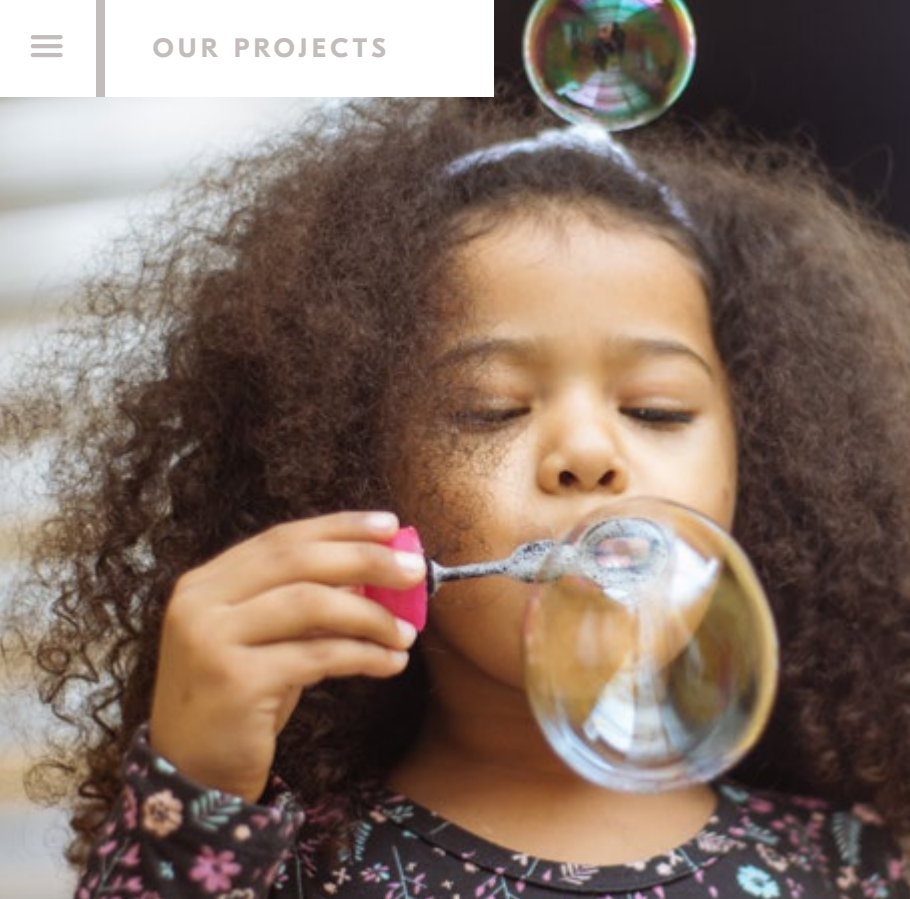
RESULTS

In 2021, data from the first phase of the study was analyzed in the article [“COVID-19 and mental health of pregnant women in Ceará, Brazil,”](#) featured in the *Revista de Saúde Pública* of the Public Health School of the University of São Paulo.

Data collection included 6-month follow-up data, the first wave of the Iracema-COVID Cohort, and interviews with 351 mothers who had children between July and August 2020. The study assessed sociodemographic data, maternal physical and mental health, pregnancy and birth characteristics, postnatal and maternal doctor appointments; infant feeding patterns and family support.

The 12-month follow-up assessment of the Iracema-COVID Cohort interviewed 325 mothers who had children in July and August 2020. The study analyzed the same indicators as in the first wave with additional assessments regarding parenting, child development and food safety. The data will be published in 2022.





PARENTING

Impact Assessment of the Better Early Childhood Program PIM

Motor and cognitive skills, socio-emotional aspects, communication and language development, educational performance and future performance in the labor market. All of these fundamental aspects in the life of young children are impacted by the Program Primeira Infância Melhor (PIM – Better Early Childhood Program), the home visitation policy implemented by the State of Rio Grande do Sul.

The PIM impact assessment aims to identify the effects of the program on parenting and development of cognitive, socio-emotional, communication and language skills of the assisted children.

RESULTS

In 2021, an article was published in *Nexo Public Policies* describing the study and data collection from the 404 participating families with young children in the State of Rio Grande do Sul. The study was held in 15 cities and had a control group with no assistance.

The data collection phase included evaluations of sociodemographic data, maternal mental health, child development and parenting, and the data will be made available in 2022.

IMPACT GOAL

Ensure quality parenting services to all CAD-enrolled families, pregnant women and children up to 3 years old

TARGET AUDIENCE

Public and social leaders, health, education and social assistance professionals, public managers, researchers, pregnant women, mothers of children up to 6 years old and families

STATUS

In progress

PARTNER

Government of the State of Rio Grande do Sul

TECHNICAL PARTNER

FGV/EESP Clear – Centro de Aprendizagem em Avaliação e Resultados para o Brasil e a África Lusófona

assessment





O IMPACTO DA PANDEMIA DA COVID-19 NO APRENDIZADO E BEM-ESTAR DAS CRIANÇAS



EVALUATION

The Impact of the COVID-19 Pandemic

on the development of preschool children

With the onset of the COVID-19 pandemic, millions of young children spent on average 280 days without any face-to-face education activities in Brazil. Understanding the resulting impacts on the physical, socio-emotional and learning development of children is an essential first step to guide public policies and provide the necessary support to all children, very especially to those belonging to vulnerable families, which were the most seriously affected by school closures.

The Maria Cecilia Souto Vidigal Foundation supported the study "[The Impact of the COVID-19 Pandemic on the Development of Preschool Children.](#)" which estimated these impacts and assessed how school closures affected inequalities in terms of learning opportunities.

IMPACT GOAL

Ensure quality early childhood education by meeting daycare demand and having all children aged 4 to 5 years in preschool

TARGET AUDIENCE

Researchers, educators, public managers, caregivers and society in general

STATUS

In progress

PARTNERS

Secretaria de Educação do Rio de Janeiro and Secretaria Municipal de Educação de Sobral

TECHNICAL PARTNERS

Laboratory of Research in Educational Opportunities of Universidade Federal do Rio de Janeiro (LaPOpE/UFRJ) and Universidade Federal do Rio de Janeiro (UFRJ)

RESULTS

Data collection in the private and affiliated network of Rio de Janeiro was completed in 2021, and reported in the publication "[Impact of COVID-19 on Child Learning and Wellbeing.](#)"

The project also finished collecting data from the public education network of the municipality of Sobral, in the State of Ceará. The Sobral report is currently being edited for publication in 2022.



EVALUATION

Child Development Monitoring Incentive Package – **TEDI**

Closer monitoring of child development in primary health care is essential to ensure that every child receives the individualized care they need for their full development. The Maria Cecilia Souto Vidigal Foundation supported the development of an application called TEDI – Screening and Stimulation for Child Development.

Based on the Brazilian validation of “The Survey of Well-Being of Young Children” (SWYC), the app supports health professionals in screening and stimulating child development, complementing the vigilance activities carried out based on the tool called “Caderneta da Criança” [Child Development Booklet].

Various experts participated in a 2021 technology review and validation of the algorithms that feed its base. In addition, a usability test was performed with public and private service professionals, as well as members of academia in different Brazilian cities.

This step assessed user experience and functionalities such as navigation and visualization, and verified information security regarding data provided for decision-making processes. In a final step, adults charged with caring for young children were also asked to test the app.

In 2022, the project will move on to the effectiveness assessment phase and train multipliers for the implementation in other municipalities countrywide.

IMPACT GOAL

Have early childhood education and development assessment systems in place

TARGET GROUP

Managers in Public Services and Health Care Professionals

STATUS

In progress

PARTNERS

FEPE – Fundação de Apoio ao Ensino Pesquisa e Extensão and Universidade Federal de Minas Gerais – UFMG

RESULTS

- **Development of the TEDI application – Screening and Stimulation for Child Development** and placement in app stores (Android and IOS versions);
- **App usability test** with 24 health professionals from 10 cities;
- Assessment of the questionnaire used in the Survey of Well-Being of Young Children (SWYC) involving 100 caregivers of children between 1 and 65 months in 9 states to validate the questions and methodology used in the application;
- 76% of the participants reported median agreement with the questions used in the methodology.

communication



primeiríssima infância — interações na pandemia

Comportamentos de pais e cuidadores de crianças de 0 a 3 anos em tempos de Covid-19



COMMUNICATION

Very Early Childhood Study

Behavior of Parents and Caregivers of Children Aged 0 to 3 Years in Times of COVID-19

The study “Very Early Childhood — Interactions in the Pandemic: Behaviors of Parents and Caregivers of Children from 0 to 3 Years in Times of COVID-19” emerged as an offshoot of a survey conducted in December 2019 and launched in 2020, together with Porticus Latin America. The survey mapped the habits and attitudes of parents, mothers and caregivers of children aged 0 to 3 years. This pre-pandemic survey was an ideal baseline for the new study that centered on the changes experienced by families.

The objective of the study was to investigate how the onset of the pandemic affected family dynamics and the development of young children, as well as the perception of parents and guardians regarding their relationship with children in the period March to December 2020.

A total of 1,036 people from socioeconomic classes A, B, C and D were interviewed. Participants answered a questionnaire covering four areas: family space, support network, aspects related to the parents' work and access to basic education, health and social assistance services.

IMPACT GOALS

The project overlaps different areas of impact of the Maria Cecília Souto Vidigal Foundation:

- Have early childhood education and development assessment systems in place
- Increase society's understanding of the lifelong impact of early childhood experiences

TARGET AUDIENCE

Social leaders, multipliers and society, parents and reference adults and home visitors

STATUS

Completed

PARTNER

Porticus Latin America

TECHNICAL PARTNERS

Kantar Ibope Media and Rede Conhecimento Social

RESULTS

The results were presented in March 2021 and later explored in depth in reflections provided by the consultancy "Conhecimento Social," specialized in child development, and other early childhood specialists.

The objective of this second wave was to investigate how the pandemic affected family dynamics and the development of young children, as well as the perception of parents and guardians about their relationship with children in the period March to December 2020.

The publication aims to inspire target audiences and help build bridges and new paths for the development of children in their early years and, consequently, throughout their lives.

The survey of **1,036 respondents in socioeconomic classes A, B, C and D** shows that the pandemic did not affect all population groups in the same way:

- **39% of the respondents** said they had **more time and good opportunities to be with their children**
- **12%** had **more time, even though they found it difficult to reconcile** time spent with their child and their other activities
- In segments with **higher education**, there was **a greater increase in time spent with children**, probably because the respondent was working from home.
- In the **B2/C groups with less schooling**, the changes in the time spent with children was **less significant** — these were the segments that most often reported they had to stay away from the child because of isolation.
- Class D **had the most reports of no change in time spent with the children.**

You can find all data and analyses [here](#).



A survey with 1,036 respondents in socioeconomic classes A, B, C and D shows that the pandemic did not affect all population groups in the same way



COMMUNICATION

Private Sector Leaders

RESULTS

The Best Companies in Early Childhood Care Award; Marie Claire Power Trip Summit, and Companies and Early Childhood Guide (summary).

40% of the companies at the top of the 2021 Great Place to Work ranking offer daycare centers or nurseries for employees' children in the workplace itself or nearby

To what extent do businesses provide support to families with young children? In general, organizations are not really involved with early childhood. The Maria Cecilia Souto Vidigal Foundation believes this can and should change, since every company has the potential to be a powerful ally in the cause of early childhood.

The Foundation supported two projects and participated in a leadership meeting in 2021 to raise awareness and encourage private sector leaders to invest in policies to support families with young children both in their own work environment and beyond, influencing their value chain and the communities where they operate.

marie claire POWER TRIP SUMMIT 2021

30
anos

COMMUNICATION

Private Sector Leaders

Marie Claire
Power Trip Summit

Held by *Marie Claire* magazine (Editora Globo) since 2017, the largest women's leadership event in Brazil brings together key players to discuss essential issues such as science, technology, physical, mental and financial health, entrepreneurship, environment, sustainability and economy, while focusing on gender, race, LGBTQIA+, PWD and territorial traits. Mariana Luz, CEO of the Maria Cecilia Souto Vidigal Foundation, gave a 15-minute presentation (like a TED Talk) addressing the topic "New Generation in Crisis: The Importance of Discussing Early Childhood in Companies."

"Even companies not directly involved with early childhood can help this cause that has a direct impact on the quality of their workforce and on their future ability to deliver sustainable results while adapting to our constantly changing world," said Mariana Luz during her participation in the Marie Claire Power Trip Summit

IMPACT GOALS

Increase society's understanding of the lifelong impact of early childhood experiences

TARGET AUDIENCE

Leaders in the private sector

STATUS

Completed

RESULTS

Power Trip Summit figures:

- More than 135 million people impacted;
- 99 leaders and CEOs involved;
- 29 speakers;
- 12 brands;
- More than 90 posts and stories on social media related to the event.



COMMUNICATION

Private Sector Leaders

Business and Early Childhood Guide

The Early Childhood Guide for Businesses is a digital platform that brings together more than 600 early childhood initiatives implemented by companies of all sizes operating in different areas. The goal is to create a large network of cause-oriented corporations that can share initiatives so that companies can review their existing policies or implement new corporate policies and actions in their community and/or along their value chain to foster early childhood.

