

Early Childhood Development  
Policy in the City of São Paulo



TO LIVE IN THE CITY WE LOVE.  
TO BUILD THE SÃO PAULO WE WANT.

# The importance of early childhood



Foto: Fernando Pereira

Early childhood development includes cognitive, motor, emotional, and social aspects. To enjoy a happy childhood, every newborn depends on caregivers who provide stable emotional bonds, a safe and protective environment, and adequate nutrition. Scientific evidence shows the devastating irreversible effects, with life-lasting consequences, of negligence and violence experienced during the first years of life.

"The childhood ambivalence - present and future - means that it is up to us to take care of children now, for the value of the present time, and at the same time, to keep focused on their development and on the full potential of their life plans. For these children, even more important than preparing them for the future is ensuring that their present lives are as fair, full and happy as possible." (National Policy for Early Childhood)". As the Chilean educator and poet Gabriela Mistral poetically stated: "To them we cannot say tomorrow, their name is today".

The family has been changing, but it remains the main place for sharing emotions like love and affection, and the primary institution for children's care and education. Every child has the right to a family life, which is essential to develop its personality and establish emotional bonds.



Any type of change or restructuring of the family during a child's first years should only be temporary.

There is an African proverb that says, "It takes a whole village to raise a child." This experience lived by the popular educator Tião Rocha in Mozambique was described by him as follows: "This learning process in Mozambique has changed our lives as educators and has become part of our institutional perspective. Bringing together the village, the community, and everyone to raise our children has become an obsession for our entire team."

No society can be better than what it is able to provide for each of its children. The equity pursued by public policies will be more effective if it assures the same starting point for each citizen.

Focusing on children at this special stage of life, the administration of São Paulo's Mayor Fernando Haddad has introduced the Early Childhood Development Policy in the City of São Paulo: the São Paulo Carinhosa Program as one of the goals to be achieved by the City's Target Plan.



Foto: Fernando Pereira

## Objectives

The goal of São Paulo Carinhosa program is to articulate, coordinate, promote, and expand the actions performed in the city of São Paulo to foment early childhood development. An holistic approach to early child development starts with family planning, from pregnancy planning and prenatal stages, following through childbirth and along the entire development process of the child. São Paulo Carinhosa aims to provide healthy childbirth, humanized delivery, healthy child growth, good nutrition, the development of affective bonds, access to childhood education, support to the families, the right to play, freedom from violence and prejudice of any kind, and to be shielded from the impacts of the media and consumerist pressures. The program is about developing the capacities of families, societies, and public institutions to promote and guarantee the rights established by the Federal Constitution in the Statute on Children and Adolescents, for every child in the city of São Paulo.



Foto: Lilian Borges

## Guidelines

The Early Childhood Development Policy in the City of São Paulo – São Paulo Carinhosa - has as one of its main guidelines an intersectorial approach and a local focus, jointly with the federal program Brasil Carinhoso (Brazil Cares) and other public policies from other government levels. The articulation and integration will also be made with the Municipal Council of Children and Adolescent's Rights (CMDCA), all the municipal secretariats involved, the regions in partnership with each subdistrict government, other spheres of the public administration and with the communities and its representatives.

The São Paulo Carinhosa Program is aligned with the city's Target Plan. The objectives and goals have been set for the next years and action has been prioritized in more vulnerable locations. The Statute of Children and Adolescents provides information regarding the protection of children and adolescents, guiding the actions and programs included in the São Paulo Carinhosa program.



Foto: Fernando Pereira

*Playtime is serious stuff.*

## Proposed actions

On August 16th 2013, the City Government presented officially its Target Plan, which is a result of a long consultation process through public hearing sessions in each of the subdistrict's government in São Paulo. This program contains 20 strategic objectives and 123 goals, many of which are related to early childhood.

