



ALLMA

criada, liderada, conduzida por mulheres

respira
e conta até 5

Cria na
Paz

Brincar
LIVRE

result report
december 2022

 **PÉ DE
INFÂNCIA**
Apoio e informação para quem cuida

URBAN95
ALLMA



early childhood is our priority
through design and behavioral
change science, the project goal
is to generate positive impact for
child development, always in line
with the SDGs



Positive
Discipline

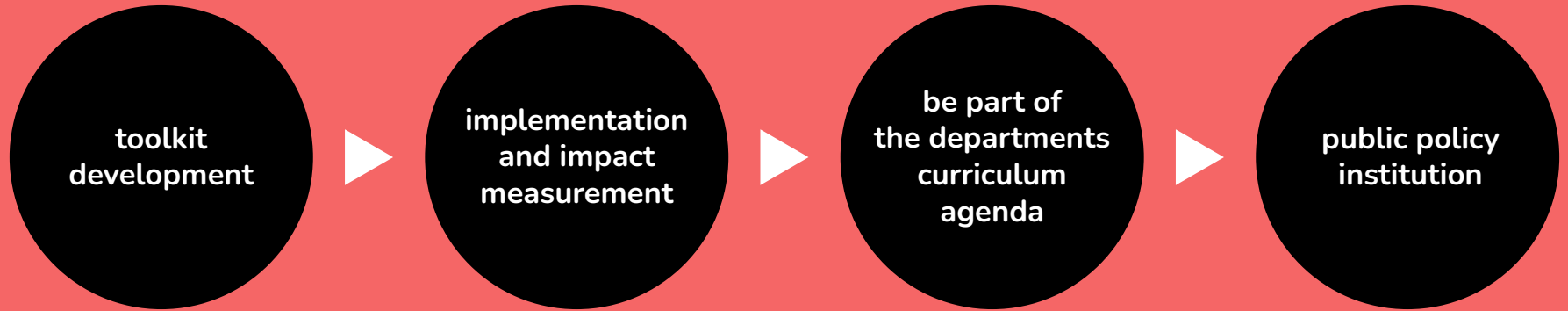
**toolkits for
behavioral
change**

Playing outdoors
surrounded by nature

**designed through radical
otherness of listening.**

Including in the process those who
will benefit, caregivers management
and public servants who will apply it.





**toolkit
development**

**implementation
and impact
measurement**

**be part of
the departments
curriculum
agenda**

**public policy
institution**





magic happens when
we attract attention
at the right time
toolkits are designed for
behavioral change
and free for cityhalls to use and
create positive interactions



Testimony • Aline Crochemore
Pelotas Public Manager



august 2022

4 months
of implementation
and measurement

november 2022

schedule

A

B

>> sep 21
jan 22 >>

>> feb 22
feb 22 >>

>> feb 22
mar 22 >>

>> mar 22
apr 22 >>

>> may 22
dez 22 >>

>> dez 22
dez 22 >>

1. Map

sep 21 >> sep 21
1.A. Be specific
about the chosen
behavior and target
group

sep 21 >> sep 21
1.B. Fact Sheets
of each behavior

oct 21 >> oct 21
1.C. Diagnosis
to the selection of
behavior by the
municipality

nov 21 >> jan 22
1.D. Formative
Research

barriers, motivations
and opportunities to
understand why the
behavioral challenge
happens.
selection of the network's
main programs -
PROMOTERS

jan 22 >> jan 22
1.E. User Journey

2. Design

feb 22 >> feb 22
2.A Brainstorm

feb 22 >> feb 22
2.B Hypothesis
Sheets

Be specific about when,
where, how, who, barriers
to overcome, potential
drivers, NUDGE and
Influence Drivers

3. Optimize

feb 22 >> feb 22
3.A. Prioritize
validate matrix
Feasibility X Opportunity
* validate with
management

feb 22 >> mar 22
3.B. Pre test
of messages with the
population / feasibility
with management

4. Development/ Measurement

mar 22 >> mar 22
4.A. Be specific
about desired result >>
Theory of Change and
Indicators

mar 22 >> apr 22
4. B. Development
Public-Private
Partnerships
Graphic development
and production of final
tools

apr 22 >> apr 22
4.C. Define the
methods
of measurement

5. Implement

may 22 >> nov 22
5.A. Engage and
Instrumentalize
premiere webinar and
articulation with key actors >>
local visits articulation

aug 22 >> aug 22
5.B. MEASUREMENT
Round Zero
Quanti T0 - Quali 1ª round

aug 22 >> dez 22
5.C.Implementation
of the strategies

set 22 >> dez 22
5.D. MEASUREMENT
Quanti T1 | Quali 2ª e 3ª
rounds | Results

6. Scale

sep 22 >> dez 22
6.A. Disseminate
Systematize

schedule

A

B

>> sep 21
jan 22 >>

>> feb 22
feb 22 >>

>> feb 22
mar 22 >>

>> mar 22
apr 22 >>

>> may 22
dez 22 >>

>> dez 22
dez 22 >>

1. Map

sep 21 >> sep 21
1.A. Be specific
about the chosen
behavior and target
group

sep 21 >> sep 21
1.B. Fact Sheets
of each behavior

oct 21 >> oct 21
1.C. Diagnosis
to the selection of
behavior by the
municipality

nov 21 >> jan 22
1.D. Formative
Research

barriers, motivations
and opportunities to
understand why the
behavioral challenge
happens.
selection of the network's
main programs -
PROMOTERS

jan 22 >> jan 22
1.E. User Journey

2. Design

feb 22 >> feb 22
2.A Brainstorm

feb 22 >> feb 22
2.B Hypothesis
Sheets

Be specific about when,
where, how, who, barriers
to overcome, potential
drivers, NUDGE and
Influence Drivers

3. Optimize

feb 22 >> feb 22
3.A. Prioritize
validate matrix
Feasibility X Opportunity
* validate with
management

feb 22 >> mar 22
3.B. Pre test
of messages with the
population / feasibility
with management

4. Development/ Measurement

mar 22 >> mar 22
4.A. Be specific
about desired result >>
Theory of Change and
Indicators

mar 22 >> apr 22
4. B. Development
Public-Private
Partnerships
Graphic development
and production of final
tools

apr 22 >> apr 22
4.C. Define the
methods
of measurement

5. Implement

may 22 >> nov 22
5.A. Engage and
Instrumentalize
premiere webinar and
articulation with key actors >>
local visits articulation

aug 22 >> aug 22
5.B. MEASUREMENT
Round Zero
Quanti T0 - Quali 1ª round

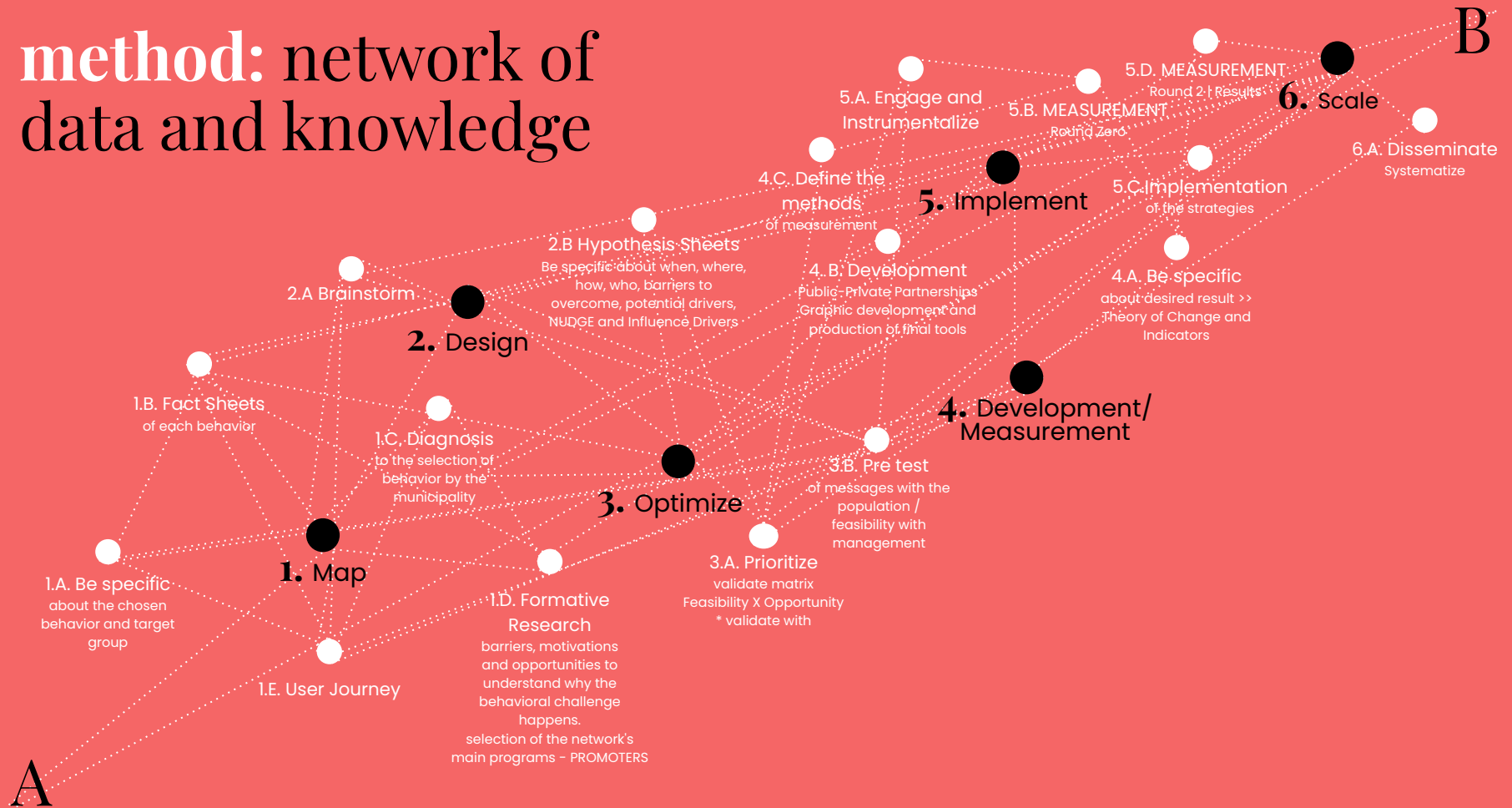
aug 22 >> dez 22
5.C.Implementation
of the strategies