IMPACT GOAL

Increase society's understanding of the lifelong impact of early childhood experiences

TARGET AUDIENCE

Public and private sector leaders

STATUS

In progress

PARTNER

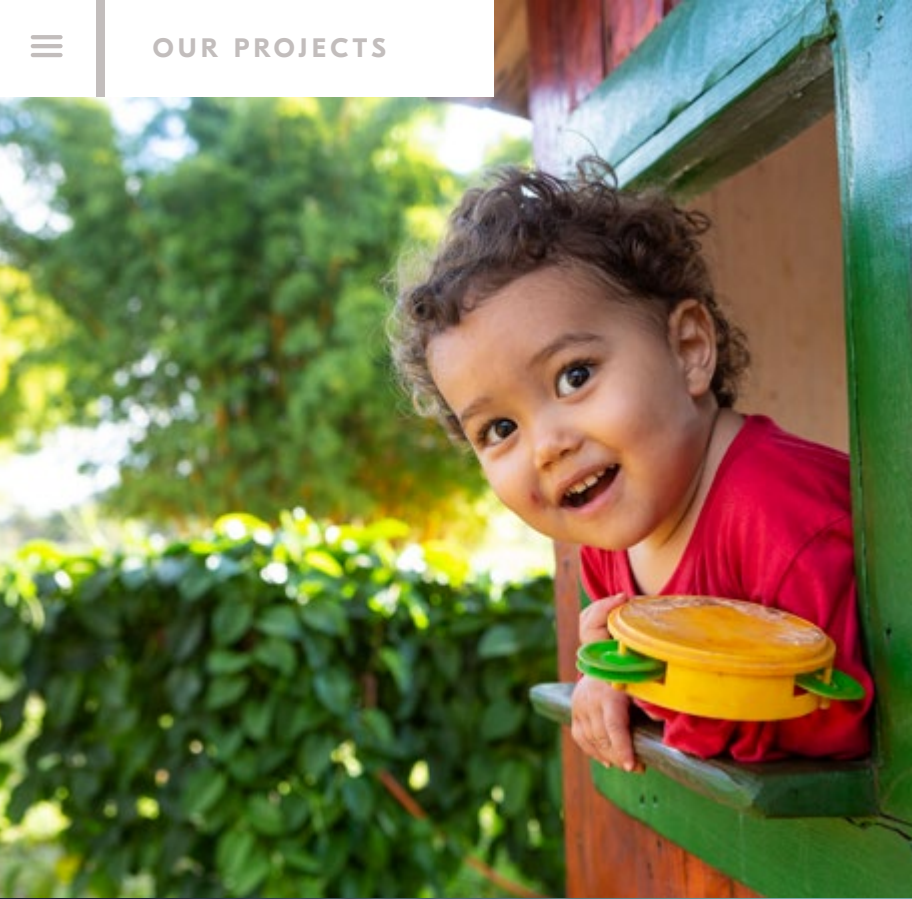
Bernard van Leer Foundation, Fundación Femsa and United Way Brasil

RESULTS

The Guide in numbers:

- 2,900 new users;
- 112 registered companies;
- 76% of companies defined activities to foster early childhood development;

The objective of the platform is to raise awareness and encourage companies to invest in early childhood through their own internal practices and policies, and to go beyond by disseminating the idea among employees, customers, suppliers and communities where they operate.



COMMUNICATION

Private Sector Leaders

Best Companies in Early Childhood Care Award

Every company is a potential ally in the cause of early childhood. In 2019, the Maria Cecilia Souto Vidigal Foundation worked in partnership with the Great Place to Work (GPTW) institute to create the new ranking "Best Companies in Early Childhood Care" to recognize outstanding company support for employees who have children under 6 years old.

Some of the 2021 winners were Take Distribuidora, Cisco, Accenture do Brasil, Eurofarma Laboratórios S/A and IBM Brazil. To qualify for the ranking, companies must meet five criteria: at least six months of maternity leave, extended paternity leave (minimum 20 days), daycare allowance for fathers and mothers, extension of daycare allowance depending on the region, and a nursing room in the workplace.

The ranking considers benefits such as extended maternity leave, extended paternity leave, daycare allowance for fathers and mothers, and nursery room in the workplace

IMPACT GOAL

Increase society's understanding of the lifelong impact of early childhood experiences

TARGET AUDIENCE

Public and private sector leaders

STATUS

Completed

PARTNERS

Instituto Great Place to Work (GPTW)

RESULTS

The 2021 ranking in numbers:

- **84 registered companies**
- **Good company practices for early childhood** went from 42% in 2020 to 52% in 2021
- The **percentage of companies offering extended paternity leave** (20 days or more) rose from 36% to 41%
- The number of **companies that had a nursing room** grew from 16% to 17%
- The top five companies in the ranking also offer **maternity/paternity leave for same-sex families**



COMMUNICATION

Training Sessions for Journalists and Communicators

Raising press awareness of the importance of early childhood; educating and preparing journalists; providing information about Brazilian children and expanding the debate on access and quality of services are the objectives of the Maria Cecília Souto Vidigal Foundation in its actions involving opinion makers, the press and other communicators.

The Foundation invested in meetings, courses and training programs for journalists and communicators from different regions, and in different stages of professional training, working along three lines, as described in the next pages.

MANUAL DE JORNALISMO & TERRITÓRIO

PRIMEIRA INFÂNCIA E ADOLESCÊNCIA

COMMUNICATION

Training Sessions for Journalists and Communicators

Journalism & Territory

Aiming to stimulate the production of qualified information on early childhood across all territories and regions, the Maria Cecília Souto Vidigal Foundation partnered with community journalism agency Énois to create the Journalism and Territory program. This training cycle in journalism and early childhood featured six modules and was held in every region of the country – the last two in 2021.

With six cycles of eight online meetings, each training course totaled 30 hours and presented tools that local communicators scattered around the lower-income communities in the outskirts of major urban centers can use to provide more impactful news coverage on early childhood themes.

IMPACT GOAL

Increase society's understanding of the lifelong impact of early childhood experiences

TARGET AUDIENCE

Journalists in peripheral communities, local communicators and civil society in general

STATUS

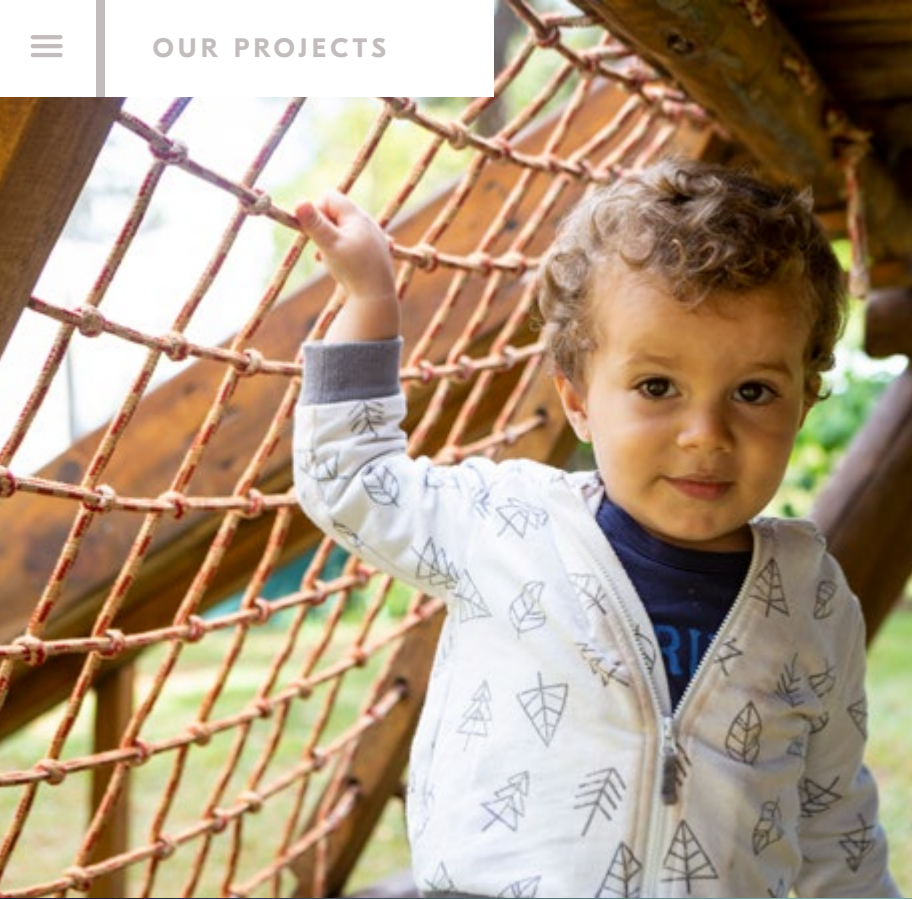
Completed

PARTNERS

Énois — Laboratory of Journalism, Porticus Latin America and Reporters Without Borders

RESULTS

- **357 enrolled**, 106 completed the course
- **Participants from 24 Brazilian states and 59 municipalities**
- 5 were chosen to join the **Newsroom**, a space for exchange and mentoring between journalists and local communicators in the Énois network
- **One manual produced and distributed to communicators, collectives and journalism initiatives across Brazil.** A total of one thousand printed copies were printed. [View the full publication.](#)



COMMUNICATION

Training Sessions for Journalists and Communicators

Nexo Digital Journalism Lab: early childhood and inequalities

The age of 0 to 6 years is crucial for human development. In addition to basic rights, babies and young children need adequate stimuli and strong bonds with caregivers to ensure their full development. Yet available data show that access to these fundamental conditions is affected by economic, regional, racial and gender disparities in Brazil.

Aiming to bring greater visibility to the subject, the Maria Cecilia Souto Vidigal Foundation trained 30 young journalists on Early Childhood and Inequalities. Free training was offered to journalism students and newly graduated professionals, who then produced special coverage on early childhood within different agendas, from different angles and in different formats.



IMPACT GOAL

Increase society's understanding of the lifelong impact of early childhood experiences

TARGET AUDIENCE

Journalists, senior year journalism students and society in general

STATUS

In progress

PARTNERS

Inspere, Nexo Jornal and Porticus Latin America

RESULTS

- **More than 160 participants enrolled across all Brazilian regions** using race and region as selection criteria
- **2 weeks of conferences** with different specialists in themes related to early childhood and multiple inequalities
- **20 reports** produced by students covering all kinds of early childhood topics published on the website Nexo Jornal. **Check out [all the content in this special issue of Nexo.](#)**



COMMUNICATION

Training Sessions for Journalists and Communicators

Fellowship Dart Center

Another branch of training courses offered by the Maria Cecilia Souto Vidigal Foundation relies on the partnership with the University of Columbia Dart Center for Journalism and Trauma, with approximately 125 journalists worldwide trained for reporting on early childhood themes.

Adapting to the restrictions caused by the pandemic, two programs planned for 2020 were held online in 2021. Experienced journalists attended webinars with renowned specialists from different countries discussing early childhood development and topics such as the pandemic, poverty, migration and inequality.

In 2021, the Foundation helped select the 14 Brazilian participants out of the 27 journalists chosen for the course worldwide. The Brazilian journalists were granted a scholarship so they could develop their articles with mentoring from specialists in science, education, public health and journalism.

IMPACT GOAL

Increase society's understanding of the lifelong impact of early childhood experiences

TARGET AUDIENCE

Journalists and society in general

STATUS

Completed

PARTNERS

Dart Center for Journalism and Trauma, Bernard van Leer Foundation, Porticus Latin America, The Two Lilies Fund and The Jacobs Foundation

RESULTS

- **27 experienced journalists trained in early childhood themes**
- **26 articles produced and published in renowned media outlets in Brazil and abroad**

The Foundation helped select the 14 Brazilians out the 27 journalists who participated in the course in 2021.



Novos episódios

PRIMEIROS ANOS

Uma série sobre as diferentes infâncias no Brasil, toda terça-feira, às 19h45, no Canal Futura e no Globoplay

[SAIBA MAIS](#)

PRIMEIRA INFÂNCIA PRIMEIRO

Visando proporcionar aos gestores públicos, a plataforma Primeira Infância Primeiro oferece ferramentas e informações sobre políticas, ações e programas que podem ser implementadas nas instituições, para garantir que as crianças de 0 a 6 anos sejam prioritárias.

[Aprender](#)

Nossas Metas de Impacto



Creche para quem quer ou precisa. Pré-escola para todos. Com qualidade sempre

Garantir o acesso universal de qualidade com a demanda por creche atendida e todos as crianças de 4 a 5 anos na pré-escola.

[Saiba mais](#)



Fortalecer quem cuida. Apoio às famílias mais vulneráveis, da gravidez aos 3 anos

Garantir o apoio às famílias inscritas no CAD, gestantes e crianças de até 3 anos, serviço de parentalidade de qualidade.

[Saiba mais](#)

COMMUNICATION

Digital Communication

The Foundation's digital channels serve to disseminate the cause of early childhood, maintaining a rich dialogue with different audiences and sharing the Foundation's initiatives, events and publications. Scientific evidence shows growing inequality in early childhood education: the pandemic aggravated the existing crisis. The Foundation responded digitally with the #TimeForSchool movement, mobilizing society around the need to reopen schools. The campaign had more than 40,000 views in the coalition site, reaching more than 34,000 people.

Other highlights include the production and dissemination of five thematic webinars, mobilizing more than 13,000 people in total views. Good teaching practices in early childhood education during the pandemic and the challenge of expanding availability of daycare were some of the topics discussed. The Foundation network was also responsible for communicating the 9th International Symposium on Child Development held by the Center for Science for Childhood (NCPI) in September 2021. Our coverage of the event featured more than 90 posts on Instagram Stories with talks and discussions, reaching more than 12 thousand people.

IMPACT GOAL

Increase society's understanding of the lifelong impact of early childhood experiences

TARGET AUDIENCE

Society, public, private and social leaders, researchers and academia

STATUS

Ongoing

RESULTS

WEBSITE Content updates, such as the special page “Playing in Early Childhood,” new reference materials in the library and the biweekly curatorship for the newsletter “Early Childhood Radar” helped to increase our audience: there were 2.9 million page views and more than 730,000 visitors throughout the year, respectively 26% and 25% more than in 2020.