One of the objectives presented in the Target Plan concerns the expansion and improvement of quality in early childhood education. The City Government has been working hard in partnership with the Federal Government and civil society to expand, with high quality, the number of school vacancies, either by building new schools or by inducing an increase in the number of vacancies through the network of partner institutions. Moreover, it discusses a proposal to create an early childhood education curriculum and the criteria for prioritizing the access to early childhood education for those children in more vulnerable situations.

Actions are already being taken towards improving the quality of school meals and promoting healthy eating habits, such as limiting the consumption of sugar, trans fat, sodium, and colorants and exchanging processed food for fresh foods by expanding the provision of family farming products.

Another relevant action is the Family Shelter Program. Law number 12,010 of 2009, establishes that the public authority, when providing homeless children with places to live, should give preference to family sheltering over institutional sheltering. The City Government will effectively implement this program in the city of São Paulo, promoting as the preferred option the re-integration of children to their original families, through the support of families in more vulnerable situations, taking into consideration what is provided in the Statute of Children and Adolescents. In cases where this is not possible, actions will be taken to favor sheltering by the extended family or by an adoptive family, with institutional sheltering as a last resort.

In the health area, the actions taken by the program Rede de Proteção à Mãe Paulistana (Paulistana Mother Protection Network) were reinforced by aligned actions from the Federal Government Cegonha (Stork) Network. The city has also expanded its participation in the program Saúde na Escola (Health at School Program), taking the program to young children's schools and following the guidelines from the Brasil Carinhoso program. Mental health will also be prioritized

with the construction—as projected in the Target Plan—of seven Child Psycho-Social Attention Centers (CAPS-I) and the reclassification—by the end of 2013—of four existing Child CAPS to 24/7 attention. The promotion and prevention actions towards general health will be reinforced by those directed to oral health.

Within the São Paulo Carinhosa program, City Government will expand and strengthen the activities for children throughout the city. These are activities promoted in many public spaces around the city, such as storytelling in libraries and cultural centers, the implementation of playgrounds and sports centers, leisure streets, ecological hiking trails, introductory art workshops, sound parks, and activities to address violence prevention and conflict mediation.

We want a caring São Paulo that houses all of its mothers, fathers, children, and families. It is a human city that promotes solidarity and tries to bring back the sense and the essential spirit of community life.

*“Childhood is the  
time for silent  
preparations.”*

*Charles Péguy*



## Statistics

### Children population divided by age in the city of São Paulo

Age Group	Population	% of the total population of children
0 to 3 years and 11 months	564,210	31.0%
4 to 5 years and 11 months	296,503	16.3%
Early Childhood - 0 to 5 years and 11 months	860,713	47.3%
Children from 6 to 11 years and 11 months	960,547	52.7%
Total number of children - 0 to 11 years and 11 months	1,821,260	100%
São Paulo's total population	11,253,503	-

Source: IBGE Census 2010.

Number of children enrolled in child day care centers <sup>1</sup>	262.372
Number of children enrolled in preschool <sup>1</sup>	259.331
Number of live births (2012) <sup>2</sup>	169.098
% of Normal deliveries <sup>2</sup>	47%
% Women who had 4 or more prenatal consultations <sup>2</sup>	94%
Presence of congenital anomaly <sup>2</sup>	2.539
Mothers with 7 or fewer years of schooling <sup>2</sup>	24.240
Teenage mothers (under 19) <sup>2</sup>	22.891
Number of children in shelters <sup>3</sup>	2.900
Number of children between 0 and 3 years in the Bolsa Família program <sup>3</sup>	84.857
Number of children in Bolsa Família enrolled in daycare centers	18.529

