

## TECHNICAL COOPERATION PROFILE

MAY 19, 2010

### I. BASIC PROJECT DATA

<b>Country:</b>	Brazil
<b>Project name:</b>	Support to Rio de Janeiro PROSOCIAL: an integrated Program to increase quality of and coverage of social services
<b>Project number:</b>	BR-T1162
<b>Trust fund:</b>	Japan Special Fund (JSF)
<b>Project team:</b>	Marcelo Perez Alfaro (EDU/CBR), Team Leader; Antonio Giuffrida and Rita Sório (SPH/CBR); Patricia Costa (GDI/CBR); Claudia Cox (SCL/EDU); Vanderleia Radaelli (SCT/CBR); and Andrés Consuegra (LEG/SGO)
<b>Date of request:</b>	February 1, 2010
<b>Beneficiary:</b>	Municipality of Rio de Janeiro
<b>Executing agency:</b>	Municipality of Rio de Janeiro
<b>Financing plan:</b>	IDB (JSF): US\$350,000 Local: US\$ 87,500 Total: US\$437,500
<b>Technical and basic responsibility:</b>	Education Division (SCL/EDU) and Country Office in Brazil (CSC/CBR)
<b>Execution timetable:</b>	Execution: 12 months Disbursement:: 18 months

### II. BACKGROUND AND PROBLEM STATEMENT

- 2.1 **Background.** Rio de Janeiro (RJ)'s slums (*favelas*) have existed for more than half a century and continue to outpace the growth of the rest of the city. While housing and material conditions have improved over the last decades, many residents feel more marginalized than ever. The greatest change is the explosion of drug and arms trade and the resulting high incidence of fatal violence. Almost one in five people report that a member of their family has been a victim of homicide. Some of the 73 *favelas* in RJ's 63 neighborhoods were recently pacified, but the majority are still controlled by gangs or armed militias. In those areas, socio economic factors like parent education, trafficking, lack of public services, coexistence with violence and difficulties of improving social programs, pose huge challenges for its population resulting in social exclusion and low human capital formation. In 2008, life expectancy at birth varied between 80.4 years in Gávea, a high-class neighborhood in the South Zone, to 64.8 in the *favela* Complexo do Alemão. The risk of dying before the age of five is ten times higher among children from the *favelas* than among children from outside<sup>1</sup>. Socio-spatial differences in mortality among women with cervical cancer were also significant:

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<sup>1</sup> Study entitled "State of the World's Mother".

In Cidade de Deus, the rate was 121 deaths and in Copacabana, 33 deaths per 100,000 people.<sup>2</sup> With respect to education, the *favelas*' desertion rate doubles that of the rest of RJ (5.1 % vs. 2.6%). In order to improve quality of life in the *favelas*, RJ faces several social challenges.

- 2.2 **Education.** RJ has one of the largest education system networks of the country, with 1,063 schools, 254 crèches (0-3 years old) and 30,000 teachers, attending 711,000 pre-school and elementary education students (4 to 14 years old) and 30,000 children in crèches. The quality of education, which is low according to international standards, is worst in the *favelas*, which also have the lowest retention rates. In infant education, quality problems are important<sup>3</sup> and there is under coverage in crèche: just 28% coverage far from reaching the 50% target. These facts have prompted RJ to launch a two prone strategy addressing those problems: (i) *Escolas do Amanha*<sup>4</sup> (EA), which cover 105,000 students and their families, attending 150 schools located in *favelas* with the lowest performance and desertion rates. This comprises a set of integrated, multi sector interventions, including improvement of the learning process, school support, cultural and sport activities, introduction of Information and Communication Technologies (ICT), and other coordinated activities with Health and Social Assistance Secretariats; and (ii) *Desenvolvimento Infantil*, aimed at improving the coverage and quality of crèches and preschools, implementing a new pedagogical proposal of infant education, including close monitoring of child development, whole day schooling, supply of materials, and new curriculum orientations.
- 2.3 **Health and social protection.** In spite of new efforts to expand the primary care services, the Family Health Program reached a mere 9.24% of the population and less than 4% of the population living in *favelas*. Since 2005, social protection networks have been strengthened through the implementation of the Unified System of Social Assistance (SUAS) and other programs. However, coverage in the poorest areas is limited. RJ's has only 22 *Centro de Referência de Assistência Social* (CRAS), covering 66,000 families<sup>5</sup> (55% living in *favelas*) and 29,000 youngsters attending youth programs. The CRAS' small scale network suffers of severe deficiency as more that 50% of them score low in terms of quality indicator.
- 2.4 **Digital inclusion.** RJ represents an extreme case of digital divide: only 3.8% the *favelas* households have access to computers, compared to 60% in the affluent neighborhoods<sup>6</sup>. As it is widely recognized, access to technology enables human skills development to be applied in vast areas from industrial productivity to a

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<sup>2</sup> Meira, K. "*Mortalidade por câncer de colo de útero no Município do RJ, 1999 a 2006*". Master's dissertation, ENSP/FIOCRUZ. RJ, 2009.

<sup>3</sup> A recent IDB study in six capital cities, RJ among them, showed that analyzing different aspects of service delivery like physical space and equipments, personal care practices, speaking and understanding, activities, interaction, program structure, parent involvement and personnel, the service quality is low.

<sup>4</sup> The Social Policy Management Committee of the Municipality of RJ, comprised by the education, health and social assistance secretaries, recognizes EA as its flagship social project.

<sup>5</sup> According to 2000 Census 1.2 million people lived in *favelas* in RJ.