set 22 >> dez 22
5.D. MEASUREMENT
Quanti T1 | Quali 2ª e 3ª
rounds | Results

6. Scale

sep 22 >> dez 22
6.A. Disseminate
Systematize

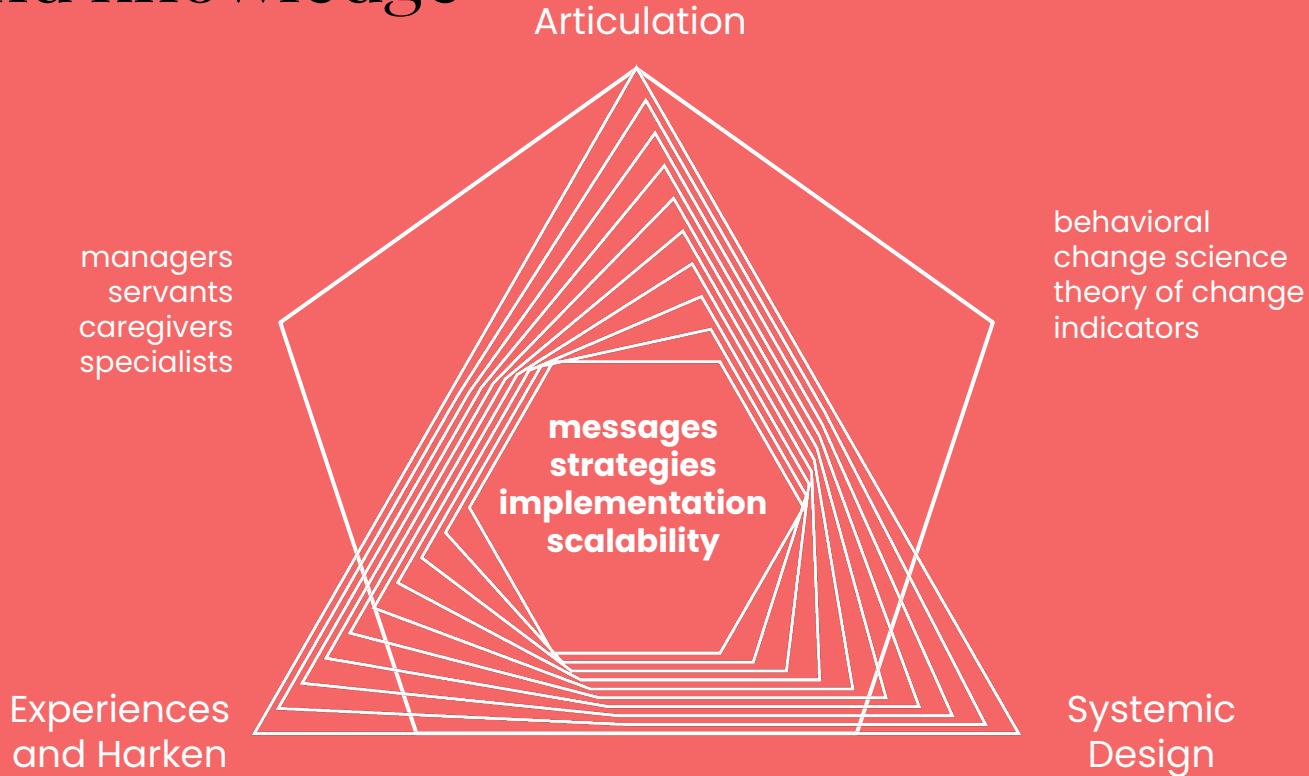
method: network of data and knowledge



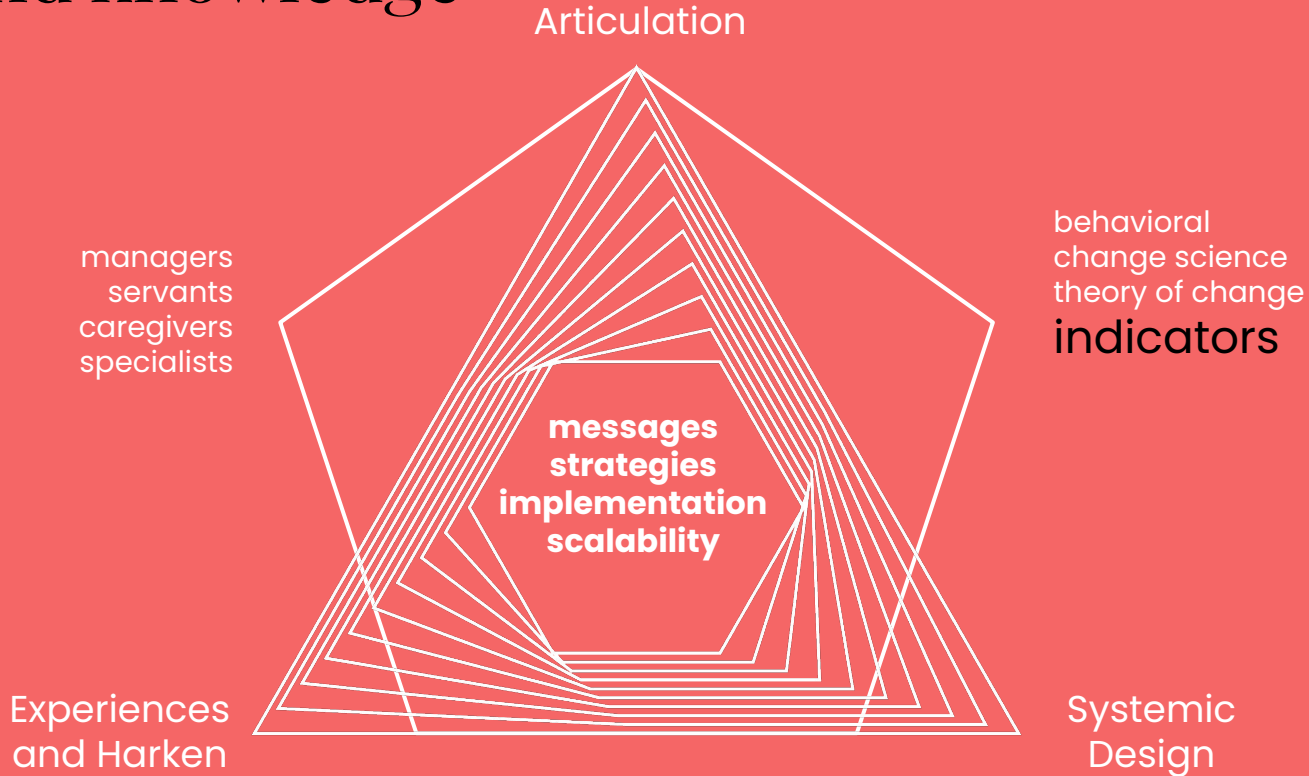
A

B

method: network of data and knowledge



method: network of data and knowledge



logic: measurement | performance

knows?

practices?

what?

has been instrumented?

how?

was there a change?

which?

a and b groups (has been instrumented x hasn;t been instrumented)
quantitative moments t0 t1 (before x after the project)
qualitative (3 rounds)

logic: measurement | performance

KPI'S

respira
e conta até 5
Cria na
Paz

1. LEVEL OF KNOWLEDGE ABOUT VIOLENT DISCIPLINE PRACTICES

2. VIOLENT DISCIPLINE PRACTICES

3. LEVEL OF KNOWLEDGE ABOUT POSITIVE DISCIPLINE PRACTICES

4. POSITIVE DISCIPLINE PRACTICES

5. TOOLKIT PERFORMANCE

Remember of Campaign
Performance of Message
Performance of Strategies
Performance of Channels

6. LEARNINGS AND NEW PRACTICES

BrincAR
LIVRE

1. LEVEL OF AWARENESS ABOUT THE IMPORTANCE OF PLAYING OUTDOORS SURROUNDED BY NATURE FOR CHILD'S DEVELOPMENT



2. PRACTICES OF PLAYING OUTDOORS SURROUNDED BY NATURE

3. TOOLKIT PERFORMANCE

Remember of Campaign
Performance of Message
Performance of Strategies
Performance of Channels

4. LEARNINGS AND NEW PRACTICES

logic: measurement | performance

		
criteria	LEVELS OF VIOLENCE <ul style="list-style-type: none">a. high level violent practices screaming, name calling, spankingb. regular level violent practices punishment, threatening to hit, taking away access to TV and toys	LEVELS OF FREQUENCY <ul style="list-style-type: none">a. ideal time daily some minutes + long time once a week / daily some hoursb. regular time few minutes on weekdays and few hours on weekends / some hour on a weekday / some hours on weekendsc. shortly time some minutes per week / daily some minutes / some minutes on weekends
	LEVELS OF FREQUENCY <ul style="list-style-type: none">a. frequentlyb. rarelyc. never	