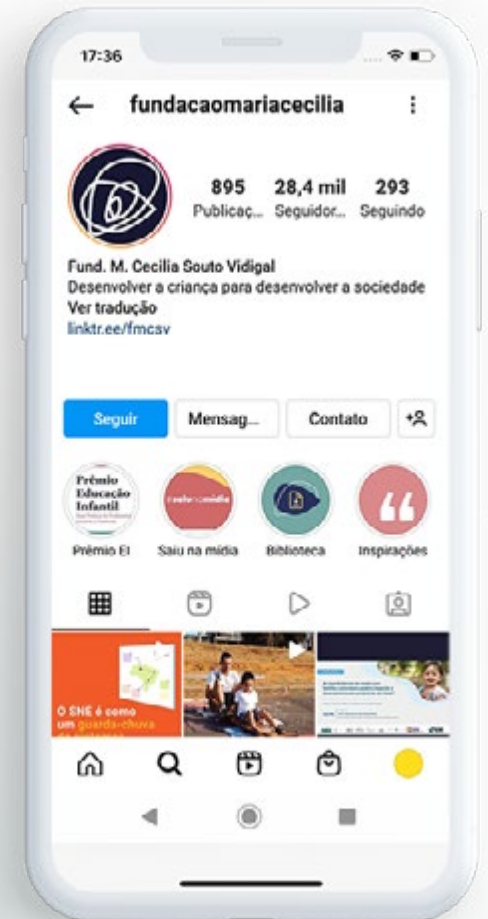
LIBRARY The library available on the Foundation's website is currently the largest online collection of content dedicated to early childhood, with more than 450 items in different formats, such as books, videos, articles and infographics. Another 200 new materials on early childhood education, parenting, neuroscience, legislation, good practices and other topics were included in 2021. In all, the reference publications had more than 135,000 downloads.

- 450 items in different formats (books, videos, articles and infographics)
- 135,000 downloads

SOCIAL MEDIA Our growth on Instagram was 39%, reaching 27,000 followers. We also grew our figures on Facebook: 260,000 followers, reaching a total of more 10 million people (an increase of 14% over the previous year). On LinkedIn, the number of followers rose 51.8%. Our YouTube channel now has 22,000 subscribers, totaling more than 550,000 views.

- 39% more followers on Instagram
- 51.8% more followers on LinkedIn

The Foundation website had more than 730,000 visitors in 2021, 25% more than in 2020



#TÁ NA
HORA DA
ESCOLA

Não podemos mais
adiar essa conversa.

COMMUNICATION

Movement

#TáNaHoraDaEscola

Keenly aware of the huge developmental harm caused by the long period outside schools during the COVID-19 pandemic, 26 childhood-oriented institutions joined the [#TáNaHoraDaEscola](#) movement to mitigate the negative impact on children, adolescents and youths.

While acknowledging the many challenges caused by the pandemic, the Maria Cecília Souto Vidigal Foundation chose to lead this mobilization around the need to reopen schools. The coalition contributed to the public debate with relevant, reliable information on safe back-to-school protocols for children, adolescents and education professionals, as well as for managers, employees and caregivers.

The effort was more than justified: school plays a fundamental role in the development of young children. Beyond education, schools are also a haven of emotional, food and physical security, a fun space for playing, creating bonds, sociabilities and identities.

IMPACT GOALS

Overlapping all Foundation areas of impact, the initiative focuses on two goals:

- Increase society understanding of the lifelong impact of early childhood experiences
- Ensure quality childhood education by meeting childcare demand and having all children from 4 to 5 years in preschool

TARGET AUDIENCE

Public managers, education professionals, guardians of schoolchildren, society in general

STATUS

Completed

PARTNERS

Alana, #Ame Sua Mente, Andi (Comunicação e Direitos), CIEB (Centro de Inovação para a Educação Brasileira), Childhood Brasil, Consed (Conselho Nacional da Secretarias de Educação), 4Daddy, Bernard van Leer Foundation, FNP (Frente Nacional de Prefeitos), Frente Parlamentar Mista da Educação, Fundação Lemann, Fundação Roberto Marinho, Fundação Telefônica Vivo, Instituto Ayrton Senna, Instituto Liberta, Instituto Natura, Instituto Península, Instituto Singularidades, Instituto Sonho Grande, Instituto Unibanco, Itaú Social, Plan Internacional, Todos pela Educação, Todos pela Saúde, United Way Brasil

RESULTS

- **40,000 views on the movement webpage** between July and December 2021, reaching 34,000 people
- **34 spontaneous influencers on social networks**, reaching about 1 million people. Highlights are Astrid Fontenelle (1 million followers) and Luciano Huck (600,000 video views)
- **26 partner organizations**
- **3 peripheral community collectives partnering with the initiative produced and disseminated content** especially in the states of Alagoas, São Paulo, Pernambuco and Bahia, reaching about 190,000 people
- **More than 50 communication pieces** were made available to partners, influencers, civil society, the press and public entities





COMMUNICATION

Communication Campaign Nenê do Zap

Created to underscore the importance of talking and interacting with very young children, this assertive character made a grand entrance in 2019. And Nenê got even smarter in 2021: he expanded his reach, developed and evolved to different formats. At the beginning of the year, the idea was to revisit the project using the same dynamics used in 2019 when Nenê do Zap was conceived.

And then the project grew further: more channels, more content, more stories, and a dedicated team assigned to the job. As a result, the project was even more effective in reaching its target audience, in which more than 90% are fathers, mothers and caregivers in lower-income socioeconomic classes C, D and E.

The preparation in 2021 paved the way for Nenê to add new characters, stories and environments, besides new formats and channels. This is all part of the 3-year plan developed in the beginning of 2021 defining how the character and his universe would evolve to reach a broader audience.

The idea is to make Nenê a symbol of early childhood in different platforms, raising awareness of the importance of the six first years in a child's life, recognizing individual traits, rights and potentials, generating real change in Brazilian society for better childcare.

IMPACT GOAL

Increase society's understanding of the lifelong impact of early childhood experiences

TARGET AUDIENCES

Fathers, mothers and caregivers in classes C, D and E across Brazil

STATUS

In progress

PARTNER

Unesco

RESULTS

Changes in the project boosted the reach of Nenê do Zap in the second half of 2021: more than 5.5 million people in December versus 25,000 in June. Another highlight is the substantial increase in content and publications: in August we had 250% more content than in previous months. In addition, the project has been successful in impacting its target audience. A survey in December 2021 showed that 87.4% of Nenê's audience belongs to socioeconomic classes C, D and E.

- **More than 18,000 followers on Instagram***
- **More than 18,000 followers on Facebook***
- More than 2,000 people registered on the WhatsApp Chatbot
- **More than 133,000 users and 439,000 page views on the website** from January to December 2021

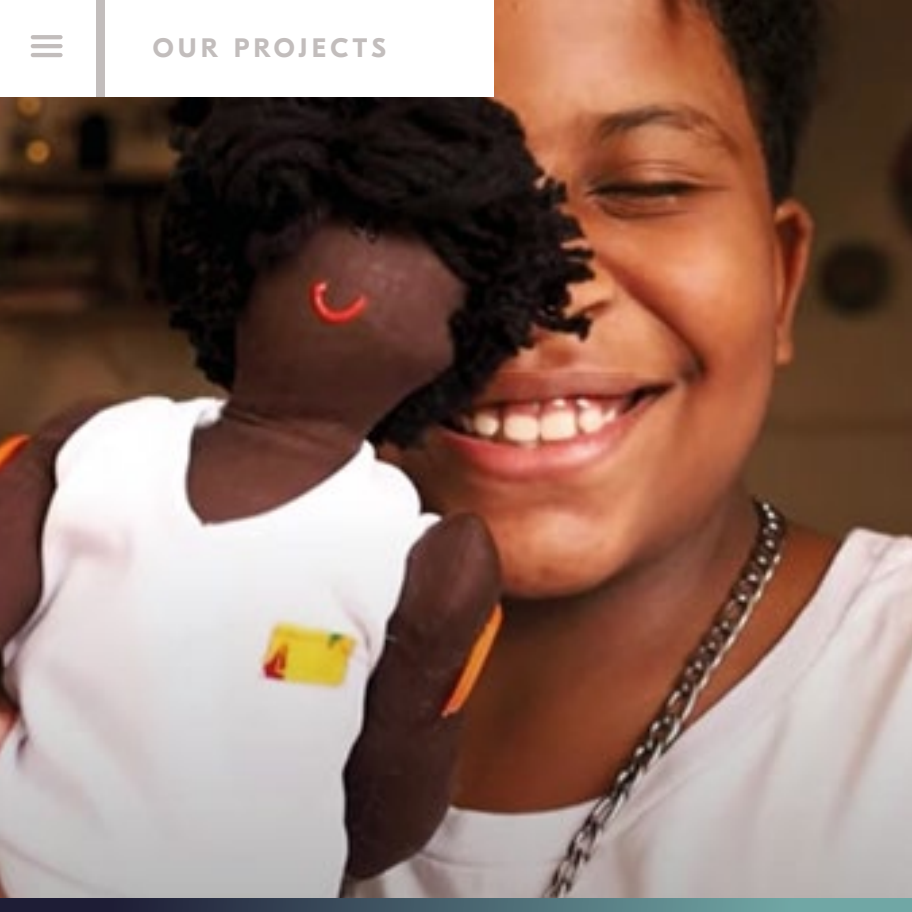
* February 2022 numbers



**SIGA O
NENÊ DO ZAP
NAS REDES**

**e tenha as melhores dicas
sobre nenês e crianças!**

O Nenê tá ON!   **/NENEDOZAP**



COMMUNICATION

First Years Series

The documentary series **First Years** features twenty new episodes addressing children's rights, the importance of child development and parental care, health, immigration and different ways of raising children while discussing themes such as the interests of black and indigenous populations and LGBTQIA+ groups, as well as the challenges and prejudices faced by children with disabilities.

The program shows stories of people from different cultures and beliefs in different corners of Brazil, highlighting the importance of the parental bond in child development under a creative, diverse perspective of the education process.

The program was carried out by youths trained in the Canal Futura workshop called "Future Generation Youths" in partnership with the Foundation, and aims to mobilize support institutions centered on children's rights and strategic partners in child and youth protection, and to foster basic education networks by engaging educators and expanding the series's reach to other target audiences.

IMPACT GOAL

Increase society's understanding of the lifelong impact of early childhood experiences

TARGET AUDIENCES

Educators, youths, social workers, health professionals, families and students

STATUS

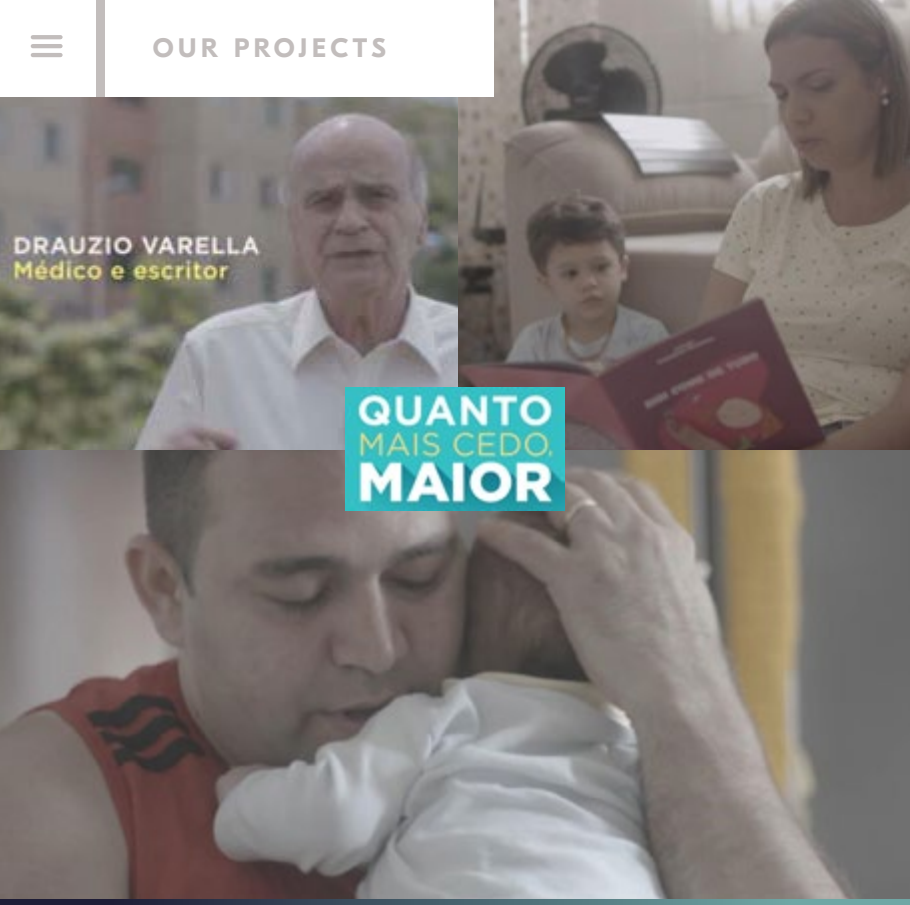
In progress

PARTNERS

Canal Futura and Fundação Roberto Marinho

RESULTS

- **20 new episodes**
 - **4 million* spectators per day** for the program broadcast on Futura channel
- *estimate between November 2021 and April 2022



COMMUNICATION

The Earlier, the Greater

Presented by respected author and TV host Dr. Drauzio Varella, **The Earlier, the Greater** is a series of ten new episodes on the importance of appropriate care (such as prenatal care and breastfeeding), paternal presence, early childhood education and also play and experiences in public spaces.

Featuring real stories, the series shows the positive impact of childhood care starting in pregnancy, and how loving care in the family helps children grow up healthy and confident. The episodes were recorded before the COVID-19 pandemic and show the reality of families in Brazilian cities in different regions of the country.

The [complete series](#) is available on the Maria Cecilia Souto Vidigal Foundation website. A [magazine](#) based on the episodes presents each of these themes and can be downloaded from the Foundation's website.