<sup>6</sup> FGV 2003 – Lagoa, 59.23%; Complexo do Alemão, 3.78%.

better quality of life. Digital access is very important to alleviate poverty as it allows poor citizens to access different opportunities available through Internet, such as labor opportunities, access to information and knowledge (news, healthcare and government), better access to self-education (e-learning) best practices on health and childcare, and also the effective exercise of citizenship. Therefore, the picture of a digital divide should be transformed into a digital inclusion opportunity, promoted by specific public policies aimed at bringing the benefits of the Internet and related technology to all segments of the population.

- 2.5 **Justification for the use of resources from the JSF.** These challenges call for creative ways of improving the access to and the quality of social programs. As demonstrated in other settings, integrated, multi sector projects offer a more suitable prospect for addressing social problems in geographical areas like the *favelas*. The proposed operation will support the development of RJ's social strategy. This reflects both the country's and the Bank's priorities: a specific umbrella program, PROSOCIAL, is under development to support the states and municipalities in improving the quality, management and monitoring of their social programs. The RJ program will be the first one in this context, enhancing upstream investment lending opportunities in Brazil.

### III. PROGRAM OBJECTIVE AND DESCRIPTION

- 3.1 The objective of this operation is to support RJ's efforts to improve the management, coverage and quality of its social programs with a special focus on the services provided in the *favelas*. The operation has three components:
- 3.1 **Component 1. Strengthening of monitoring and evaluation capacity.** This component will help RJ in strengthening its capacity to monitor and evaluate the implementation of integrated social interventions in risk areas. Specifically, the component will finance the following studies: (i) **Diagnosis of the monitoring and evaluation systems for social programs.** Consultancy services will be contracted to: (a) analyze the existing architecture of RJ management and information systems; (b) develop recommendations to integrate existing information systems dispersed among areas and measuring quality and coverage improvements in an integrated fashion; (c) identify mechanisms to promote beneficiaries' participation in the monitoring system; and (d) analysis of household composition, income and labor situation in the *favelas*, from household surveys; (ii) **Validation of instruments.** Consultancy services will be contracted to assess the validity and reliability of the available instruments to monitor social services performance: access to CRAS services, quality of *Sistema Único de Saude* (SUS) services, digital access, and the adaptation of Ages and Stages (ASQ) as a measure of child development and also as an instrument to monitor crèche performance.
- 3.2 **Component 2. Preparatory studies.** This component will finance studies to support RJ in shaping its strategy to improve the coverage and quality of social programs provided in the *favelas*: (i) **analysis of existing quality of social services.** The goal of the study is to evaluate the quality and coverage of social

services delivered by RJ. This study will give a clear picture of the infrastructure, materials and training needs in order to improve both quality and coverage. In the case of crèches, it will analyze a sample by applying the Environmental Rating Scales, already adapted to Brazil<sup>7</sup>; (ii) **models of integrated social interventions**. The study will analyze the different alternatives for combining social and security interventions (primary and secondary prevention). The study will determine the required institutional and program implementation arrangements and its associated costs; and (iii) **expansion of social services**. The study will also analyze new proposals that are currently being developed by RJ for expanding the quality and coverage of social services. The initiatives will guarantee participative processes with the community and with multidisciplinary teams from the municipality. It will also design the expansion strategy, the implementation phases and the costs associated to each phase.

- 3.3 **Component 3. Administration.** The third component will finance the project coordinator, administrative support and auditing costs.

#### IV. BUDGET

- 4.1 The TC will be executed in 12 months with an 18 months disbursement period. Its total cost is US\$437,500 of which US\$350,000 will be charged against the resources of the Japan Special Fund (JSF) and US\$87,500 will consist of local counterpart.

**Table IV-1: Budget (US\$)**

Description	BID	Local	Total
Component 1. Strengthening of monitoring and evaluation capacity	153,500	32,500	186,000
Component 2. Preparatory studies	159,000	36,000	195,000
Component 3. Administration	17,500	19,000	36,500
Auditing and contingencies	20,000		20,000
<b>TOTAL</b>	<b>350,000</b>	<b>87,500</b>	<b>437,500</b>

#### V. EXECUTING AGENCY AND EXECUTION STRUCTURE

- 5.1 **Executing Agency:** The operation will be executed by the Municipality of RJ including the contracting of specialized consulting services in accordance with IDB Policies (GN-2350), activities' coordination, and reports to the Bank. RJ has experience in managing Bank's operation specially the RJ Urban Improvement Program (I and II) with good performance and management capacity.
- 5.2 **Technical and fiduciary responsibility:** The fiduciary responsibility will be in SCL/CBR via the team leader, Marcelo Perez Alfaro (EDU/CBR) ([marcelop@iadb.org](mailto:marcelop@iadb.org)), while the technical one will be distributed among the team members according to their area of expertise.

<sup>7</sup> The scales are ECERS & ITES. They were adapted in the technical cooperation ATN/OC-11259-BR.

## **VI. MAJOR ISSUES**

- 6.1 There are no major issues associated with this project. However, proper coordination with other programs being implemented in RJ *favelas*, especially those related to crime prevention is a key factor for success. As this TC will look at whole range of social programs it will specially look at race and gender equity.

## **VII. ACTION PLAN**

- 7.1 SCL/CBR will collaborate with RJ's Social Secretariats to prepare a Plan of Operations and Term of Refernces. The expected approval date is May 2010.

## **VIII. ENVIRONMENTAL AND SOCIAL STRATEGY**

- 8.1 As there is no negative environmental or social effects were identified, the TC was classified as "C", by the Environmental and Social Impact Review (ESR) Committee 12-10, celebrated on March 22, 2010.

**(ORIGINAL SIGNED)**

Approval: \_\_\_\_\_  
Marcelo Cabrol  
Chief SCL/EDU

**(ORIGINAL SIGNED)**

Concur: \_\_\_\_\_  
José Luis Lupo  
Representative CSC/CBR