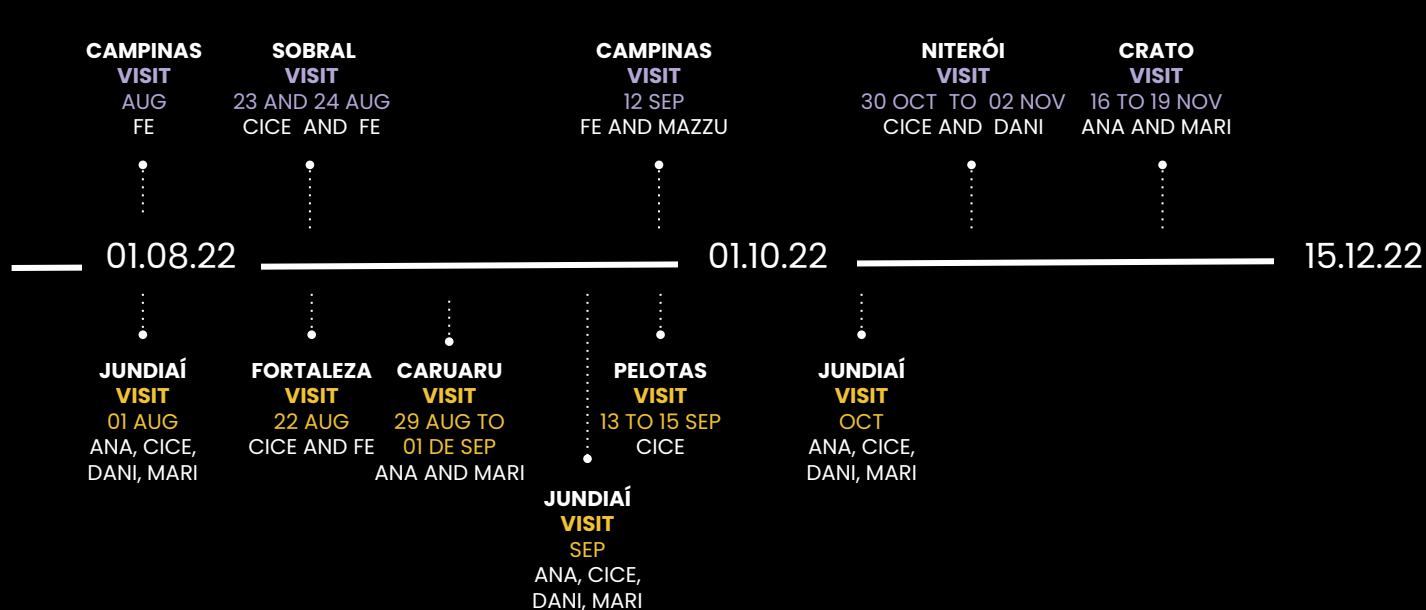
implementation visits schedule

face-to-face articulation meetings // agenda with managers and public servants

respira
e conta até 5
Cria na Paz

Brincar LIVRE

Start Date
August 22
Early Childhood
Month in the cities,
taking advantage of
existing actions in the
calendar of the
municipalities



caregivers are overloaded. It is necessary to offer support and relieve stress in their lives

no one has the intention to mistreat but, rather to "educate" // playing every day is a wish, but they cannot realize it // the lack of information, lack of support and tips and lack of time hinder positive practices

respira
e conta até 5
Cria na
Paz

80%

of impacted caregivers put into practice the tips they received from the project • got instrumented

BrincAR
LIVRE

72%

of impacted caregivers put into practice the tips they received from the project • got instrumented



this format goes through the bureaucracy and slowness of the public sector which lacks narratives and systemic tools.

There is a desire to improve repertoires, receive training and get to know the subjects better from specialists. Upon receiving a toolkit that promotes the pedagogy of transformation, with consistent, reliable and ready-to use content management sees the possibility of acting quickly and transversally to solve urgent social issues.



**raise awareness among
managers and show how
the tools influence their
own lives, especially
when they are parents**

**promote meetings with brilliant
professionals in order to
captivate managers so they
would conduct actions much
more engaged**

94%

**of the tools
implemented**

100% Positive discipline
88% Play outdoors

Cria na Paz and BrincAr Livre // learnings and results
implementation data from nine cities

provide training to public servants and give certificates

good content endorsed by
the U95 is very attractive and
has a huge potential for
content multiplication

5.505
public servants
qualified /
sensitized



use the example of one municipality to encourage and inspire others

public managers like to know success stories and how they were implemented

exchange of solutions between municipalities is powerful and inspiring. Cooperative of seamstresses from Caruaru produced the blanket for Baby PlayAir Kit for Fortaleza and Pelotas, generating income for this community and an affordable product for other city halls.





respira
e conta até 5

Cria na Paz

com apoio

URBAN95i



**PÉ DE
INFÂNCIA**

Apoio e informação para quem cuida

ALLMA



august 2022



positive discipline

reduce physical aggression,
name-calling and
humiliation in children

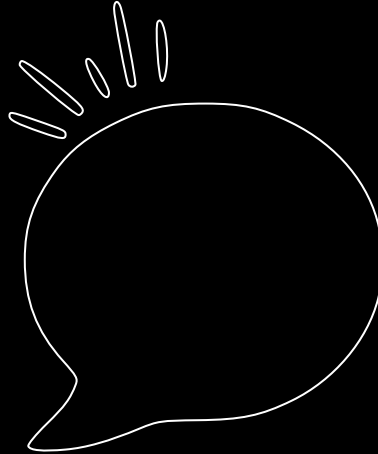


november 2022

"It's not violence if you hit. When people want to get something good out of situations, it's not violence. Violence is when you hit undeservedly!"

"My husband says: 'You just keep talking, put your flip-flops on right away'. But, I try not to make it and talk more."

"Slapping is one thing, killing the child is another. You have to have control. I breathe not to kill and say that they deserve it. I am a mother, I work, I study, there are days when it is very difficult."



*"Whip on them.
That's how it is.
She cries and I say:
'Got beaten up for
stupidity, it costs
nothing to obey."*

"For me, violence is making blood. It never happens here. I've already been denounced at the Tutelary Council, they came here, I handed it over for them to look at and they didn't find any purple, they didn't see anything. I never cut, I never drew blood."

"I was beaten too much. I stayed at home for two days because I was beaten so much that no one could see. But it's worth, today I am what I am because they did this with me."

9 tools organized by department


- Education
- Health
- Social Assistance
- Institucional/Managing
- Sports
- Others
- All

Cria na Paz
Films




●

Social Media
Content




● ● ●

Press
Content




●

Tips in
Child's Journal



●

Qualifying Kit
Elisama Santos



● ● ● ●

Invitation to
Listening Workshops



● ● ● ●

Body
Kit



●

Bib
Kit



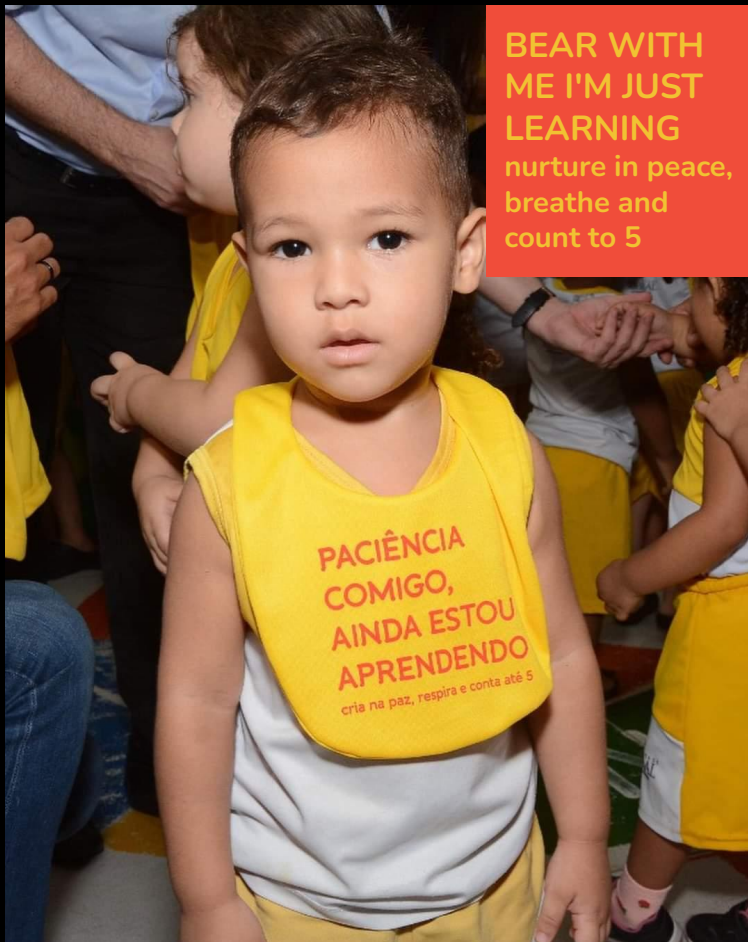
● ● ●

Uniform
Kit



●

Cria na Paz // learnings and results



**bib, body and uniform
to stop violence
at the exact moment**



PRECISAMOS LEMBRAR SEMPRE QUE:

1. Não podemos esquecer o nome quando estamos brincando, pois isso é muito importante para nós.
2. Quando estamos brincando, devemos lembrar o nome de cada um dos brinquedos.
3. Quando estamos brincando, devemos lembrar o nome de cada um dos brinquedos.

