

## ORGANIZATION

National Forum for the Prevention and Eradication of Child Labour  
pledges to

**Carry out a communications campaign to  
mobilize and articulate the range of political  
actors to combat child labour in Brazil**

## **Carry out a communications campaign to mobilize and articulate the range of political actors to combat child labour in Brazil**

### **Name:**

Carry out a communications campaign to mobilize and articulate the range of political actors to combat child labour in Brazil

### **Description:**

FNPETI's pledge to action for the International Year is based on six strategic axes: network participation, education, youth employment (apprenticeship), health, social protection and public budgeting. The direct beneficiaries are all children and adolescents who are in situations of child labour in Brazil and, indirectly, the whole of Brazilian society, which will be able to learn more about the consequences of child labour and thus combat this violation of rights, calling on the Brazilian government to build a political project for sustainable development that leaves no one behind, especially children and adolescents. Child labour is a serious problem in Brazil and with the pandemic the risk of an increase is severe. The latest published data from the Ongoing National Household Survey of the Brazilian Institute of Geography and Statistics (IBGE/ 2020) show that there were 1.8 million children in child labour in 2019, of which 1.3 million were engaged in economic activities and 463,000 in own-use activities. The highest percentage was in the 16 to 17 age range (53.7 per cent), followed by 14 and 15 year olds (25 per cent) and then by children aged 5 to 13 (21.3 per cent). Child labour affects more boys (66.4 per cent) than girls (33.6 per cent) and is prevalent among black- or brown-skinned people (66.1 per cent). In relation to education, there were also differences in school attendance: 96.6 per cent of the population aged 5 to 17 years were school pupils, but among working children, this figure fell to an estimated 86.1 per cent. About 25 per cent of 16 and 17 year olds who worked in 2019 worked for more than 40 hours a week.

In order to achieve the proposed objective – the implementation of the communications campaign – a set of integrated and articulated actions will be carried out with the entire network of the FNPETI.

## NATIONAL FORUM FOR THE PREVENTION AND ERADICATION OF CHILD LABOUR

### **Implementation plan:**

The entire National Network to Combat Child Labour articulated and coordinated by FNPETI – which is made up of 26 state forums and one district forum, representatives of the government, employers, workers, non-governmental organizations, the justice system and international organizations – will be involved in implementing the proposed pledge to action. There will also be coordination with partners such as the National Campaign for the Right to an Education, the Civil Society Working Group for the SDGs (Agenda 2030) and the Direitos Valem Mais coalition, all of which are active at the national level like the FNPETI.

The activities will run from April to December 2021. Main activities: publication of press releases; dissemination of data on occupational accidents involving children and adolescents; publication of a book on children and adolescents rescued from slave labour; actions for the Semana Mundial de Jugar (World Week of Play); ongoing publications on FNPETI's social networks; live thematic broadcasts on social networks; and a week of activities related to the World Day Against Child Labour on 12 June (Twitter storms, livestreams) on child labour and exclusion from education.

### **Impact:**

Even though child labour is a human rights violation, there is a tolerance on the part of Brazilian society reinforced by the narratives of the current president of Brazil who has been a constant apologist for child labour. The communications campaign proposed by FNPETI will contribute with data and arguments that deconstruct the normalization of child labour, strengthening articulated and integrated actions involving the range of political actors that make up the National Network to Combat Child Labour and expanding the scope and awareness raising of the campaign to reach other entities and people with information on the consequences of child labour.

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