IMPACT GOAL

Increase society's understanding of the lifelong impact of early childhood experiences

TARGET AUDIENCE

Parents, educators, caregivers and society in general

STATUS

Completed

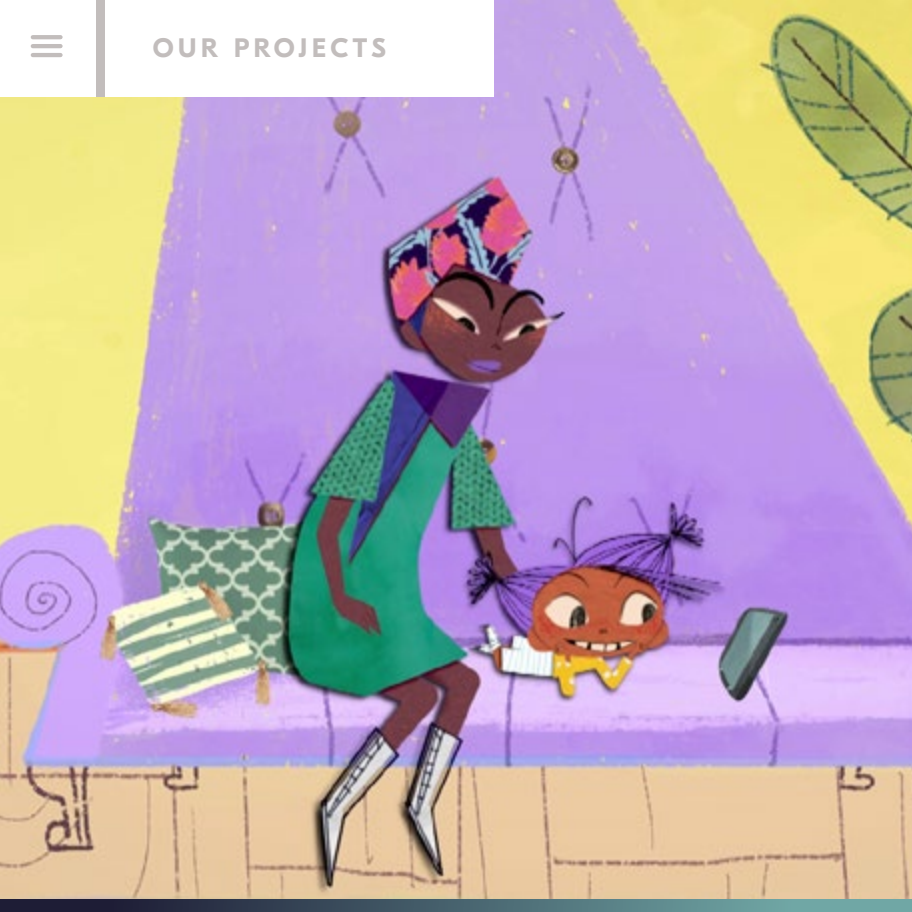
PARTNERS

Bernard van Leer Foundation, Itaú Social and Porticus Latin America

RESULTS

The campaign was aired from January to November 2021 and achieved great results in underscoring the importance of early childhood in child development. The program was broadcast on Rede Globo's show *É de Casa*, (eight episodes) and featured on Dr. Varella's digital channels (all ten episodes):

- Average TV Globo audience of **22.5 million* people per episode** shown on Dr. Drauzio Varella's digital channels (Facebook and website) over 1 million views
*Between September and November 2021



COMMUNICATION

What Is This Body?

Since 2009, Canal Futura has taken on the challenge of developing actions and projects to prevent and fight multiple forms of violence against children and adolescents. The channel launched the project called Growing Without Violence, consisting of three audiovisual series with the titles: "What is this Exploration," "What is this abuse?" and "What is this body?"

The third series has the support of the Maria Cecilia Souto Vidigal Foundation. The animated series "Que Corpo é Esse?" [What is this Body?] has two seasons. The second season was aired from February 2021 on Canal Futura, focusing on the prevention of online child violence and addressing topics such as grooming, digital reputation and overexposure on social networks.

Three out of the nine new episodes featured early childhood themes: sharenting, autonomous and aware online use, and shared devices. A new season of the series was developed and produced 2021 and will be aired on the Futura channel in 2022. This new season will have five episodes and is entirely dedicated to early childhood themes.

The two seasons of "What is this Body?" are available on Globoplay and can be streamed for free. They can also be accessed [here](#).

IMPACT GOAL

Increase society's understanding of the lifelong impact of early childhood experiences

TARGET AUDIENCE

Educators, caregivers and teachers in the early childhood care and children's rights advocacy system, children, adolescents and families in general

STATUS

In progress

PARTNERS

Canal Futura, Childhood Brasil, Facebook, Fundação Roberto Marinho, Google, The Freedom Fund and UNICEF

RESULTS

The series achieved relevant audience ratings; it was licensed for the distance education course offered to the families of employees of the Raia Drogasil Network and broadcast by TVE Bahia. Another relevant fact is the participation of the project team in the definition of the new Municipal Plan to Fight Sexual Violence Against Children and Adolescents in the Municipality of Rio de Janeiro. On the Globoplay streaming service, “What is this Body?” ranked third among the most watched series on Canal Futura in 2021, reaching relevant ratings also

on social media.

- **37 million estimated audience** on TV
- **More than 22,000 views** on YouTube
- **More than 84,000 views** on Facebook
- **More than 8,000 views** on IGTV
- 65 Brazilian municipalities **and/or child and adolescent protection networks** made official requests to use the methodology

The second season of the animated series on the prevention of child violence called “Que Corpo é Esse?” started airing on Canal Futura in February 2021.



Institutional and Governmental Relations





PRIMEIRA INFÂNCIA PRIMEIRO

no município

MUNICÍPIO

Sobre Recomendações Indicadores Conteúdos



PRIMEIRA INFÂNCIA PRIMEIRO

Selecionamos um conjunto de indicadores que permitem avaliar a situação da primeira infância em cada município. Esses indicadores são divididos em cinco eixos – saúde, nutrição, segurança e proteção, parentalidade e educação infantil – conforme metodologia conhecida como **Measuring Care**, estabelecida pela Organização Mundial de Saúde (OMS), Unicef e Banco Mundial, além de dados demográficos.

O melhor modo de interpretar as informações, portanto, é como uma série de fotografias, de diversos ângulos, dando a oportunidade de visualizar a realidade das crianças como um todo – e ajudam a criar estratégias para promover o seu desenvolvimento pleno. Abaixo



INSTITUTIONAL AND GOVERNMENT RELATIONS

Early Childhood First

— Portal

The Early Childhood First portal was born during the campaign for the 2020 municipal elections offering suggestions for the inclusion of early childhood themes in the candidates' platforms.

In 2021, the content was finetuned to serve as a support tool for public managers to prioritize young children in their administrations. The content was expanded, new municipal indicators were added, as well as methodological guides on how to prioritize early childhood in public policies on health, budget, education and parenting. Additional relevant studies for stakeholders are now also available on the platform.

The platform amplified its target audience reaching out to press professionals, researchers, education professionals and citizens in general so that they can monitor the situation in their cities and demand actions from public managers.

IMPACT GOAL

Increase society's understanding of the lifelong impact of early childhood experiences

TARGET AUDIENCE

Citizens in general

STATUS

In progress

TECHNICAL PARTNERS

Associação Brasileira de Municípios and UNDIME – União Nacional dos Dirigentes Municipais de Educação

RESULTS

- **47,600 visitors** between January and December 2021, an increase of 371% compared to 2020
- **225,000 page views**, 294% growth over 2020



**PRIMEIRA
INFÂNCIA
PRIMEIRO**
no município



INSTITUTIONAL AND GOVERNMENT RELATIONS

Early Childhood First

Early Childhood First in PPA — Multi-Year Plan

Science has proven the importance of public investment in early childhood for the development of children and society, breaking the intergenerational cycle of poverty. But how can we ensure that municipal administrations devote the necessary attention to it? How can we include public policies for early childhood in the municipal budget, and how can we make sure they are implemented? These questions drove the Maria Cecilia Souto Vidigal Foundation to develop the Early Childhood First course in the Multiannual Plan (PPA).

The course aims to support municipal administrations and technical teams in developing a Multiannual Plan that prioritizes early childhood and ensures transparency in reporting annual investments made in the defined policies for families and children from 0 to 6 years old, as established by the Legal Framework for Early Childhood (Law No. 13.257/2016).

Available on the Enap (National School of Public Administration) platform, the free course is aimed at municipal public managers who work on budget, planning, health, education, social assistance, or at any other professionals who care about early childhood and public budgets, including workers in social organizations. The asynchronous course is open for enrollment at any time.

IMPACT GOAL

Increase society's understanding of the lifelong impact of early childhood experiences

TARGET AUDIENCE

Municipal administrators and technical teams

STATUS

Completed

PARTNERS

Enap (Escola Nacional de Administração Pública), Prefeitura Municipal de Belo Horizonte, Prefeitura Municipal de Boa Vista, Prefeitura Municipal de Campo Grande, Prefeitura Municipal de Fortaleza, Prefeitura Municipal de Macapá, Prefeitura Municipal de Mogi das Cruzes, Prefeitura Municipal de Porto Velho, Prefeitura Municipal de Recife, Prefeitura Municipal de Suzano, institutions that are members of the Grupo de Trabalho (GT) of the Orçamento para a Primeira Infância, which is part of the Comissão Interinstitucional da Frente Parlamentar Mista da Primeira Infância, União dos Vereadores do Brasil, Congresso Nacional and Instituto Ruy Barbosa

COURSE OUTCOMES

- Total Enrollment — 2,356
- Civil servants enrolled — 1,546
- Total participants who concluded the program — 556

In addition to the course, in 2021 the Foundation provided 10 municipalities, including 8 state capitals, with technical advice on how to include early childhood in their Multiannual Plans, positioning early childhood as an intersectoral management priority.

Over many months, Foundation consultants worked side by side with the technicians in city halls to build Multiannual Plans that clearly prioritized early childhood as established by the Legal Framework for Early Childhood.

ADVISORY RESULTS

Two municipalities included a specific early childhood program in their PPAs; four municipalities included a statement of early childhood investments in their PPAs, and four municipalities included a sectoral program along with a statement of investments in their PPAs





INSTITUTIONAL AND GOVERNMENT RELATIONS

Advocacy

Engaging in advocacy throughout 2021, the Maria Cecília Souto Vidigal Foundation was present in discussions, mobilizations and articulations undertaken by organizations that strive to include early childhood in the political agenda.

The Foundation worked on several topics discussed in the Brazilian Congress, such as the review of Fundeb, the regulation of Criança Feliz, home teaching, assessment of daycare demand, the National Education System and the Child Budget Bill, among others.

The Foundation also provided technical support to members of the Joint Parliamentary Front for Early Childhood (FPPI) and the Joint Parliamentary Front for Education (FPME), contributing to the improvement of legislative production and fostering the use of scientific evidence in the definition of policies for early childhood.

The Foundation contributed to relevant topics discussed in the Brazilian Congress, such as the review of Fundeb and the National Education System

IMPACT GOAL

Increase society's understanding of the lifelong impact of early childhood experiences

TARGET AUDIENCE

Society, public, private and social leaders, researchers and academia

STATUS

In progress

PARTNERS

Coalizão pela Educação, Coalizão Educação Inclusiva, Coalizão Educação Já, Coalizão SNE em Pauta, Frente Parlamentar Mista de Educação (FPME), Frente Parlamentar Mista da Primeira Infância (FPMPI), Itaú Educação e Trabalho, Movimento Pela Base, Todos pela Educação and UNDIME — União Nacional dos Dirigentes Municipais de Educação

RESULTS

FUNDEB — in a shared strategy with partners, the Foundation was successful in extending the weighting factors until 2023. The Foundation also supported the preparation of a document on the real costs of basic education, which is in the final stages of preparation and should provide useful inputs for the discussion on weighting factors in 2023, ensuring greater transfers to early childhood education, one of the costliest stages of basic education.

ASSESSMENT OF DAYCARE DEMAND

([PL 2228/2020](#)) — The objective is to create tools to map out and communicate demand for daycare centers in municipal networks. These tools can help managers devise strategies to expand the availability of places for all families who need or want to have their children in daycare. With the technical support and articulation of the Foundation, the bill was approved in the Federal Chamber of Deputies and has moved up to the Senate.

HOME SCHOOLING GOOD EDUCATION

in Brazil, providing ample scientific evidence on the subject.

NATIONAL EDUCATION SYSTEM

— The Foundation also joined the SNE coalition, a group of institutions that value and support SNE as a structuring strategy for the advancement of Brazilian education. Working with the coalition, in 2021 the Foundation helped to improve and approve the National Education System (SNE) with the inclusion of daycare in the text under discussion.

Institutionalizing SNE means putting into practice the Collaborative Regime for Education, as established in the Brazilian Constitution. It will also improve governance among federated entities and ensure continuity and evolution in education, providing support to children throughout their trajectory in school. Find out more about it [here](#).





Science for Childhood Center





SCIENCE FOR CHILDHOOD CENTER

Science for Childhood Center

Understanding the importance of science in early childhood development and in other areas, the Maria Cecilia Souto Vidigal Foundation joined a coalition called the Science for Childhood Center (NCPI), composed of six other organizations:

- Harvard University Center on the Developing Child
- David Rockefeller Center for Latin American Studies (DRCLAS)
- University of São Paulo Medical School
- Bernard van Leer Foundation
- Insper
- Porticus Latin America

The NCPI aims to produce and disseminate scientific content on early childhood development to support the creation and qualification of public policies focused on improving young children's quality of life.