VAMOS JUNTAS E JUNTOS FAZER DIFERENTE

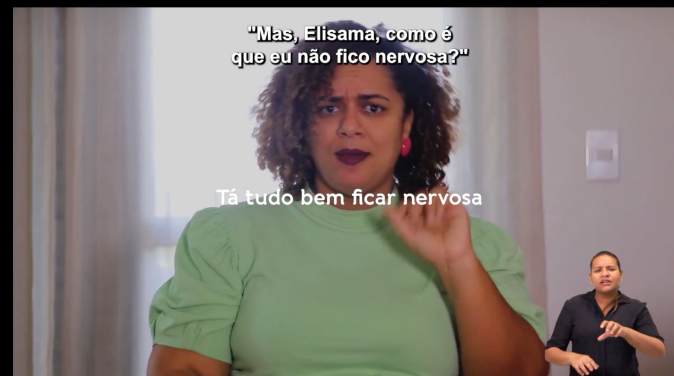
Lembra de ontem? Dessa vez: RESPIRA, CONTA ATÉ CINCO



Cria na Paz // learnings and results

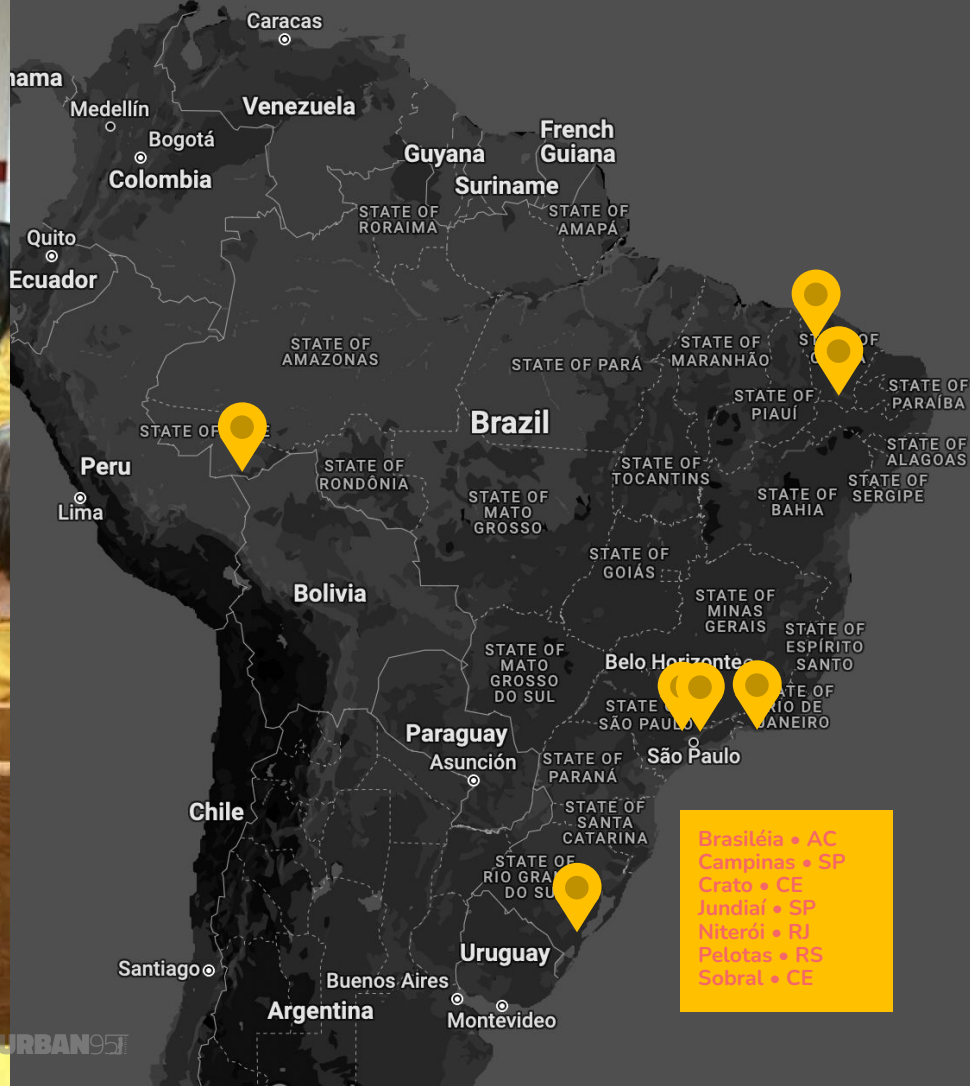


didn't you find it wired for an adult act like this with another? so how can it be normal for adult to do this to young children who are still learning? breath, count 5 and nurture in peace



awareness films, training videos and lots of practical tips to change the norm and instrumentalize in a radically accessible way

Cria na Paz // learnings and results



project implementation data

7 cities

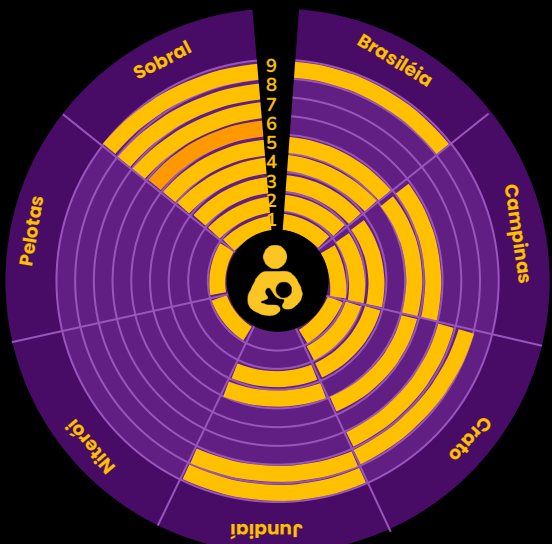
aug 22 | nov 22 • 4 months



ALLMA URBAN95⁺ respira e conta até 5

Cria na Paz

Implementation of strategies BY MUNICIPALITY



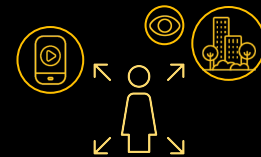
2.059
children reached
received physical reminder
strategies (body, bib, uniform)



7.315
caregivers reached
directly impacted by digital
content, print and physical
reminders



3.691
qualified servers
directly impacted by digital content
(content multipliers)



100%
% implemented
strategies



21
Departments
involved



R\$ 66.224,00
seed money

PIC, ACT, Pactos pela
Paz, Escola da
Família, Programa
Trevo de 4 Folhas

2 Kids Walk to Nurse
in Peace - outdoor
social mobilization
action on awareness

Semana bebês

648k municipality
social media
308k IG Elisama
Santos
232 physical locations
(notified)
Events
Radio

TVs services

pilot city implementation data

Sobral • CE

aug 22 | nov 22 • 4 months

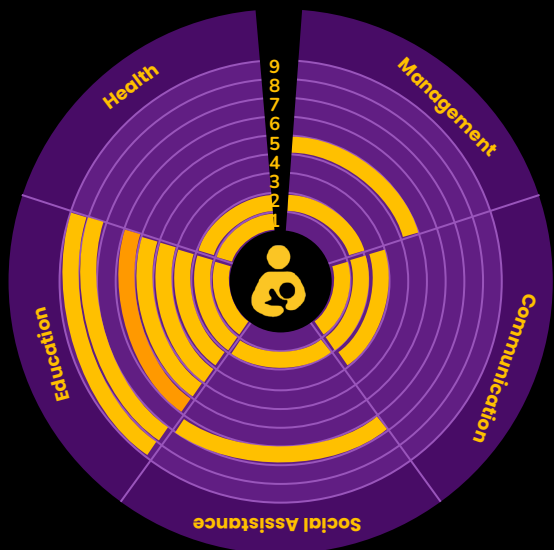
perimeter	Novo Caiçara neighborhood
-----------	---------------------------



ALLMA URBAN⁹⁵ respira e conta até 5

Cria na Paz

Implementation of Strategies in municipality BY DEPARTMENT



405

children reached
received physical reminder strategies
(body, bib, uniform)



4.655

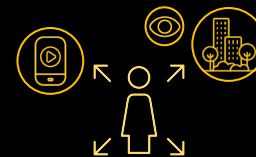
caregivers reached
directly impacted by printed content

*digital content data not notified



3.037

qualified servers
directly impacted by digital content
(content multipliers)



% implemented strategies
*checking workshop / kindergarten



Departments involved



R\$ 15.300,00
seed money

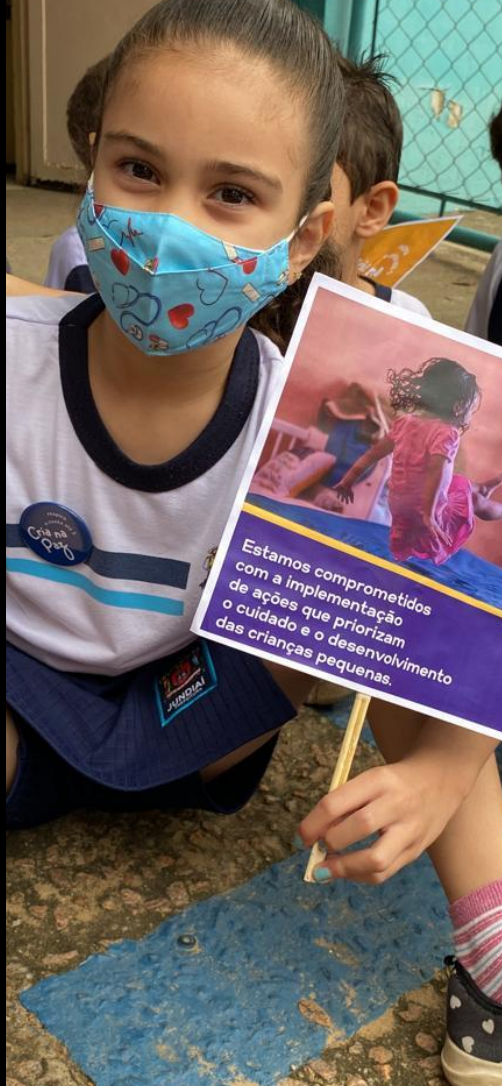
Ciranda Formativa with 390 servers trained live
428 early childhood teachers trained in depth
Trevo de 4 Folhas Program

113k instagram Cinemas
Transol / TV Transporte Health Center
36.000 people Event City Anniversary
24 inserts per day on 5 radios
67 physical points
6k people leisure in the park

1. Cria na Paz Films / 2. Social Media Content / 3. Printed Content / 4. Tips in Child's Journal / 5. Qualifying Kit Etisama Santos / 6. Invitation to Listening Workshops / 7. Body Kit / 8. Bib Kit / 9. Uniform Kit

spontaneous initiatives organized by the municipality

children's walk to spread non-violent messages around the school. Jundiaí's initiative also implemented by Brasília



**breaking the cultural
pattern is a long journey.**

**deconstructing cultural
patterns requires
patience and persistence.**

**an ongoing process, having support is very
important. mothers have a huge need of
emotional support, someone who listens to them.
this is capable of changing the scenario a lot.**

34%
**reduction in high
level violent practices**
(screaming, name calling, spanking)

23%
**reduction in regular
level violent practices**
**(punishment, threatening to hit,
taking away access to TV and toys)**



we reduce the frequency about adopting violent practices

"I became more observant, I guess. There are things that change, that we realize we want to spank, then remember... I took a deeper breath. And I didn't spank!"