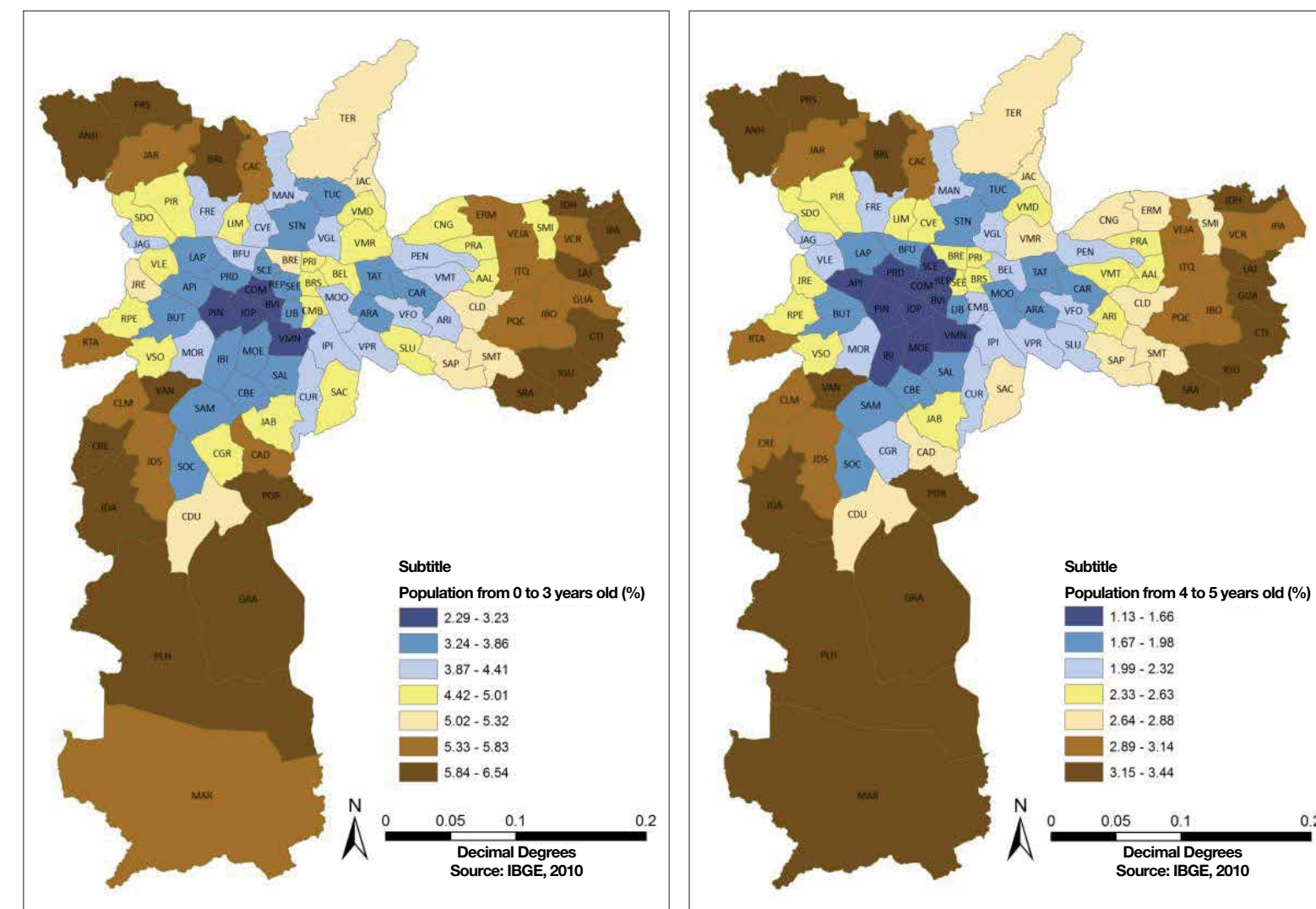
Sources:

1 - MEC / INEP - Educational Census 2012.

2 - Information Center on Live Births (SINASC) 2012.

3 - Municipal Secretariat for Social Development.