Aiming to create a bridge between knowledge produced by the scientific community and society, the NCPI operates through six fronts: International Symposium, Scientific Committee, Early Childhood iLab, Executive Leadership Program, Brazilian Center for Research Applied to Early Childhood (CPAPI) and the Course on Science and Implementation of Public Policies, all of which are guided by fundamental principles: science and innovation, leadership development, communication and evaluation.



SCIENCE FOR CHILDHOOD CENTER

Science for Childhood Center Scientific Committee

This forum brings together researchers from different areas of knowledge to analyze and disseminate knowledge about child development. To ensure greater stakeholder involvement, the materials use clear, accessible language and address decision makers in general.

Committed to an evidence-based approach, the Committee releases publications on topics that impact and influence the formulation or qualification of public policies aiming to ensure the well-being of children and their families, especially those in vulnerable situations.

The materials use accessible language and focus on decision makers in general, above any political division.

TARGET AUDIENCE

Public managers (policymakers and implementers), leading professionals, civil society and researchers

STATUS

Ongoing

PARTNERS

The Harvard University Center on The Developing Child, David Rockefeller Center for Latin American Studies (DRCLAS), Faculdade de Medicina da Universidade de São Paulo, Bernard van Leer Foundation, Insper and Porticus Latin America

RESULTS

In 2021, the Committee produced three working papers, with five complementary materials (video interviews and animations, among others), totaling 4,710 views and 2,352 downloads:

- Centering on Neighborhood and Integral Development in Early Childhood, the sixth edition of the Working Paper featured three complementary materials: a release webinar, an animation video and a video interview with experts in the subject, reaching 350 views and 1,040 downloads;
- The seventh edition focused on Racism, Early Childhood Education and Early Childhood Development, with a complementary animation video, and reached 1,764 views and 872 downloads;
- Quality Early Childhood Education, the eighth Working Paper, reached 440 downloads.



SCIENCE FOR CHILDHOOD CENTER

Science for Childhood Center

Early Childhood iLab

Encouraging and accelerating the development of innovative initiatives guided by scientific knowledge. This is the purpose of the Early Childhood iLab, an initiative designed to create and test evidence-based solutions for the development of children aged 0 to 6 years in situations of social vulnerability.

The iLab brings together researchers, social entrepreneurs, public managers and professionals who work in the development or implementation of initiatives for early childhood.

iLab is part of the Research & Development platform of the Center on the Developing Child (HCDC) at Harvard University called Frontiers of Innovation (FOI), which leads participants on this journey of testing and improving solutions in the Brazilian context.

TARGET AUDIENCE

Researchers, technicians, public managers and professionals in the second and third sectors

STATUS

Completed

PARTNER

Harvard University Center on the Developing Child

RESULTS

In 2021, the iLab supported five innovative initiatives at different stages of development and testing that addressed topics such as quality in early childhood education, ethnic-racial relations, and support for parenting and for child development. The chosen initiatives received funding and technical support through distance mentoring.

Encouraging and accelerating the development of innovative science-based initiatives. This is the purpose of the Early Childhood iLab



INITIATIVES SUPPORTED FOR PILOT TESTING

1. Adoption — Beginning of New Bonds —

Developed by researchers from the Federal University of Rio Grande do Sul (UFRGS), the initiative offers support to families who adopted young children. The 31 families participating in the pilot study received videos via WhatsApp and had individual sessions with a psychologist. The results showed that the initiative increased the bond between caregiver and child, as well as parental satisfaction.

2. BOT.DOM — The initiative developed by Domlexia created a chatbot that provides quick and easy access to the guidelines of the National Common Curriculum Base (BNCC) and shows how they bear upon the City of Florianópolis guidelines for the municipal early childhood education network, helping early childhood education teachers understand how they are related. The pilot study revealed that educators prefer to access content which addresses practical aspects for daily use, presented in a fun, colorful and engaging format.

3. Eni — Equality in Childhood — Held by the Center for the Study of Labor Relations and Inequalities (CEERT), Eni is an application designed to help early childhood education teachers to find ways to promote racial equality in school environments, reducing the impact of racism on the development of black children. Results showed that more than half

of the teachers who used the application expanded their awareness of ethnic-racial diversity in early childhood education.

INITIATIVES SUPPORTED IN THE ADVANCED STUDY (RANDOMIZED CLINICAL TRIAL)

4. BEM — Play Teaches Change — Developed by Tempojunto, this course via smartphone teaches women in vulnerable situations to play with their children from 12 to 23 months while performing household chores. The program increased the mothers' play repertoire, improved the child's communication skills, and reduced maternal intrusiveness.

5. Strengthening Ties — Held by the Research Laboratory on Prevention of Child Development and Behavior Problems (LAPREDES), of the Ribeirão Preto Medical School of the University of São Paulo (FMRP-USP), Strengthening Ties is a program that uses remote personalized video feedback.

The initiative develops positive parenting by strengthening good interactions between mothers and children (aged 2 to 6 years old) and promotes a sense of parental competence. It also reduces behavioral problems for children and coercive parental practices.

RELEASE OF PUBLICATION

“Pathways and Learnings for Initiatives Focused on Early Childhood” was launched in June, with a collection of key lessons learned by iLab in recent years.

The publication was designed to support social entrepreneurs, researchers, professionals and public managers who work in the development or implementation of initiatives to promote early childhood development.

The recorded launch webinar had more than 500 views and 1,492 downloads.

Centro Brasileiro de Pesquisa Aplicada à Primeira Infância

[primeira infância em debate]

"Pandemia, educação e desenvolvimento infantil"

No segundo episódio da nossa série de seminários [primeira infância em debate], os pesquisadores do Centro Brasileiro de Pesquisa Aplicada à Primeira Infância, Prof. Dr. Naercio Menezes Filho e Prof. Dr. Daniel Domingues dos Santos debatem com o Prof. Dr. Ricardo Paes de Barros os impactos da pandemia na primeira infância brasileira. Confira!

Assista ao seminário aqui

SCIENCE FOR CHILDHOOD CENTER

Science for Childhood Center

Brazilian Center for Research Applied to Early Childhood (CPAPI)

The Brazilian Center for Applied Research for Early Childhood (CPAPI) was launched to support the formulation of public policies **through the generation of scientific evidence**, fostering young children's health and development.

Linked to the Fundação de Amparo à Pesquisa do Estado de São Paulo (Fapesp), CPAPI is an initiative of the Science for Childhood Center (NCPI) on three fronts: Research, Technology Transfer and Dissemination of Knowledge, each with a specific objective.

- Research contributes with relevant evidence for measuring and monitoring early childhood development, and for the upgrading and formulation of public policies to reduce inequalities;
- Technology Transfer stores and integrates the information collected from the Child Health Booklet and records education and health data on a platform to support municipal public managers in their decision-making process;
- Dissemination of Knowledge promotes courses for health and education professionals and social workers on topics such as child development, parenting, families, educational content and public policies for early childhood.

TARGET AUDIENCE

Researchers, public managers, leading professionals and society in general

STATUS

In progress

PARTNERS

Fundação de Amparo à Pesquisa do Estado de São Paulo (Fapesp), Bernard van Leer Foundation, Harvard University Center on The Developing Child, David Rockefeller Center for Latin American Studies (DRCLAS), Faculdade de Medicina da Universidade de São Paulo, Inesper, Porticus Latin America

RESULTS

- The [launch webinar](#) held in February reached **1,830 people with live streaming** in English and Portuguese.
- The [CPAPI team created its own website to disseminate knowledge](#).
- The newsletter created for the project already has more than **355 subscribers**
- The **virtual events** had an audience of more than **200 people each**: [Webinar 1](#) – Positive Parenting in Early Childhood; [Webinar 2](#) – Pandemic, Early Childhood Education and Early Childhood Development.



SCIENCE FOR CHILDHOOD CENTER

Science for Childhood Center

9th International Symposium on Early Childhood Development

9th International Symposium on First Childhood in Pandemic Times – perspectives for public management in Brazil

The pandemic had a direct impact on the lives of children aged 0 to 6 years, leading to changes in social life, removal from school and loss of loved ones, among other adverse effects. This underscored the importance of the ninth edition of the International Symposium on Early Childhood Development centering on “Early Childhood in the Pandemic – perspectives for public management in Brazil.”

The biannual event was held in a hybrid model in 2021: the online event also had some guests in the studio. The Symposium disseminated scientific knowledge, promoted evidence-based reflections and shared good practices that can help managers and qualify public policies to foster the development of children from birth to 6 years.

TARGET AUDIENCE

Civil society leaders and public managers

STATUS

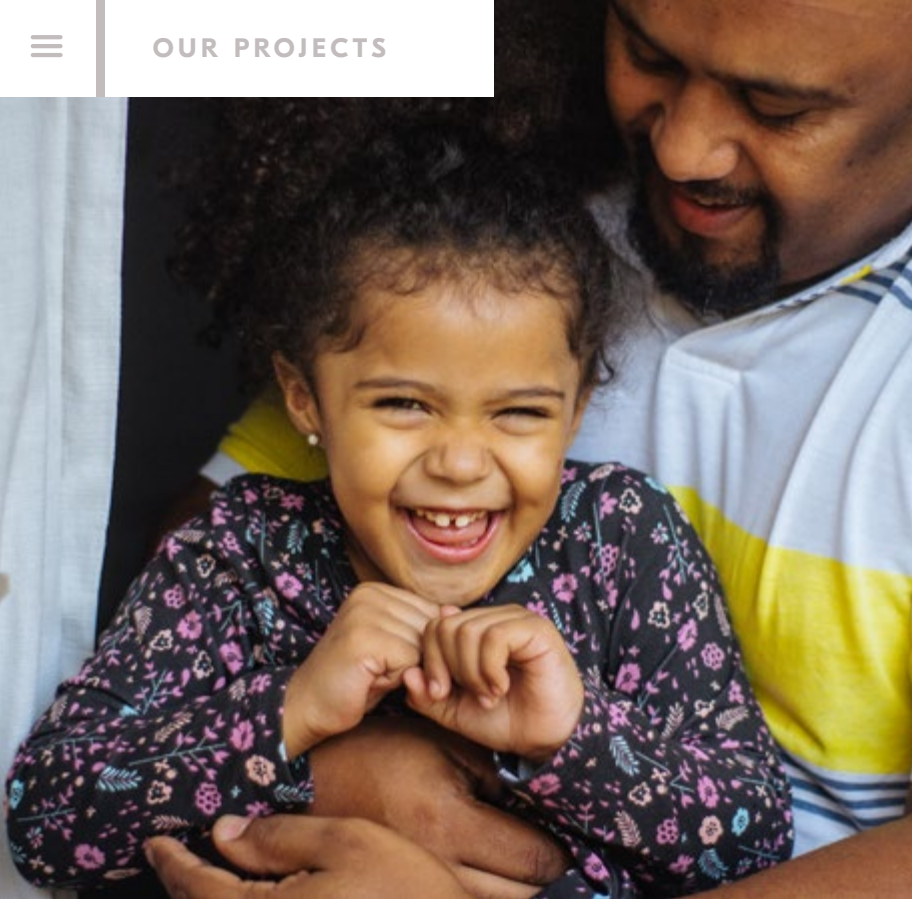
Completed

PARTNERS

The Harvard University Center on the Developing Child, David Rockefeller Center for Latin American Studies (DRCLAS), Faculdade de Medicina da Universidade de São Paulo, Bernard van Leer Foundation, Insper and Porticus Latin America

RESULTS

- **3,914 online participants from 12 countries**, including Brazil, which was represented by 25 states + the Federal District.
- **91% satisfaction level among audience participants**
- **99% of participants said this edition of the Symposium was very important for their professional development**
- **More than 180 press reports mentioning the event** and the materials released during the Symposium
- **24% of the participants worked in public management**, mostly in Education, Health and Social Development



SCIENCE FOR CHILDHOOD CENTER

Science for Childhood Center Communication

NCPI communication conveys qualified information produced by the coalition regarding the transformative potential of this phase of life.

The work relies on applied science as a valuable tool for strengthening public policies, programs and professional practices aimed at improving young children's quality of life, especially for those in situations of vulnerability.

By directing the content to leaders and decision makers from the public sector and civil society in general, the Center aims to stimulate practical application of knowledge.

TARGET AUDIENCE

Society, public, private and social leaders, researchers and academia

STATUS

Ongoing

PARTNERS

Center on the Developing Child and David Rockefeller Center for Latin American Studies (both from Harvard University), Faculdade de Medicina da Universidade de São Paulo, Bernard van Leer Foundation, Insper and Porticus Latin America

RESULTS

The NCPI reach on social media increased significantly in 2021

YOUTUBE

- 15 new videos posted
- 100% increase in subscribers to the channel compared to 2020
- More than 24,000 views of available materials
- 1,400 hours of watched content

FACEBOOK

- 11,800 followers — 9.25% increase over 2020
- More than 1.8 million people reached with posts

LINKEDIN

- Launch of the page, 250 followers by December 2021

WEBSITE

- Over 91,000 page views
- 15,800 downloaded publications

LIBRARY

- 15 new materials available



SCIENCE FOR CHILDHOOD CENTER

Science for Childhood Center

Workshop – Challenges in
the Implementation of Public
Policies in Times of Crisis

The workshop called Challenges of Public Policy Implementation in Times of Crisis offered inspirational content on the importance of public policy implementation during crises and the role of leaders play in such complex scenarios.

Held at the end of the 9th International Symposium on Early Childhood Development, the event featured Gabriela Lotta, professor and researcher of Public Administration and Government School (FGV-SP) and visiting professor at the University of Oxford. Professor Lotta led a session dedicated to reflections and exchange of experiences on post-pandemic management challenges based on recent studies.

TARGET AUDIENCE

Early Childhood Leaders and Public Managers

STATUS

Concluded

PARTNERS

Bernard van Leer Foundation and Porticus Latin America

RESULTS

The meeting brought together more than 30 leaders from different regions of the country in different areas of activity related to early childhood; key points were presented in the document called “Challenges in the Implementation of Public Policies in Crisis Contexts.”