-9%

**decrease
high**
(frequently)

+5%

**increase
rare**
(rarely)

+6%

**increase
never**
(never)

we increase who take action when witnessing acts of violence against children

"It happened at my daughter's school. The girl called the teachers and said she didn't want to go home because her stepfather beat her. The school called the mother and she kicked the man out of the house."

-17%

**reduction
don't take any
action**

+15%

**increase
call a third party
to interfere**

+17%

**increase
directly interfere**

(relatives or tutelary council)



50%

of people reporting
that they heard
about/got in contact
with a campaign with
this theme in
moment 2

15% kindergarten talks

14% video contents

13% social media content

13% kindergarten whatsapp

the school appears as the main ally, followed by social networks

**the school is an essential channel to start
the conversation, while the social networks
disseminate the content.**

27%

of caregivers
impacted by
kindergarten

14%

of caregivers
impacted by social
media



80%

of impacted caregivers put into practice the tips they received from the project

“I thought it was good, well explained. In the last meeting, videos were shown with these messages. I thought it was good because sometimes we forget... It's good to talk again, always.”



"Being firm, yes, and I did it without a fight. I'm doing the tactic of breathing 5 times in 3 counts. I'm much calmer"

"I am now feeling more empathetic, less irritated"

the benefit of nonviolent communication goes beyond discipline. As they create their own tactics to deal with the violent impulse, we perceive an improvement on the mother's wellbeing.



“It's important to continue supporting mothers. He always brings lectures, meetings, conversations. I think it's very important that this is talked about live, eye on eye.”

“Yes, I thought about how I am adapting. I had never heard of this term before, and now I am more patient. I spoke to my family about you, that you call me to talk.”

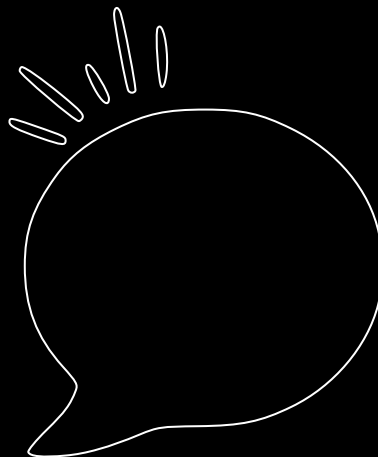
having emotional support is valuable

listening workshops have huge potential in develop this role and we thought about delivering it more systematized

"I know right away, because it makes me hot... Now, I go take a shower when I'm angry and it goes away"

"I never spanked again, girl!"

"I know, that's when it starts to make me want to scream. But now I'm talking more and I feel it's better."



"Yes, but today I breathe and hope it passes. But, her father beat her these days. I couldn't do anything because he gets mad and doesn't listen."

"Whenever I start to get nervous I've been stepping out and breathing to 10 like they taught me in school."

"When I see I'm going to lose, I go to the bathroom, drink water, go for a walk"

"I got irritated easily, now I try not to do that, not because I learned it's no usefull, they're still learning things, it's no usefull"

“Now I know and she gives great tips. There's a lot to learn”

“I listen to her and watch the videos. The tips are very good and positive”



“You told me about her and I went to look on the internet. I cried when I heard some things on Instagram and Youtube”

ELISAMA SANTOS

*Writer, psychoanalyst, parental educator,
Specialist consultant in Positive Discipline
for the "Cria na Paz" project.*



Positive Discipline KPI'S	INDICATORS
1. LEVEL OF KNOWLEDGE ABOUT VIOLENT DISCIPLINE PRACTICES	<ul style="list-style-type: none">● 95% consider violent practices useful to educate. (This indicator hasn't changed after the project. It's Important to highlight that although more equipped with information, the recognition and understanding of violent practices is something that demands a longer time to change.)● 18% decrease of people that recognize violent actions as positive discipline practices // 19% decrease between those who saw the project x who didn't.● 17% reduction in the number of people that don't take any action when witnessing acts of violence against children. // 7% decrease between those who saw the project x who didn't.● 15% increase in the number of people that call a third party (relatives or tutelary council) to interfere when witnessing acts of violence against children. // 10% increase between those who saw the project x who didn't.● 17% increase in the number of people that directly interfere when witnessing acts of violence against children. //15% increase between those who saw the project x who didn't.



Positive Discipline KPI'S	INDICATORS
2. VIOLENT DISCIPLINE PRACTICES	<ul style="list-style-type: none"> ● 34 % reduction in high level violent practices (screaming, name calling, spanking). ● 23% reduction in regular level violent practices (punishment, threatening to hit, taking away access to TV and toys). // 75% decrease in people reporting they practice high level violent practices (screaming, name calling, spanking) and 15% decrease in people reporting they practice regular level violent practices (punishment, threatening to hit, taking away access to TV and toys), between those who saw the project x who didn't. ● We have a decrease of 9% declaring adopting violent practices in high frequency, an increase of 5% declaring adopting violent practices in rare frequency and an increase of 6% declaring never adopting violent practices.
3. LEVEL OF KNOWLEDGE ABOUT POSITIVE DISCIPLINE PRACTICES	<ul style="list-style-type: none"> ● 4% increase of people reporting that they know examples of positive discipline. // 2% increase between those who saw the project x who didn't. ● 97% of people find positive practices helpful ● 88% of people show interest in being multipliers of positive discipline campaigns
4. POSITIVE DISCIPLINE PRACTICES	<ul style="list-style-type: none"> ● 8% increase of people adopting positive discipline practices. // 4% increase between those who saw the project x who didn't.



Positive Discipline KPI'S	INDICATORS
5. TOOLKIT PERFORMANCE	<ul style="list-style-type: none"> • 50% of people reporting that they heard about/got in contact with a campaign with this theme in moment 2 • STRATEGY MONITORING <ul style="list-style-type: none"> 41% of people saw at last one strategy 89% of implemented strategies were seen <p>Social media content</p> <ul style="list-style-type: none"> 13% Kindergarten WhatsApp 13% Social Media Post 5% Specialist Video 4% Social Assistance WhatsApp 2% Áudios <p>Invitation to Listening Workshops</p> <ul style="list-style-type: none"> 15% Listening Workshops in kindergarten 14% Announcement <p>Cria na Paz Films</p> <ul style="list-style-type: none"> 14% Video Campaign <p>Printed Content</p> <ul style="list-style-type: none"> 6% Kindergarten Poster 5% Bus Stop <p>Physical Reminders</p> <ul style="list-style-type: none"> 2% Uniform Kit 1% Body Kit 1% Bib Kit <p>Tips in Child's Journal</p> <ul style="list-style-type: none"> 0,4% tips on child's journal



Cria na Paz // learnings and results **measurement data from one pilot city**

Positive Discipline KPI'S	INDICATORS
5. TOOLKIT PERFORMANCE	<ul style="list-style-type: none"> CHANNEL MONITORING <ul style="list-style-type: none"> 47% of people saw at last one channel 88% of implemented channels were seen 27% kindergarten 14% social media 9% municipality website 9% WhatsApp 6% TV 6% health centers 6% events 6% government department 6% diverse websites 3% waiting rooms 3% radio 2% bus stops 1% printed newspaper 1% cinemas
6. LEARNINGS AND NEW PRACTICES	<ul style="list-style-type: none"> 80% of impacted caregivers put into practice the tips they received from the project.





Brincar LIVRE

com apoio
URBAN95i



**PÉ DE
INFÂNCIA**

Apoio e informação para quem cuida

august 2022



play outdoors

children playing outdoors
surrounded by nature
daily some minutes + long time once a week



november 2022

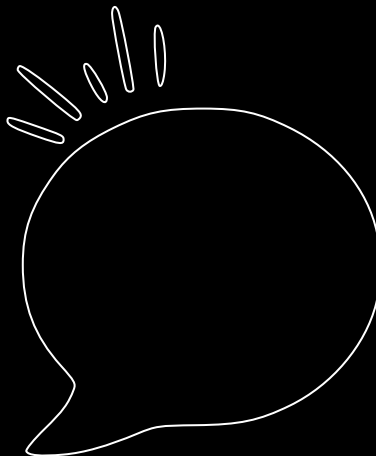


"Parents have little time during the week and many mothers prioritize cleaning the house. And there are many fathers that doesn't help these mothers."

"She doesn't want to be in a confined space. We've tried several times, when she was younger."

"I see that they are creations of memories. What will remain is the quality of those moments."

"I'm lazy because it makes a mess, but I allow it."



"They are interacting, learning, they are happy when they play. Playing has to be part of."

"They want to run all the time. Just sit still to eat."

"We had to change the place of food because he threw a bag of flour on the floor, he just wanted to play with pasta."