## Where children are located in the city



District percentage between 0 to 5 years old SP 2010 (MEIS)  
Map source: Sposati, A. et al, 2012 - Map of Social Exclusion/Inclusion in the city of São Paulo III 2010

- There are 860,700 children in early childhood, which equals 47% of the city's total population of children
- Among 11.2 million inhabitants, 7.6% are under 6 years old
- Approximately 170,000 children are born each year in the city of São Paulo
- Areas outside the city center have a higher concentration of children under 6 years old

## DECREE N° 54.278, of august 28<sup>th</sup>, 2013

Establishes a City Policy for Development of the Early Childhood in the City of São Paulo - São Paulo Carinhosa, creates its Managing Committee.

FERNANDO HADDAD, CITY MAYOR of São Paulo, in full use of the attributions granted to him by law, Under Article 227 of the Federal Constitution; Under the Statute of Child and Adolescent, Law no. 8.069, of July 13, 1990;

Considering the importance of the first years of life for child development,

DECREES:

Article 1 – The City Policy for Development of the Early Childhood – São Paulo Carinhosa is now established, with the purpose of promoting physical, motor, cognitive, psychological and social development of children aged between 0 (zero) and six (6) years old.

Article 2 – The actions developed within the scope of São Paulo Carinhosa must comply with the following directives:

- I – Articulated action with Brasil Carinhoso and other Federal Government policies, the National Plan of Early Childhood and the Goal Plan of the CityCity of São Paulo;
- II – Establish partnerships with the Federal and State Governments and non-governmental organizations to expand the range of planned actions;
- III – Coordinated and articulated action with the City Council of Child and Adolescent (CMDCA);
- IV – Prioritize territories and populations in situations of larger social vulnerability, strengthening the social protection network in the respective territory and promoting the reduction of social and territorial inequality, regarding the integral development of early childhood ;
- V – Propose actions that promote, in an integrated and articulated manner, child's health, infant education, social assistance, the right to leisure, diversity and combating violence;
- VI – Propose sensitization actions related to consumerism that affects children and the impacts of communication means on child development.
- VII – Define, collect and monitor indicators related to Early Childhood Development.
- VIII – Promote the use of Information and Communication Technologies and administrative records that allows integrated and individualized monitoring.
- IX – Support innovative projects and actions that promotes the development of early child.

Article 3 – The City Management Committee of the Early Childhood Development Policy- CG - São Paulo Carinhosa, is hereby established, composed by the holder of each of the following bodies:

- I – City Government Secretariat;
- II – City Education Secretariat;
- III – City Health Secretariat;
- IV – City Assistance and Social Development Secretariat;
- V – City Citizenship and Human Rights Secretariat;
- VI – City Culture Secretariat;
- VII – City Sports, Entertainment and Leisure Secretariat;
- VIII – City Urban Security Secretariat;
- IX – Special Secretariat for Women Policies;
- X – Special Secretariat for the Protection of Racial Equality;
- XI – City Handicapped Secretariat;
- XII – City Services Secretariat;
- XIII – City Districts Coordination Secretariat

Paragraph 1 – CG - São Paulo Carinhosa will be coordinated by the First Lady of the City of São Paulo, on the terms of Decree No. 53.831 of April 15<sup>th</sup>, 2013, whose activity shall be considered as of relevant public interest, not generating any type of remuneration.

§ 2 – The holders of each of the bodies represented on GCMPDIP will indicate a substitute to represent them in exceptional and duly justified situations.

§ 3 – The Managing Committee shall invite representatives of other City secretariat to take part in its meetings.

Article 4 – It is up to CG-São Paulo Carinhosa to:

- I – coordinate and evaluate the City Policy for the Development of early childhood in the City of São Paulo - São Paulo Carinhosa;
- II – elaborate an Action Plan of São Paulo Carinhosa, considering the Goals Program of the City;
- III – Implement and monitor the Action Plan of São Paulo Carinhosa focusing on the proper articulation and coordination of Programs and actions that will affect early childhood; and
- IV – evaluate periodically the implementation of the City Policy for the Development of early childhood.

Article 5 – This decree will be enforced on its publishing date.