SCIENCE FOR CHILDHOOD CENTER

Science for Childhood Center

Course on Science and Implementation of Public Policies

Integration of scientific evidence with qualified implementation of policies and programs for the healthy development of children from 0 to 6 years. This is the focus of the online course "Science and Implementation of Public Policies for Early Childhood."

The 36-hour program addresses topics such as the importance of scientific evidence, collaboration, monitoring and evaluation regimes, and methodologies for managing implementation.

Exchanging ideas with expert teachers and other students, participants learn to deal with the challenges they may face while implementing public policies in their territories and lines of work.

TARGET AUDIENCE

Managers involved in the implementation of public policies for early childhood

STATUS

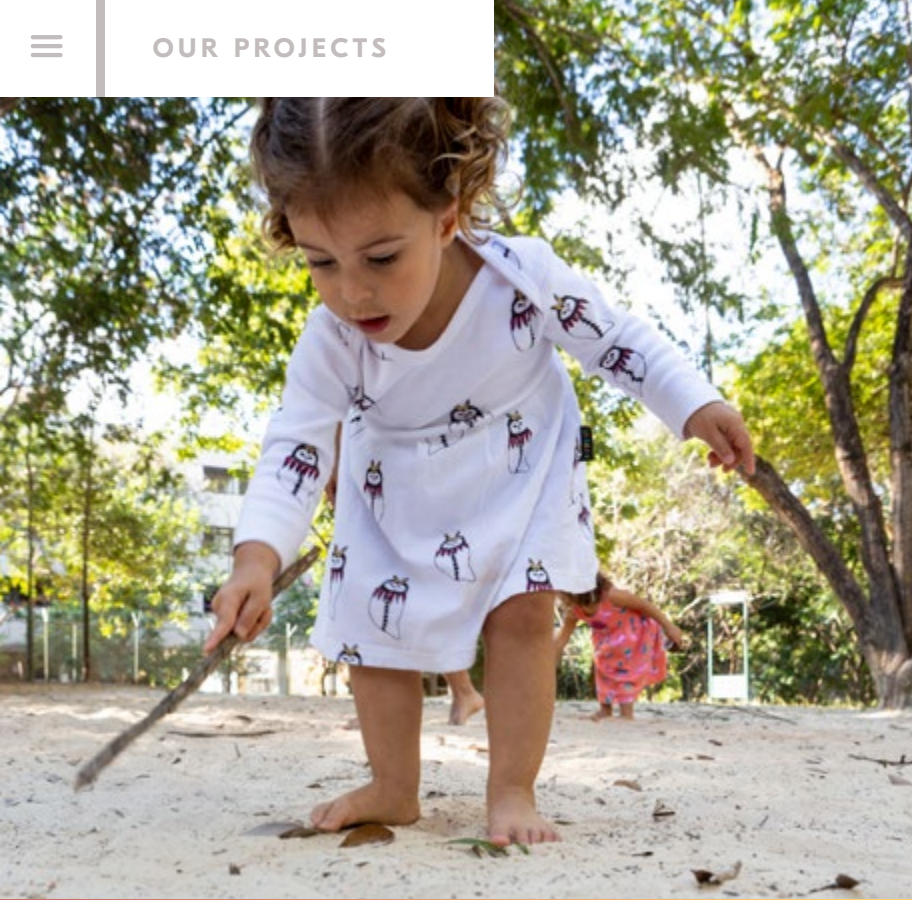
Completed

PARTNERS

Harvard University Center on the Developing Child, David Rockefeller Center for Latin American Studies (DRCLAS), Bernard van Leer Foundation, Inesper and Porticus Latin America

RESULTS

- The 2nd edition of the course took place in May 2021 and was attended by public managers of the municipalities participating in the Ceará Coalition. The 28 participants had a satisfaction score of 99%.
- The 3rd edition was held in October 2021 and received 23 managers from NCPI partner municipalities currently developing and implementing municipal early childhood plans. Participants finished the course reporting 100% satisfaction.



SCIENCE FOR CHILDHOOD CENTER

Science for Childhood Center

NCPI External Assessment

We have seen important advances in institutional change in Brazil, both in structure and in early childhood legislation.

But the NCPI knows that this is not enough: the organization is committed to providing even better support to leaders and fostering evidence-based decision-making in early childhood protection. To that end, an assessment of its third phase of action was completed in 2021. The resulting reflections and recommendations informed the coalition's strategic plan review for 2022 to 2024.

The process entailed reviewing relevant published studies, analyzing existing policies, state programs and plans, and interviewing key players in early childhood. This combined perspective was the basis for the coalition's strategic discussions.

STATUS

Completed

PARTNERS

The Harvard University Center on the Developing Child, David Rockefeller Center for Latin American Studies (DRCLAS), Faculdade de Medicina da Universidade de São Paulo, Bernard van Leer Foundation, Insper and Porticus Latin America

RESULTS

The external evaluation carried out in 2020–2021 recognized the NCPI as a key player in the creation of a transdisciplinary, multisectoral field for early childhood themes in Brazil. Among other findings, the following stand out:

- The NCPI strengthened field leaders, stimulated collaborations among important players and engaged more institutions with the Early Childhood Development agenda;
- Recent advances in the legal institutionalization of early childhood policies in Brazil have been recognized as being closely related to the NCPI's activities;
- Participants in the initiatives remain mobilized and engaged in promoting science-based public policies.

Support

In 2021, we reinforced and expanded our support to different initiatives and organizations in the early childhood ecosystem



Center for Excellence and Innovation in Educational Policies (Ceipe)

Institutional support to Ceipe, an initiative of the Brazilian School of Public and Business Administration of the Getulio Vargas Foundation (FGV/Ebape) in partnership with Harvard University. Ceipe supports public education networks by producing actionable knowledge and training leaders to upgrade Brazilian education in general, with some specific actions aimed at early childhood.

Public Leadership Center (CLP)

Institutional support for CLP, a supraparty organization that seeks to engage society and develop public leaders to address Brazil's most pressing problems. The partnership enabled CLP to offer a scholarship for its master's in public leadership course (MLG) and set up the MLG Network for Early Childhood Support, a space where current students and former graduates can exchange experiences on early childhood themes and learn from each other. Participants are mostly public managers and individuals engaged in social causes. The network has already held several meetings and workshops on early childhood themes and launched the CLP early childhood blog, where leaders share experiences and good practices in developing public policies for early childhood.

Independent and peripheral community collectives

Journalists and communicators who are committed to the cause of early childhood can help us drive the social transformations we want to see. Coordinated efforts are needed to boost and enhance impactful coverage — this means including independent journalists and outlets, and peripheral community collectives. In 2021, the Maria Cecilia Souto Vidigal Foundation funded many such independent sources to expand coverage and raise community awareness of the relevant themes for young children and their families, and to foster initiatives that enhance the early childhood environment in more vulnerable regions.

- The Foundation sponsored the series on early childhood, childcare and maternity called "The Mothers Who Raised Me," produced by **Nós, Mulheres da Periferia**, an independent peripheral community outlet reporting opinions and stories by black women living in underprivileged communities. A total of six reports were produced, reaching approximately 50,000 people.
- Production of two series of reports and stories in texts, audio, video and webseries focused on education and racism, the pandemic and early childhood. Specialized in covering national and international stories from a black perspective, the news agency **Alma Preta** delivered four publications to an audience of more than 600,000 people, reaching an estimated 1.5 million profiles in its social networks.

- **Agência Mural de Jornalismo das Periferias**, a community news agency in Salvador and in São Paulo, created a series of three stories and a podcast on early childhood in poor communities for approximately 50,000 followers on social media and had 167,000 single visitors on its official website.
- Inspired by the International Human Rights Day, the series called #DireitosInvisíveis (#InvisibleRights) produced by the collective **Desenrola e Não me Enrola** investigated to what extent social rights are effectively assured for early childhood and families living in the poor outlying communities around São Paulo. The stories discussed teenage pregnancy, food security, family structure and the importance of the Unified Social Assistance System (SUAS) during the COVID-19 pandemic. Aired in December 2021, the series reached more than 150,000 people.
- With a year-end special, **Periferia em Movimento** created journalistic content on how ancestry, memory, conviviality and affective bonds with other generations contribute to early childhood development. Community radios, cars and bikes with loudspeakers called the attention of community dwellers and invited them to learn more about the stories.

Conviva

Institutional support to the Conviva Education platform, a virtual environment that provides tools, content and practices for more effective management of municipal departments of education and better quality in education. The Maria Cecilia Souto Vidigal Foundation participated in Conviva live streaming events throughout 2021 and released and disseminated materials on the Foundation platform. Conviva Educação is an initiative of the National Union of Heads of Municipal Departments of Education (Undime), in partnership with other ten institutes and foundations and supported by the National Board of Secretariats of Education (Consed) and the National Union of Municipal Boards of Education (UNCME).

CREN

Responding to the impact of the pandemic, the Foundation provided institutional support for the emergency actions of the Center for Nutritional Recovery and Education (CREN), which changed its protocol to reduce food insecurity for vulnerable children. The organization focused on three work fronts: teleservice to patients who were already in treatment; production of content based on the need to provide guidance and information to families as identified in the teleservice; and visits to families with children in situations of malnutrition or food insecurity, with distribution of food, cleaning products and personal hygiene items for all family members.



Dia Viva Unido

United Way Brazil seeks to engage companies and employees in social actions for the cause of early childhood, and the team of the Maria Cecilia Souto Vidigal Foundation participated in the storytelling day promoted by UWB volunteers. The activity targeted children up to 6 years old who are beneficiaries of the AWB Crescer Aprendendo Program, which stimulates integral development in early childhood through training offered to family members and educators, in partnership with companies and public institutions. The initiative also featured Nenê do Zap, who interacted with children and caregivers during the talent show.

DRCLAS

Institutional support to the David Rockefeller Center for Latin American Studies (DRCLAS), a Harvard University research center that has connected professors and researchers with the challenges of Early Childhood Development in Brazil. Partners for 10 years, DRCLAS and the Maria Cecilia Souto Vidigal Foundation have undertaken and monitored applied research on poverty, adoption, parenting, evaluation of child development and early childhood education, in addition to sharing scientific findings on the reality of Brazilian public management.

Advocacy and Impact Forum

Institutional support and participation in the [Advocacy and Impact Forum 2021](#), in which civil society and private sector leaders, activists, social investors, researchers and Brazilian and international personalities discussed advocacy perspectives as a strategy for formulating effective and sustainable plans to address social, environmental and economic challenges. The Maria Cecilia Souto Vidigal Foundation contributed to the round table on "Coalitions and Private Agreements: how can we keep them active and effective?" presenting good practices and reflections on coalition models for the implementation of public policies aimed at early childhood.

Joint Parliamentary Education Front (FPME)

Institutional support to the Joint Parliamentary Front of Education, a group of policymakers from the Federal Senate and Chamber of Deputies committed to basic education in Brazil. The Maria Cecilia Souto Vidigal Foundation backed the FPME by sharing technical notes related to early childhood education, reviewing Fundeb regulations, funding, identifying demand for places in childcare centers, the National Education System, and the Child Citizen program, and strengthening federal laws aimed at fostering early childhood education.

Joint Parliamentary Front for Early Childhood (FPPI)

Institutional support to the Joint Parliamentary Front for Early Childhood (FPPI), a mixed group of members of the Federal Senate and Chamber of Deputies committed to public policies aimed at advancing early childhood in Brazil. The Maria Cecilia Souto Vidigal Foundation backed the FPPI by sharing technical notes related to early childhood (CPAPI) and integrating the Working Group of the Budget for Early Childhood, a group of 16 organizations that discusses and defines minimum parameters for the analysis of municipal budgets; at the federal level, the Foundation worked with the Joint Committee on Budget of the National Congress.

Group of Institutes, Foundations and Companies (GIFE)

Institutional support and participation in [GIFE network](#) activities. The organization is a reference in social investment and has worked with several foundations and institutes to qualify their projects and proposals for public policies, as well as their governance and transparency practices. The Foundation offers strategic support to assessments that can help disseminate good practices and strengthen field work based on qualified, evidence-based information. In 2021, the Maria Cecilia Souto Vidigal Foundation participated in workshops on project evaluation,





sharing practical lessons learned and challenges met in managing the Foundation's portfolio.

Global Teacher Prize 2021

The Foundation was a member of the judging committee of the annual Global Teacher Prize, a Varkey Foundation initiative that recognizes teachers who have made exceptional contributions to the field. The winning teacher is awarded 1 million dollars. The Judging Academy responsible for evaluating the finalists is composed of teachers, representatives of social organizations, education specialists, scientists, public sector specialists, entrepreneurs, journalists and scientists. Keishia Thorpe, a teacher in Maryland (USA), won the 2021 edition for her outstanding work in providing poor students, immigrants and refugees a chance to continue their studies.

Jeduca

Sponsorship of the Association of Education Journalists (Jeduca): the purpose of the association is to support and foster media coverage of educational topics, including early childhood education. This support allows Jeduca to hold the annual International Congress of Education Journalism, and to promote webinars and courses aimed at highlighting early education.

Early Childhood Institute (IPREDE)

Institutional support to the [Early Childhood Institute](#) (IPREDE) for emergency actions to mitigate the effects of the pandemic, with actions to protect and monitor families and children in extreme poverty in Ceará. In 2021, the Maria Cecilia Souto Vidigal Foundation funded the distribution of 750 food baskets in 14 highly vulnerable territories in Ceará.

MOVEMENT FOR THE BASE

Institutional and technical support to Movimento pela Base [Movement for the Base], a group of nongovernmental organizations and educational professionals created in 2013 to support quality in the development and implementation of the National Common Curriculum Base (BNCC).