9 tools

organized by department


- Education
- Health
- Social Assistance
- Institucional/Managing
- Sports
- Others
- All

Pé de Infância Films




●

Social Media Content




● ● ●

Poster with Tips



● ● ● ●

Tips in Child's Journal



●

Baby PlayAir Kit




●

Little Bag Of Discoveries Kit



● ●

Collaborative Map



●

PlayAir Free LIVRE Street Kit



● ●

Free Little pass Kit



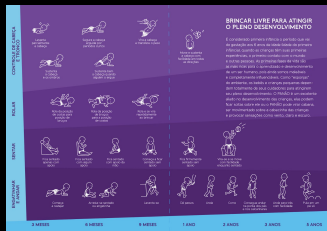
● ●

BrincAr Livre // learnings and results



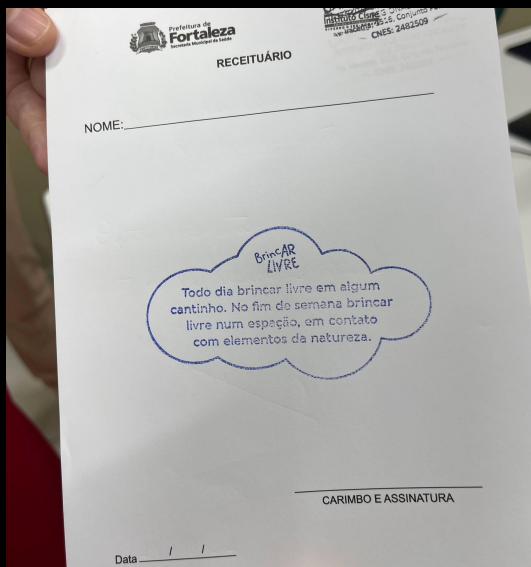
Little bag of discoveries
interact and collect elements
in nature while walking / the
way home from school
becomes a game /
interaction between adult
and child

BrincAr Livre // learnings and results

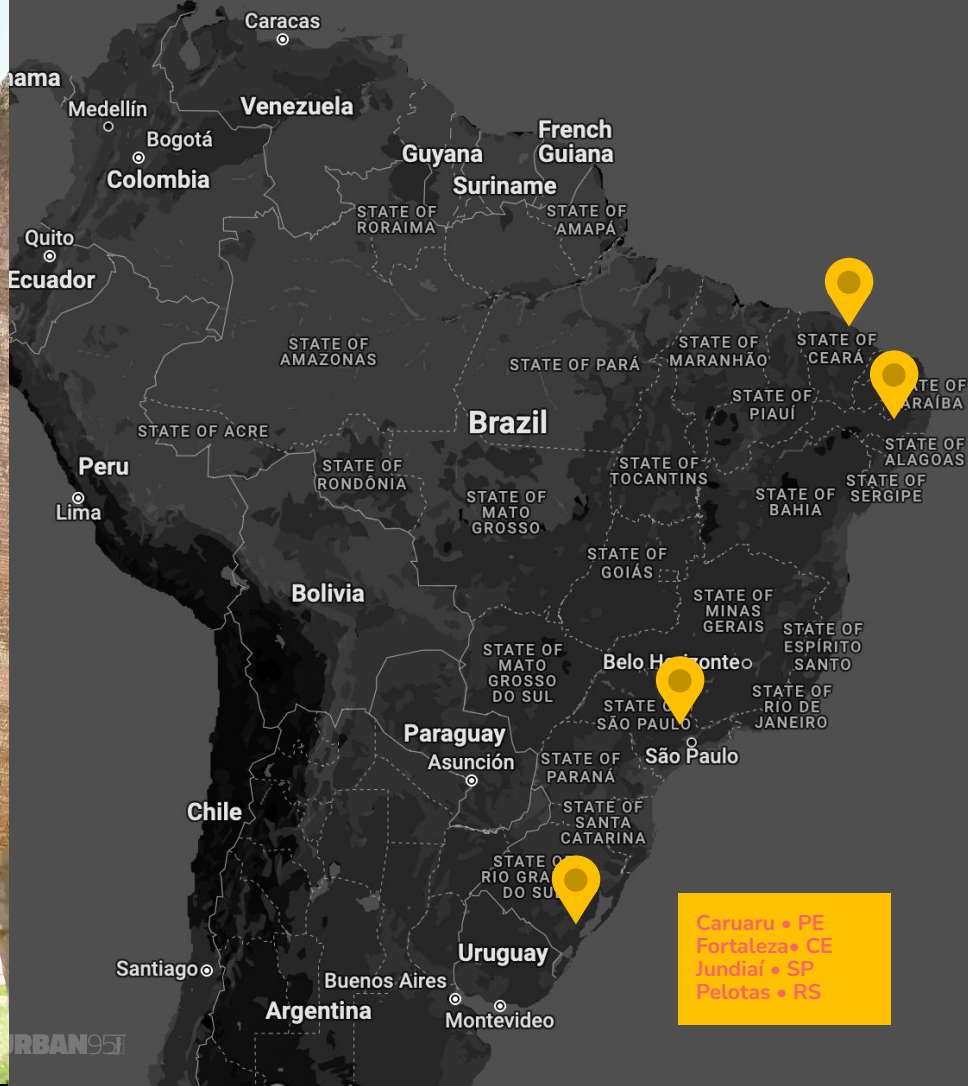


Baby PlayAir Kit

caregivers receive a Kit at a very emotional moment of ATENDIMENTO PRE NATAL / play mat and folder explaining the importance of playing outdoors and surrounded by nature and how to use the cloth for the baby to play free respecting each stage of his development



BrincAr Livre // learnings and results



project implementation data

4 cities

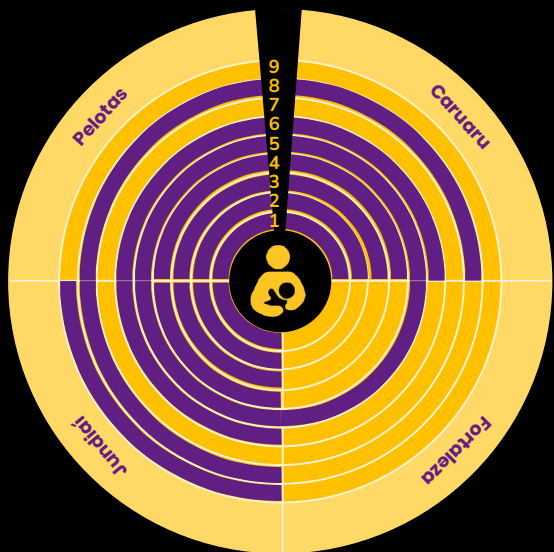
aug 22 | nov 22 • 4 months



ALLMA URBAN95

Brincar LIVRE

Implementation of strategies BY MUNICIPALITY



3.135

children reached
received physical reminder
strategies



1814

sensitized servers

88%

% implemented
strategies

16

Departments
involved



R\$ 41.675,00
seed money



18.429

caregivers reached
directly impacted by digital
content, print and physical
reminders



Criança Feliz
Primeira Infância
Melhor
PIM/PCF

5 Ruas de Brincar



454k social media +
579K IG Daniel Becker
5k whatsapp messages
TVs Services
and buses

257 physical locations
with posters (notified)

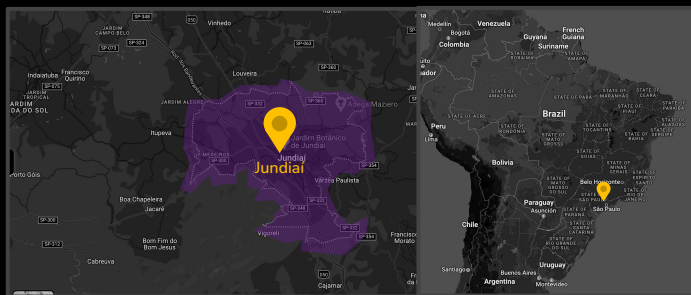
pilot city implementation data

Jundiaí • SP

aug 22 | nov 22 • 4 months

perimeter

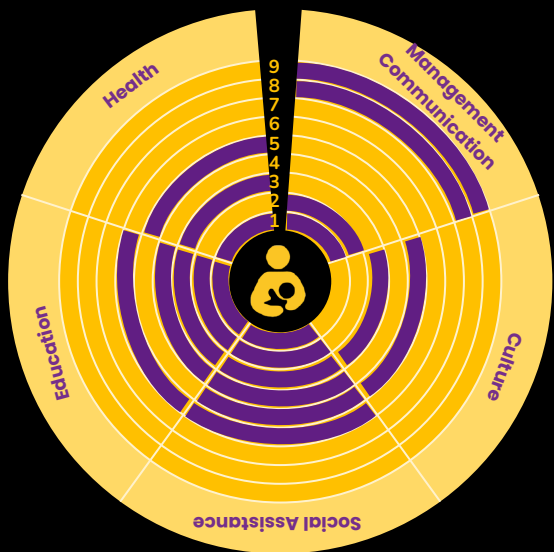
Novo Horizonte neighborhood



ALLMA URBAN951

Brincar LIVRE

Implementation of Strategies in municipality BY DEPARTMENT



1037

children reached
received physical reminder
strategies



data not reported
sensitized servers



% implemented
strategies



Departments
involved



R\$ 8.150,00
seed money

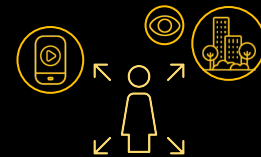


1.657

caregivers reached
1003 education + 500 criança
feliz directly impacted by digital
content 154 impacted by
physical reminder strategies



2 Ruas de Brincar em
Novo Horizonte
Vans da Cultura -
Fábrica Japi



103 mil Instagram +
36 UBS digital
content
107 emeb's + 36 ub's
+ 6 cras + 108 bus
lines with posters

spontaneous initiatives organized by the municipality

Distribution of “Tips in Child's Jornal” along
with tree seedlings in kindergarten caregivers
listening workshop in Pelotas



"It's very good. My mind only opened to it after she went to school. When she was a baby, I protected her from everything, I almost didn't even open the window."

the tools encouraged caregivers to see the benefits in children's health, mood and immunity

instead of connecting with the mobile, parents now leave the device and really connect with their children and the moment, encouraging and participating - or being invited.



we increase awareness

25%

increase of number of people with higher awareness about the importance of playing outdoors surrounded by nature for child's development.

we increase the practice

about playing outdoors surrounded by nature

10%

increase of children playing outdoors

2%

increase of children practicing free playing and with nature elements indoors or in the community

we increase the frequency

about playing outdoors surrounded by nature

18%

increase in people reporting knowing the ideal frequency to play outdoors surrounded by nature for child's development.
(ideal frequency: daily some minutes + long time once a week / daily some hours)

+4%

ideal time

(ideal frequency: daily some minutes + long time once a week / daily some hours)

+6%

regular time

(regular frequency: Few minutes on weekdays and few hours on weekends / some hour on a weekday / some hours on weekends)

-18%

shortly time

(shortly frequency: some minutes per week / daily some minutes / some minutes on weekends)

66%

of people reporting
that they heard
about/got in contact
with a campaign with
this theme in
moment 2

27% kindergarten content

20% tips on kids journal

15% little bag of discoveries



the school talks about the importance for parents, stimulates and help keep the practices alive in other places.

the school is an essential channel to start the conversation, while the social networks disseminate the content.

37%
of caregivers impacted by kindergarten

13%
of caregivers impacted on parks and public squares

12%
of caregivers impacted by social media



offer content on a large scale through local and federal social projects.

social programs lack good content and received BrincAr Livre content with enthusiasm

2.975
caregivers reached by social assistance programs



72%

of impacted caregivers put into practice the tips they received from the project

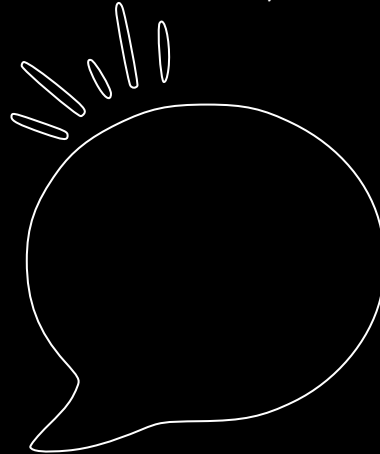
"She has contact with plants at school. Food, I used to fight before and I understood at school that she had reasons"

**review some strategies as
Baby PlayAir Kit
considering mothers lack
of time and kindergarten
as main ally**

**follow Pelotas initiative that distributed the strategies
in the primary schools**



“It crossed my mind, we went to an uncle's farm, a simple place, without structure and they had a lot of fun. They ran after chickens, played with water. This gave me many reflections on how we are wrong when we think that our children need expensive toys. They need attention, love, affection.”



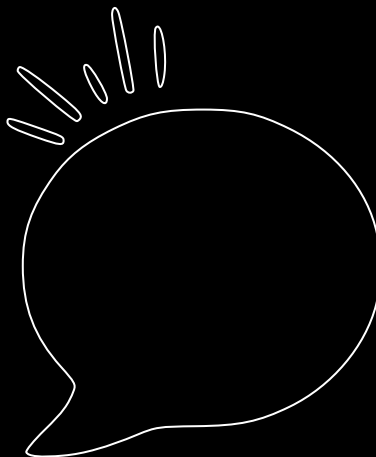
“I thought when I realized that she was irritated by not going outside. And when she got rained on in the park and was overjoyed. She ran out, screaming with joy... At that time I thought of you and how we keep preventing some things out of fear”

“I remembered and commented with my brother. My brother said: “Only Laura doesn't get sick”, talking about my daughter. I replied: “Your son gets sick all the time because you don't let him do anything.” He mixes with water and the next day he wakes up sick. When he started to walk, they put a sock on him that they haven't taken off until today and he is 4 years old.”

“Now we've made it a law. Now it's not because it's sunny, because there's nothing to do. We go because they need to play outdoors, because it's good”

*Definitely changed.
The time I have today, all the time I have left over from work is spent with them outdoors”*

“My daughter has been very creative since I started encouraging her to play outside. Now, she started to make toys with sticks, pebbles. I feel that this is new and she is happier, more creative in inventing something with what she has in hand”



“Oh, yes... It changed. I always thought it was better to protect at home, I kept telling them to be careful with everything. I see that I have improved a lot in this regard and today I am grateful for this project because it helped me to understand how important it is to play outdoors”

“She comes from kindergarten walking and picking up things. Leaf, flower, branch and bring everything home to play”

“One thing that has changed is that before, he wanted to take toys from home to the park. Bucket, carts, shovel. Today he goes with nothing and plays with what is there, finds something to do, picks up a branch and makes a toy of it.”

Playing Outdoors KPI'S	INDICATORS
1. LEVEL OF AWARENESS ABOUT THE IMPORTANCE OF PLAYING OUTDOORS SURROUNDED BY NATURE FOR CHILD'S DEVELOPMENT	<ul style="list-style-type: none"><li data-bbox="954 221 1818 339">● 25% increase in the number of people with higher awareness about the importance of playing outdoors surrounded by nature for child's development. // 20% increase between those who saw the project x who didn't.<li data-bbox="954 383 1818 501">● 18% increase in people reporting knowing the ideal frequency to play outdoors surrounded by nature for child's development. (ideal frequency: daily some minutes + long time once a week / daily some hours) // 21% increase between those who saw the project x who didn't.<li data-bbox="954 544 1818 625">● 48% decrease in the number of people reporting they don't know the ideal frequency to play outdoors surrounded by nature e for child's development.



Playing Outdoors KPI'S	INDICATORS
2. PRACTICES OF PLAYING OUTDOORS SURROUNDED BY NATURE	<ul style="list-style-type: none">• 10% increase of children playing outdoors surrounded by nature //10% increase between those who saw the project x who didn't.• 4% increase of children playing outdoors surrounded by nature in the ideal frequency (ideal frequency: daily some minutes + long time once a week / daily some hours)• 6% increase of children playing outdoors surrounded by nature in the regular frequency (Regular frequency:: Few minutes on weekdays and few hours on weekends / some hour on a weekday / some hours on weekends)• 18% decrease of children playing outdoors surrounded by nature in the shortly frequency (Shortly frequency: some minutes per week / daily some minutes / some minutes on weekends)• 2% increase of children practicing free playing and with nature elements indoors or in the community• 99% of children, when in public squares or parks, practice free playing with nature elements (This indicator hasn't changed after the project. This highlights the fact that when surrounded by nature it's common to play free with nature elements)



Playing Outdoors KPI'S	INDICATORS
3. TOOLKIT PERFORMANCE	<ul style="list-style-type: none"> ● 66% of people reporting that they heard about/got in contact with a campaign with this theme in moment 2 ● STRATEGY MONITORING <ul style="list-style-type: none"> 35% of people saw at last one strategy 88% of implemented strategies were seen 27% Kindergarten Content 20% Tips in child's journal 15% Little Bag of Discoveries 12% Poster with Tips 9% Social Media Content 6% Collaborative Map 4% PlayAir Streets Kit 3% Pé de Infância Films 3% Baby PlayAir Kit ● CHANNEL MONITORING <ul style="list-style-type: none"> 20% of people saw at last one channel 78% of implemented channels were seen 37% kindergarten 12% parks and public spaces 12% social media 9% municipality website 9% WhatsApp 7% health centers 3% diverse websites 4% TV 2% government department 1% waiting rooms 1% printed newspaper 1% bus stops 0,3% events 0.3% cinemas



Playing Outdoors KPI'S	INDICATORS
4. LEARNINGS AND NEW PRACTICES	<ul style="list-style-type: none"><li data-bbox="954 219 1850 268">• 72% of impacted caregivers put into practice the tips they received from the project<li data-bbox="954 295 1850 339">• 4% of increase in ideal frequency (ideal frequency: daily some minutes + long time once a week)





final considerations



even choosing the pilot cities there are variables that we cannot control for measurement purposes.

lack of precision in the activation schedule leaves the look at the effectiveness of the strategies under caution, that is, the analysis needs to be more global than one by one



**seed money proved
to be a potential tool to start
implementation, generating
appropriation and engagement
of the areas involved,
a path for public policy.**

**It enables the execution of a brief pilot that materializes the
potentiality of the tools.**

**Some cities has chosen to implement both toolkits in a cyclical
sequence through municipal / national programs**

**brazil is plural culture
country. seed money balanced
the challenge of using an
universal toolkits with the
municipalities' desire for
regionalization.**

Some cities co-invested public resources to produce the strategies and used seed money to produce custom items.



attach the seed money to a commitment to deal with the lack of data culture

more precision on implementation schedule
and simplicity on a pre-agreed template for
data collection



strength of articulation in creating an agenda and gathering intersectoriality

major events with information, awareness on the
subject and commitment

“In my house, yes, I'm not one to talk on the street, it's not good. I spoke with the pastor too, she thought this project was very good”

dealing with a social norm that goes through polarizations and collides with political and even religious positions.

crossing barriers through empathy and acceptance on listening and applying great influence drivers.