In addition to disseminating content about BNCC on social networks, in 2021 the Foundation collaborated with the Movement participating in specific discussions and political articulations on early childhood education themes such as quality, evaluation, home education, expansion of networks and teaching materials.

Nexo Public Policy Platform

Institutional support to the Nexo Public Policies platform: information in innovative, accessible formats for different audiences such as decision makers, researchers and society in general. The platform features academic-journalistic content and disseminates research findings on structural national issues that interface with public policymaking.

The early childhood section was launched in 2020; with an additional 15 articles published in 2021, the total number of publications reached 28 by the end of the year. The content is released through newsletters sent weekly to a subscriber base of more than 250,000 people. The Foundation also appears as a supporting partner on the platform webpage.

RBAVAL

Institutional support to the Brazilian Journal of Evaluation (RBAVAL), linked to the Brazilian Monitoring and Evaluation Network. The journal seeks to reinforce the need for regular evaluation of public policies and programs by producing and disseminating literature on the subject. Additional issues were released in 2021 and are available [here](#). A special highlight is the article "Evaluative Study of Governance in the

Legal Framework of Early Childhood" (Mori and Andrade, 2021), also available [here](#). The study presents theoretical reflections and a review of experiences in the evaluation of public policies aimed at early childhood. A special issue of the journal will be dedicated to early childhood in 2022.

National Early Childhood Network (RNPI)

National articulation of civil society organizations, government, private sector and other networks committed to promoting and assuring early childhood rights. In 2021, the organizations worked together to stage events and influence policymaking through coordinated, collaborative advocacy for children.

Todos Pela Educação

Institutional support to Todos pela Educação [All for Education] and member of the Educação Já [Education Now] coalition, an initiative led by Todos Pela Educação that provides inputs to the public administration through detailed assessments and concrete solutions for seven structuring themes, including early childhood — one of the priorities of Educação Já.

The Maria Cecilia Souto Vidigal Foundation joined the efforts to shape effective policies by

reviewing the Fundeb and National Education System regulations, identifying the demand for places in daycare centers, Citizen Child and federal laws fostering early childhood education, in addition to engaging in coordinated and collaborative advocacy actions with other members of Educação Já.

Union of Heads of Municipal Departments of Education (Undime)

Technical and institutional support to Undime, including a series of partnering projects. Participation in the 18th Undime National Forum, in the roundtable on "The teaching-learning process during the pandemic."

Articulation and joint coordinated political impact in the agendas related to early childhood education at the federal level (legislative and executive powers): review of Fundeb and National Education System regulations, identification of the demand for places in daycare centers and the Child Citizen program.

World's Best School Prizes

The Foundation was a member of the judging committee of the World's Best School Prizes, launched in 2021 by T4 Education. The first edition will be held in 2022 and aims to reward and honor schools whose inspiring stories reinforce the essential role educational centers play in building a fair society. The institution will award prizes in five categories to schools around the world: community collaboration, environmental practice, innovation, overcoming adversity and supporting healthy practices. The five winning schools will split the \$250,000 prize equally — there will be one prize for each category.



Early Childhood in the Media

Early childhood and the Maria Cecilia Souto Vidigal Foundation were featured in major media outlets in Brazil



The Foundation had prominent media exposure on priority topics such as parenting and early childhood education, and was featured in major national media outlets such as TV Globo, Folha de S. Paulo, O Estado de S. Paulo, O Globo, Veja Magazine, CBN radio and Agência Brasil, with a 7.5% increase in mentions of the Foundation in first-tier media.

Foundation spokesperson participated in more interviews and upgraded the debate on child development, and Foundation CEO Mariana Luz had five opinion articles published.

7.5% more mentions to the Foundation in early childhood stories in major media outlets compared to 2020



Crescer
03/17/2021**Crescer**

SAÚDE

63% das mães brasileiras apresentaram sintomas depressivos durante a pandemia, diz pesquisa

Pesquisadoras da Faculdade de Medicina de Ribeirão Preto da USP reforçam a importância de programas de parentalidade positiva, que ajudam as famílias a lidar melhor com o período de isolamento

🕒 5 min de leitura



Bruno Millião, com Vanessa Lima
17 Mar 2021 - 12h35 | Atualizado em 17 Mar 2021 - 12h35

Metro
03/27/2021**METRO**

Quatro a cada 10 grávidas em Fortaleza apresentam sinais de transtorno mental na pandemia
Medo de contrair Covid-19 e efeitos do isolamento social estão entre principais causas dos sintomas depressivos e ansiosos

Cuidado a mais**G1**
03/27/2021**g1** EDUCAÇÃO**Para 78% dos professores, crianças da pré-escola têm expressão oral e corporal afetadas durante a pandemia, diz pesquisa**

Alguns estão com déficit no desenvolvimento de habilidades que, em casa, não são estimuladas como seriam na escola. Diferença no ambiente de aprendizagem doméstico chega a 20 pontos percentuais entre famílias ricas e pobres.

Por FÊNIX OLIVEIRA, ST
27/03/2021 07:02 - Atualizado há 10 meses

**Metrópoles**
04/01/2021**METRÓPOLES****Professora do DF é premiada por programa de inclusão na pandemia**

Professora brasileira recebe prêmio com reconhecimento especial por ter criado projeto de inclusão em uma escola de COVID-19, além de ajudar de outras formas.

**Rádio Bandeirantes**
04/03/2021**Folha de S.Paulo**
05/04/2021**Com história dos três porquinhos, professora identificou crianças em vulnerabilidade**

Projeto em creche de Rondônia foi eleito uma das melhores práticas de educação infantil durante a pandemia



5 de 4 de 2021 às 10:05

🔖 Save e mais

Isabela Pálmeris

Na versão da história dos três porquinhos da professora Drielly Souza, 26, o lobo mau não consegue derrubar nenhuma das casas. A adaptação foi a forma que a docente encontrou para explicar aos alunos de

Bom dia, Amazônia
04/08/2021**Record**
04/08/2021

Papo de Mãe – UOL
05/31/2021



O Globo
06/26/2021



TV Cultura
6/29/2021



Bom Dia, Rio Grande
7/05/2021



Metrópoles
07/09/2021



Jovem Pan
07/14/2021



Jornal Nacional
7/22/2021



Diário do Nordeste
8/11/2021



GI
8/13/2021

Auxílio Criança Cidadã: novo programa do governo pode aumentar desigualdade na educação infantil, dizem especialistas

O programa que faz parte do Auxílio Brasil pode desestruturar a criação de creches públicas e aumentar a competitividade entre instituições privadas onde o serviço já existe.

Por Emily Santos, 61 ... São Paulo
13/08/2021 | 17:38 | Atualizado há 6 meses

CBN
09/04/2021

'Melhor lugar para as crianças é a escola'

Um estudo feito pela Fundação Maria Cecília Souto Vidigal mostrou que 27% das crianças na primeira infância apresentaram algum tipo de regressão comportamental durante o período de isolamento na pandemia. Além disso, fechamento prolongado das escolas também agravou o déficit educacional. De acordo com o diretor de Conhecimento Aplicado da fundação, Eduardo Marino, volta às atividades presenciais será importante para as crianças pequenas. 'Interação mediada por um educador, com uma estrutura pedagógica, ajuda crianças a recuperar o desenvolvimento que deixou de ocorrer', explica.

Atualizado em 09/04/2021

SPTV1
07/10/2021

Desigualdade social aumentou com a pandemia

4 min - Exibido em 7 out 2021

Levantamento do Iuper, com dados da IBGE, mostra que famílias pobres, pobres ou indígenas sofreram mais com desemprego.

Folha de S.Paulo
07/10/2021

Crianças da pré-escola podem ter perdido até 6 meses de aprendizagem com a pandemia

Pesquisadores da UFRJ estimaram prejuízos nas habilidades dos alunos durante interrupção das aulas

24/09/2021 às 09:00

Quais as tags: A- A+

Isabela Pálhares
Patrícia Pasquini

Resumo: A interrupção das aulas durante a pandemia pode ter causado uma perda de aprendizagem de até seis meses em crianças de quatro e cinco anos. O cálculo foi feito por pesquisadores que observaram os alunos antes e durante a crise sanitária gerada pelo [sarscovírus](#).

O maior prejuízo de aprendizagem foi verificado em [crianças de famílias com maior vulnerabilidade social](#), em que o [acompanhamento](#)

Diário do Nordeste
10/12/2021

De auxílio a órfãos à vaga em escola: como a política no Ceará se mobiliza em prol da infância

Escrito por [Lassus Barreto](#), [laura.barreto@diariodone.com.br](#) | 07:00 / 12 de Outubro de 2021 | [Atualizado às 13:13 / 01 de Outubro de 2021](#)

Com o aumento da vulnerabilidade social causada pela crise de saúde, propostas legislativas são importantes para a garantia de direitos das crianças

Legenda: Propostas legislativas à Primeira Infância têm ganhado cada vez mais relevância na política institucional, principalmente em cenário de pandemia

Estadão
11/19/2021

Guia de diversidade da GPTW reúne boas práticas do mercado de trabalho

Consultoria Great Place to Work compila estratégias adotadas por empresas eletas como as melhores para se trabalhar, objetivo é ajudar outras companhias com políticas de inclusão

Redação O Estadão de São Paulo
19 de novembro de 2021 | 10:00

A pauta de **diversidade e inclusão** se fortalece cada vez mais nas empresas, seja por uma **pressão do mercado financeiro**, da sociedade ou demanda interna. Mas, por ser um assunto relativamente novo, dúvidas podem surgir sobre como implementar políticas adequadas de DEI. Para ajudar na empreitada, a consultoria empresarial **Great Place To Work (GPTW)** lançou um guia de diversidade que reúne as

O Globo
12/25/2021

Gastos do Ministério da Educação caem em todas as modalidades: educação básica, superior, infantil, profissional e de jovens e adultos

Levantamento do GLOBO mostrou uma queda de 13% nos recursos destinados a investimento na educação básica, que compreende ensino fundamental e médio

Bruno Afonso
24/12/2021 | 09:33 | Atualizado em 26/12/2021 | 11:02

Foto: do Ministério da Educação/PAO/PAO/PAO

CBN
12/31/2021

'Qualidade na etapa da creche garante bom processo de aprendizagem'

Mariana Luz, CEO da Fundação Maria Cecília Souto Vidigal, fala sobre a qualidade e fila de creches em São Paulo. Ela destaca a importância da atenção em relação a saúde para proteção e garantia de desenvolvimento das crianças.

Atualizado em 31/12/2021

Estadão 03/07/2021

Women's political efforts for inclusive public policies



EM ALTA Artigos Série 'Não Acerto Corrupção' Série 'Ministério Público e Democracia'

Gestão feminina por políticas públicas inclusivas

Mariana Luz
07 de março de 2021 | 09:00



Mariana Luz. FOTO: DIVULGAÇÃO

Imagine que você é uma das 13 senadoras em um parlamento formado por mais 68 homens numa casa sem banheiros femininos. Esse não era o cenário em 1979, quando Eunice Michiles assumiu como primeira senadora da República do Brasil, mas em 2016, na 55ª legislatura da casa, ano em que foram construídos toilettes exclusivos.

Estadão 4/28/2021

The child as the key player in learning



Educação

Aproximação entre escola e ambiente familiar pode ser herança positiva da pandemia, diz educadora

Na educação infantil, atividades devem instigar pequenos alunos a darem respostas complexas sobre o que eles pensam do mundo, explica especialista

Entrevista com

Beatriz Abuchaim, gerente de Conhecimento Aplicado da Fundação Maria Cecília Souto Vidigal

Coluna Educador e Aluno (Gênero, entrevista para a Educação)
29 de abril de 2021 | 10:00

Era uma vez um País em que a educação infantil era vista como assistencialismo. As creches eram ligadas às secretarias de assistência social e atuavam como equipamentos para ajudar às mães que trabalhavam fora e não tinham com quem deixar as crianças. Foi em 1996, há apenas 25 anos, que a **Lei de Diretrizes e Bases da Educação Nacional (LDB)** surgiu como o primeiro texto legal a reconhecer essa etapa como integrante da formação. E, bem mais recentemente, em 2013, a educação infantil para crianças de 4 e 5 anos se tornou obrigatória.

Mas que educação é essa? De um lado, em muitas unidades persiste o caráter assistencialista — crianças são cuidadas enquanto os pais trabalham. De outro, há escolas que se orgulham de alfabetizar aos 4 anos e da tabuada decorada aos 5. Nem uma nem outra vão bem. O caminho a ser seguido está na **Base Nacional Comum Curricular (BNCC)** da educação infantil, documento com os direitos de aprendizagem das crianças que deve nortear a educação de todas, independentemente da sua localização ou classe social.

“Temos de avaliar: há uma educação em que a criança é protagonista, incentivada a dar respostas complexas sobre as coisas que ela pensa do mundo, ou apenas é incentivada a dar respostas curtas, dizer sim ou não?”, indaga **Beatriz Abuchaim**, gerente de Conhecimento Aplicado da Fundação Maria Cecília Souto Vidigal. “Não existirá qualidade na educação infantil sem olhar esse contexto complexo de atividades. Se a criança está motivada e engajada, o papel da criança como sujeito

O Globo 07/01/2021

Brazil can teach and learn from the U.S.



PRIMEIROS DE EDUCAÇÃO

Brasil tem a aprender e ensinar aos EUA

07/01/2021 - 15:28

Por **Mariana Luz**

O presidente americano Joe Biden apresentou o trilionário American Family Plan, um programa de recuperação da economia que tem o apoio às famílias e à educação como prioridade, especialmente nos primeiros anos de vida das crianças — além de vultosos investimentos em infraestrutura e saúde. Se aprovado, será o maior programa governamental dos Estados Unidos desde a Segunda Guerra Mundial.

Apesar de ter foco nas crianças, o objetivo maior é, claramente, a agenda econômica, muito impactada pela pandemia. Faz todo o sentido se lembrarmos que a melhor forma de garantir o desenvolvimento socioeconômico de uma nação é investir no desenvolvimento das crianças nos seis primeiros anos de vida — a primeira infância. Essa é a fase da vida em que o cérebro mais se desenvolve e, portanto, garante maiores possibilidades de adultos mais preparados, produtivos e felizes no futuro.

Algumas das propostas de proteção à infância incluídas no plano de Biden são realizadas no Brasil há décadas, desde a Constituição de 1988, e mostram que nós

Estadão

07/27/2021

It's time for school



Educação

Tá na hora da escola

O tempo é agora. É imprescindível que os gestores públicos se unam para assegurar a reabertura nos quatro cantos do País.

Angela Doremus e Mariana Luz, O Estado de S. Paulo*
27 de julho de 2021 | 09:00

Promover a reabertura das escolas não tem relação alguma – nem pode ter – com afrouxar as medidas de proteção à vida. Apesar de evidências científicas indicarem que a reabertura das instituições de ensino não agrava a pandemia, já são 420 dias sem atividades presenciais para a maioria dos mais de 47 milhões de alunos da educação básica no Brasil.



Educação durante a pandemia de covid-19. Foto: Alex Silva/Estadão

Folha de S. Paulo

12/01/2021

The virus of inequality and how to fight it



OPINIÃO MARIANA LUZ (1)

O vírus da desigualdade e como combatê-lo

Políticas públicas no pós-Covid devem priorizar o bem-estar das crianças

30.nov.2021 às 20h00

EDIÇÃO IMPRESSA (<https://www1.folha.uol.com.br/fsp/fac-simila/2021/12/01/>)

Mariana Luz

Presidente da Fundação Maria Cecília Souto Vidigal e Young Global Leader do Fórum Econômico Mundial

A Covid-19 (<https://www1.folha.uol.com.br/cotidiano/coronavirus/>) exacerbou as desigualdades de oportunidades para as crianças e suas famílias

(<https://www1.folha.uol.com.br/mercado/2021/10/criancas-e-adolescentes-farao-parte-de-generacao-mais-desigual-por-cao-da-pandemia.shtml>). Novos dados mostram que suas repercussões atingiram drasticamente a todos, principalmente os mais vulneráveis. O desemprego aumentou, o acompanhamento vacinal diminuiu e o risco de insegurança alimentar cresceu. Essas são conclusões do grupo de pesquisadores das entidades que integram o Núcleo Ciência Pela Infância (NCPI) (<https://ncpi.org.br/>).

Embora as crianças não tenham sido consideradas grupo de risco na pandemia, elas têm sofrido seus impactos (<https://www.youtube.com/watch?v=1q9kEa5v0>). É urgente colocá-las em primeiro lugar ao pensar políticas públicas e ao eleger prioridades de investimento de curto, médio e longo prazo. As famílias com crianças cujos adultos têm menor escolaridade foram as que tiveram sua renda mais afetada. O percentual é quase o dobro que o do grupo de famílias com ensino médio ou superior. A constatação é do economista Naercio Menezes

"Families where adults have less schooling were the most likely to have their income impacted. They are almost twice more likely to be impacted than families where adults finished high school or college. The finding was communicated by Insper economist Naercio Menezes Filho. Another survey from Data Favela shows 76% poor community residents had no money to buy food at least once a week."

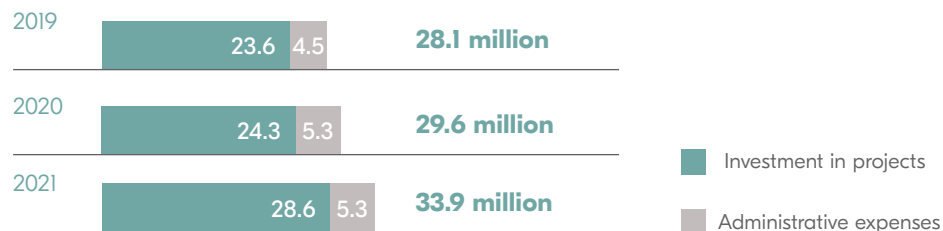
Mariana Luz, Maria Cecília Souto Vidigal Foundation CEO, in the article "The Virus of Inequality and How to Fight It," published in the *Folha de S. Paulo* in November 2021.

Transparency

Guided by the principles of transparency and accountability to partners and society, the Maria Cecilia Souto Vidigal Foundation is audited annually by external independent auditors. The accounting reports reflecting the performance of operations throughout each fiscal year have been systematically approved without reservation by the independent auditors. All financial statements, reports and their respective explanatory notes are available on the [Foundation's website](#).

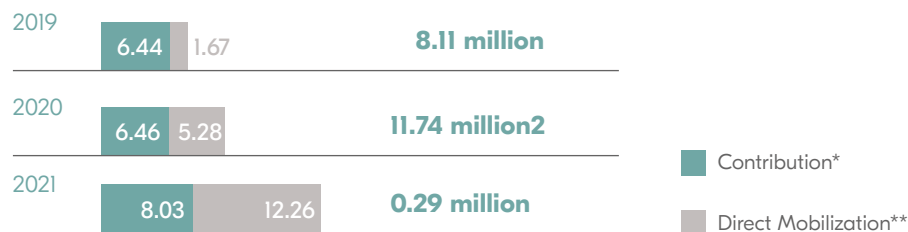


Budget execution*



* Budget management for the resources operationalized by the Foundation

Co-investment



* Contribution: resources of partners operationalized by the Foundation ** Direct Mobilization: resources of partners allocated directly to the cause

Out of every R\$ 100 invested by the Foundation, R\$ 84 were invested in initiatives for the cause

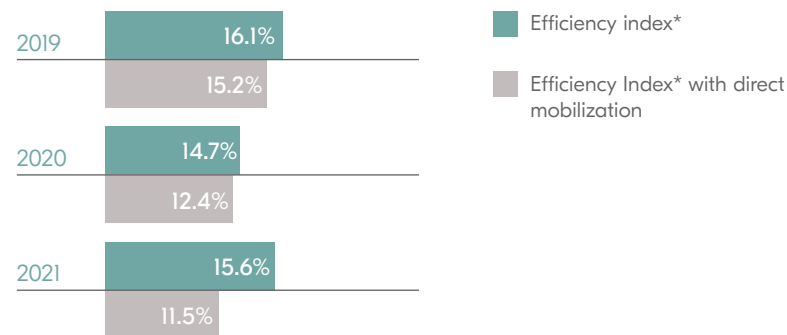
For each R\$100 invested by the Foundation, our partners invested another R\$ 80

Efficiency index

This index is used as a measure of the effectiveness in the application of the resources of the Maria Cecilia Souto Vidigal Foundation. It expresses the relationship between administrative expenses and the total amounts operationalized by the Foundation. The lower the index, the higher the efficiency in the allocation of resources for the cause.

In 2021, the Foundation began to systematically monitor a metric called Direct Mobilization, which indicates the funds raised with co-investors that are allocated directly to the projects. This indicator represents the Foundation's capacity to engage society in its mission to strengthen the early childhood ecosystem.

Based on this definition, the efficiency index is monitored by calculating the ratio of resources operationalized by the Foundation and funds allocated directly to the cause (efficiency index with direct mobilization).



*The lower the percentage, the higher the efficiency

Equity fund

Funding for activities and for maintaining the Maria Cecilia Souto Vidigal Foundation are guaranteed through the Endowment set up by the original donors who started the Foundation. Over time, the initial donation has been managed for real gains, ensuring the Foundation can execute initiatives focused on early childhood care and maintain the necessary structure for selecting, monitoring and improving such initiatives.

With its own governance structure and transparent processes, the Endowment has two strategic supervisory and control bodies: the Investment Committee and the Board of Trustees. The underlying Equity Fund is operated and managed by specialized companies that have been selected and hired by the Maria Cecilia Souto Vidigal Foundation with the support and monitoring of independent specialists.

All decisions relating to the Equity Fund are based on the Foundation's investment policy, which defines limits and guidelines for

investments, among other matters. The managers must strive to attain the best long-term return within the contracted risk limits.

In 2021, the Equity Fund had a negative nominal yield of 2.82%, ending the year below its return target of IPCA + 5% per year. Despite the advances in COVID-19 vaccination, 2021 was marked by uncertainties, great volatility and losses in almost all asset classes.

In the same period, the IPCA accumulated an increase of 10.06%, exceeding the inflation target established by the Central Bank. In this scenario, the Investment Committee reviewed the Investment Policy for the Equity Fund ensuring a long-term perspective that is aligned and compatible with the objective of maintaining the social activities and structure of the Maria Cecilia Souto Vidigal Foundation.

Evolution of Equity

2019	R\$ 599,2 million
2020	R\$ 621,6 million
2021	R\$ 581,1 million



Financial Statement

December 31, 2021 and 2020 (Amounts expressed in thousands of reais)

ASSETS

Current	2021	2020
Cash and cash equivalents	5	1,609
Linked Resources	2,399	4,756
Other credits	295	107
Securities (equity fund)	581,144	621,570
Total current assets	583,843	628,042
Noncurrent	2021	2020
Judicial deposits	4,556	3,456
Net fixed assets	1,992	2,434
Net intangible assets	7	15
Total noncurrent assets	6,555	5,905
Total assets	590,398	633,947

LIABILITIES AND EQUITY

Current	2021	2020
Accounts payable	4	28
Labor obligations	777	546
Resources for investment	2,399	4,756
Lease liabilities	248	225
Total current liabilities	3,428	5,555
Noncurrent	2021	2020
Provision for Contingencies	4,556	3,456
Lease liabilities	600	900
Total noncurrent liabilities	5,156	4,356
Shareholders' equity	2021	2020
Foundation Equity	624,036	599,767
Surplus / Deficit for the Year	(42,222)	24,269
Total Equity	581,814	624,036
Total liabilities and equity	590,398	633,947

Income statements

Years ended December 31, 2021 and 2020
(Amounts expressed in thousands of reais)

Operating Income	2021	2020
Donations	5,148	5,795
Other revenues from activities	1,834	314
Volunteer Work	1,047	979
Total	8,029	7,088

Costs of social activities: Advising, Defense and Guaranteeing Direct Costs (Direct Costs with programs and projects)	2021	2020
Personnel	(6,670)	(5,230)
Third-party services	(15,648)	(10,835)
Travel	(79)	(231)
Sponsorships and Donations	(6,075)	(7,421)
Taxes and fees	(30)	292
Volunteer Work	(65)	(603)
Total	(28,567)	(24,028)

Administrative expenses	2021	2020
Personnel	(2,611)	(2,160)
General and administrative	(525)	(627)
Third-party services	(929)	(838)
Travel	(21)	(17)
Taxes and fees	(5)	(4)
Depreciation and amortization	(516)	(484)
Volunteer Work	(982)	(376)
Total	(5,589)	(4,506)

Financial income and (expenses)	2021	2020
Financial expenses	(48,515)	(69,416)
Financial Revenues	32,420	115,131
Total	(16,095)	45,715

Surplus / Deficit for the Year	(42,222)	24,269
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The explanatory notes are part of the financial statements and can be checked in the Audit 2021 report. To learn more, click [here](#).



Partners

Meet the Maria
Cecilia Souto Vidigal
Foundation Partners













United Way Brasil



BANCO MUNDIAL
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PREFEITURA DE
SÃO PAULO



Conselho Nacional de Secretários de Educação



DAVID ROCKEFELLER CENTER
FOR LATIN AMERICAN STUDIES
HARVARD UNIVERSITY



INSTITUTO DE PSQUIATRIA
HCFMUSP



IVEPESP
Instituto Para a Valorização da Educação
e da Pesquisa no Estado de São Paulo

MINISTÉRIO DA
CIDADANIA



PÁTRIA AMADA
BRASIL
GOVERNO FEDERAL



Comunicação
e Diretor



UNIVERSIDADE FEDERAL
DE MINAS GERAIS



Credits

The Maria Cecilia Souto Vidigal Foundation

Executive Director

Mariana Luz — CEO
Verônica Teixeira Glória — Executive Assistant

COMMUNICATION

Allan de Souza — Intern
Ana Carolina Vidal Guedes — Manager
Carolina Vilaverde — Analyst
Marcelo Rodrigues — Analyst
Paula Perim — Director
Renato Stoiano Portfolio Leader
Sarah Maluf — Analyst

APPLIED KNOWLEDGE

Eduardo Marino — Director
Elisa Altafim — Portfolio Leader
Karina Fasson — Portfolio Leader
Leila de Oliveira Sousa — Analyst
Letícia Monaco — Assistant
Marina Fragata Chicaro — Manager
Pedro Fernandes — Analyst

PROJECT OFFICE AND EVALUATION

Bethânia Alves — Specialist
Everton Cruz — Analyst

OPERATIONS

Carine Moreira de Jesus — Controllership Manager
Claudia Bernardes — Financial Analyst
Leonardo Eidi Hoçoya — Director
Lyam da Silva — Intern
Maria do Socorro Barbosa — Welfare Godmother
Raquel Hellen do Nascimento — Analyst
Wesley Dias — Financial Analyst

HUMAN RESOURCES

Luciano Mussolin — Specialist in People Management and Corporate Governance

SCIENCE FOR CHILDHOOD CENTER — NCPI

Ana Leme — Analyst
Fabiola Galli — Manager
Isabela Cordeiro — Analyst
Priscila Costa — Portfolio Leader

EQUITY FUND

Carolina Barrios — Investment Controllership Manager

INSTITUTIONAL RELATIONS

Bárbara Tiemi Aga Lima — Intern
Beatriz de Oliveira Abuchaim — Manager
Heloísa Oliveira — Director
Larissa Araújo — Analyst

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FUNDAÇÃO

**Maria Cecília
Souto Vidigal**



learn more at: www.fmcsv.org.br/