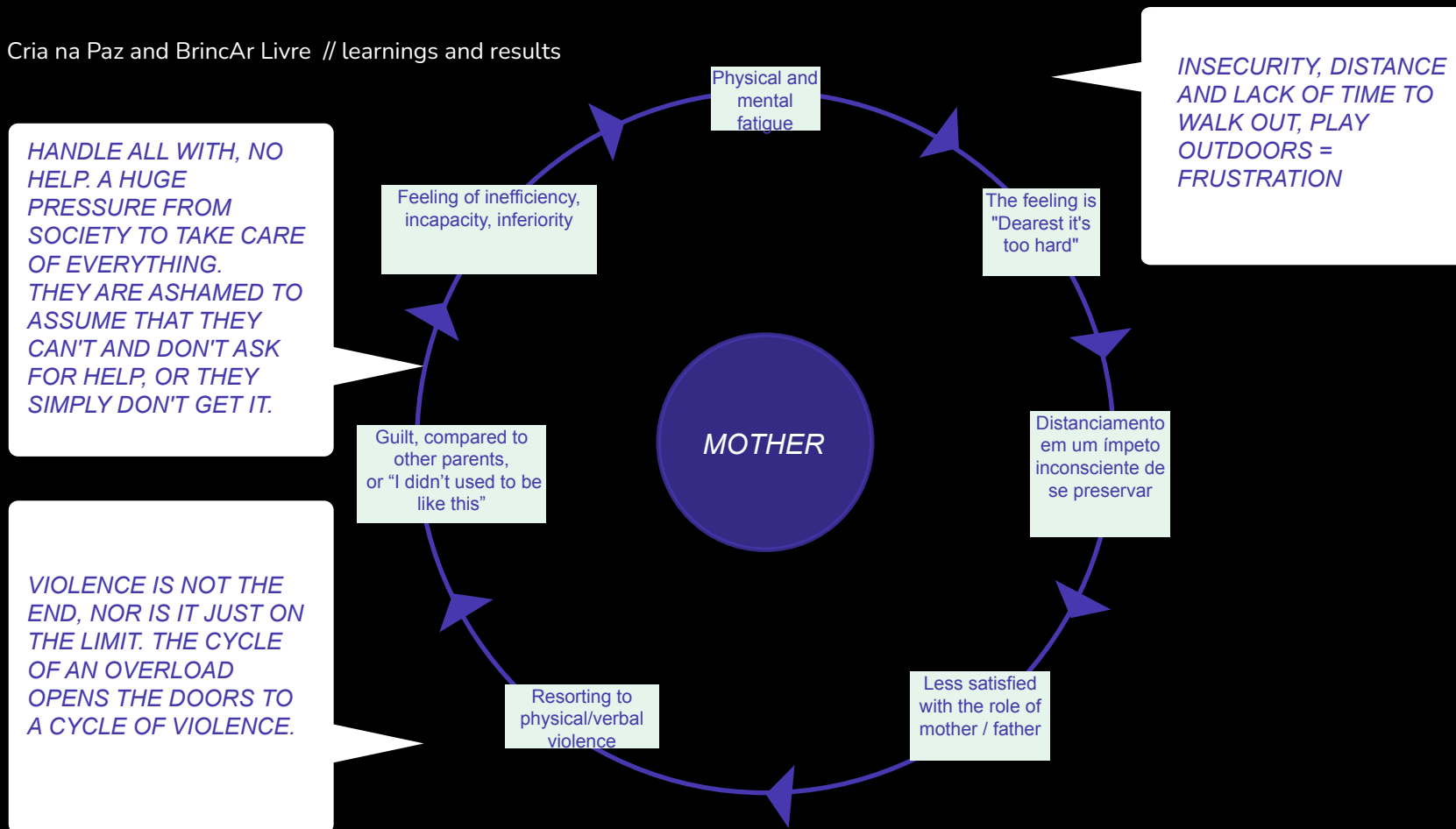


**everything leads to the
belief that the mental
health of caregivers is one
of the major trigger for the
cycle of violence**



*CENTER IS THE
MOTHER AND NOT THE
CHILD.*

MOTHER



*IT IS UNDER THIS
CONTEXT THAT PARTS
OF THE ECOSYSTEM
ARE FORMED*



*FAMILY CENTER:
BRINGS ITS OWN
CHARACTERISTICS, VALUES
AND SUPPORT SYSTEM (OR
THE LACK OF!).*



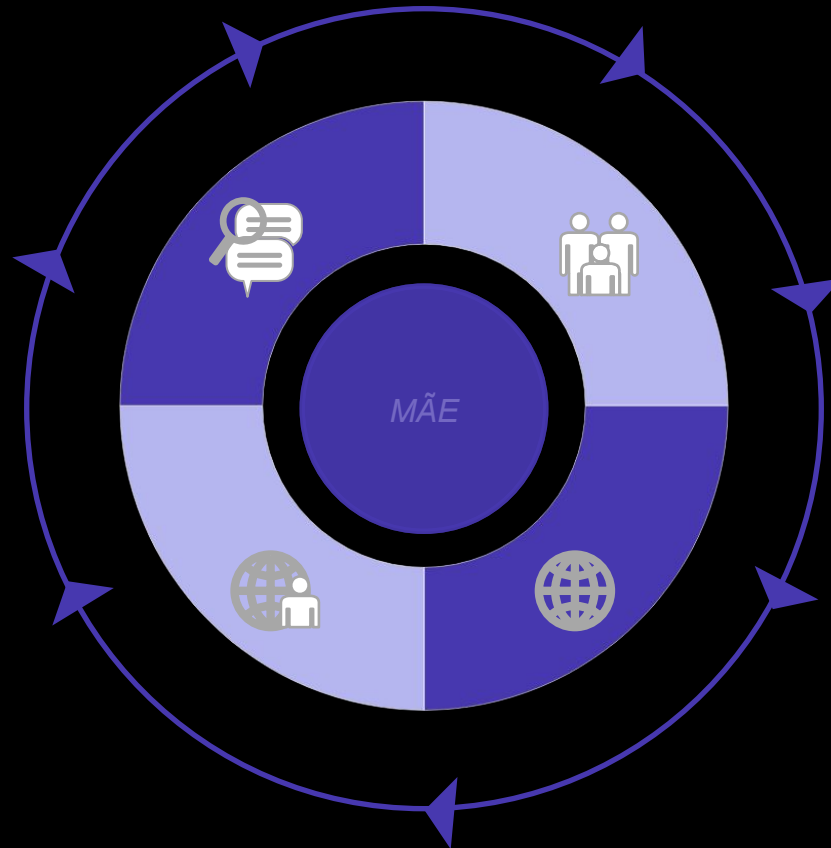
*CONTEXT:
CONTEXT, EVERYTHING THAT
HAPPENS AROUND YOU AND
IMPACTS PHYSICALLY AND
EMOTIONALLY.*



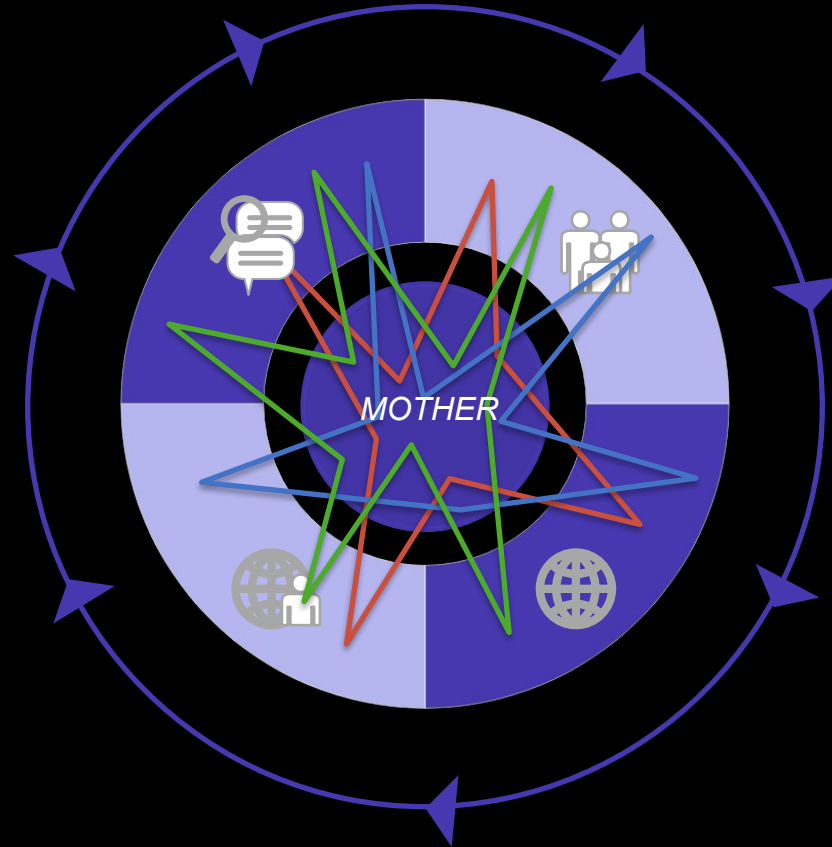
*CULTURAL:
THE WHOLE SOCIAL
ENVIRONMENT AND THE
INFLUENCES AND
INHERITANCE, REVEALING
THE HISTORICAL ROOTS.*



*POLITICAL AND SOCIAL:
POLITICAL AND SOCIAL
STRUCTURE IN WHICH THAT
MOTHER FITS*



*THEREFORE, WHEN WE
ANALYZE THIS
SUBJECT, WE NEED TO
UNDERSTAND THAT IT
IS COMPLEX AND
MULTICAUSAL WITH A
WHOLE ECOSYSTEM
COOPERATING - OR
NOT*



TENSION VECTORS ARE PROJECTED IN HIGH FREQUENCY AND DISORDERED DIRECTION, LEAVING CHAOS IN FAVOR OF PRE-MODELED AND IMPULSIVE ATTITUDES

“I was already taking care of the things we had talked about. But, I was very nervous because Everton was rude to the father and he hit the boy. It was a slap, it wasn't even strong, but I got nervous because I already know it can't be done”.

“There was a Ruas de BincAr here, but I couldn't take him because I was working, it was a shame. That day my husband was at home, but to go alone with the children, he won't.”

mothers are practically isolated in the responsibility of caring. fathers, in addition to being often absent, when present, do not update their repertoire and have difficulty accepting mothers' instructions



it was curious that many mothers who underwent qualitative research had a positive perception of being cared for by psychologists (interviewers)



**the scenario is clear
evidence of the need for an
institutionalized conception
to solve the problem, since it
affects the community
and civil rights.**



kindergarten is the support channel, projects must be part of the kindergarten routine

strengthen the kindergarten as a support, offering listening workshops (Cria na paz) and becoming the stage for the routine of playing in nature (BrincAr Livre)



the importance of repeating information

it is through the constancy of the content that
leads to assimilation as it begins to access deeper
layers of habit.





creation of a toolkit systemic cycle that restarts every year

Organize tools programmatically so that they enter chronologically and annually in services. A model that had an impact on implementation and has great potential to become public policy

**search for alternatives
departments to implement**
campinas, where education department did not open
up, professionals found other ways, as municipal early
child programs, to spread the message.



**review some strategies as
Baby PlayAir Kit
considering mothers lack
of time and kindergarten
as main ally**

**follow Pelotas initiative that distributed the strategies
in the primary schools**



simplify the toolkits so that they become more scalable and easier for the management to implement

Although it is rich to have 9 strategies per toolkit, which cover a wide spectrum of the caregivers and children's journey, for management it is a large implementation package.

reviewing the strategies in the behavioral change science priority matrix, considering the implementation data in the 9 municipalities and the measurement data from the two pilot cities



*** Measurement Research conducted by a third party consultancy**

Cria na Paz • Sobral city (T1.sep.22 • 371 answers + T3.dez.22 • 282 answers + T1.T2.T3 8 qualitative interviews)

BrincAr Livre • Jundiá City sample (T1.sep.22 • 311 answers + T3.dez.22 • 192 answers + T1.T2.T3 8 qualitative interviews)

**** Data Reported by the participant cities and compiled by Allma Measurement Team**



thanks!

