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# **Julio Otoni Community Development Plan**

2010

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# Young people in Brazil



It is a well known fact that there are widespread problems with crime, drug trafficking and teenage pregnancy amongst the youth of Brazil and especially Rio de Janeiro:

- **79.73% of deaths of young people in Rio are due to homicide, suicide or accidents (69.38% in Brazil). The homicide rate per 100,000 is 58.4% for Rio (22.26% for Brazil)**
- **Teenage births (mothers aged 10-19 years) accounted for 24% of all deliveries in Rio's largest maternity hospital, Pro Matre in 2003**
- **In the 1990's the average age of young people entering into trafficking was 15/16. In 2000 this had dropped to 12/13**

Once young people from deprived communities enter into a life of crime it becomes a way of living and a habit that is hard to break



## Young people in Brazil



**“Eu estava indo à escola e trabalhando no tráfico; tinha treze anos. Mas estava sempre cansado. Um dia abandonei a escola. O Diretor me chamou e insistiu para que eu voltasse. Eu era um bom aluno. Mas não teve jeito: eu gostava da escola, mas queria crescer no negócio, ser dono da favela”**

**CLÁUDIO, 17 ANOS, GERENTE GERAL, MORRO DO BOREL, TIJUCA.**

***“Estava indo para o trabalho quando um amigo me chamou para ir roubar na cidade. Ele me ensinou a fazê-lo. Enfiei a mão no bolso do velho e peguei a carteira. Havia R\$ 450,00. Eu recebia R\$ 150,00 por mês. Era tão fácil, eu nunca deixei esta vida; tinha 15 anos. Hoje, não tem retorno”***

***ARIEL, 23 ANOS, GERENTE GERAL DE UM PONTO-DE-VENDA, PARQUE MARÉ, MARÉ.***

***“Depois que você entra no negócio, só existem duas formas de sair: debaixo da terra ou prisão. Estou fora”***

**ERNANI, 17 ANOS, BAIXA DO SAPATEIRO, MARÉ.**

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# Julio Otoni Community



The Julio Otoni community is a poor community comprising of approx 400 families (2000 people) in Santa Teresa, Rio de Janeiro

The community has been affected with problems due to increased population and lack of alternatives in terms of activities and employment for the young people within the community making them easy prey for criminal groups from the area

Due to the mobilization of the Julio Otoni community in partnership with the people who inhabit the street many changes were possible including the recent removal of an invasion which threatened this small favela to become uncontrollable as many others are in Rio. Drug traffic has also decreased significantly due to the prevention measures taken.

There exists an opportunity to strengthen and develop the Julio Otoni community by implementing sustainable educational and social entrepreneurial projects in order to provide recreational alternatives for young people and offer development opportunities for adults

# What's been achieved



## **Literacy Program:**

Running since 09/2004

70 adults participated in the program, 45 adults achieved literacy levels equivalent to first grade

## **Community Renovation:**

Activities include the renovation of community play area, painting of residents houses, renovation of the community centre all involving the young people of the community. This has been carried by foreign volunteers since 2006.

## **After school programs for children**

Running since August 06

50 children between ages of 10-19 participating regularly, since 2006 300 children have participated in the program

## **Holiday Club:**

Running since July 06 twice a year.

50 children participate to every holiday. In total around 400 have been benefited

# A picture speaks a thousand words...



# What are we trying to do...



**“To develop the community of Julio Otoni, Santa Teresa by implementing sustainable educational and social entrepreneurial projects in order to advance the education of school-age children and offer development opportunities for adults”**

## **Stage 1: Holiday club (Colonia das Ferias) happens at school holidays**

A two-week program during the school-holidays offering recreational activities to approx 50 children between the ages of 7-19 for 5 hours a day. The objective of this program is to offer the children an alternative place to meet and play as oppose to being on the streets. During the school holidays children are taken out of the community. They go to the beach, visit museums, go to the zoo and other free activities that are offered.

## **Stage 2: After-school club happens during school year**

As children in Brazil only attend school for half a day, not only do they need extra educational support but they are left with a lot of free time where due to a lack of alternative activities they are either at home or on the streets. The after-school club, offers activities such as access to the internet, drama, artcraft, theater, capoeira as well as a homework club with a teacher on-site. The center offers two turns morning and afternoon.

# How does it works?



## **Holiday Kids Club / After-school club:**

Development through recreational and educational activities allows a child to develop not only new skills but also to develop socially, growing their confidence and inter-personal skills as well as giving them extra educational support not available elsewhere.

Similar initiatives have been implemented with success e.g. The award winning "Trojans Scheme (Kids City) " in deprived areas of South London, United Kingdom: **[www.kidscity.org](http://www.kidscity.org)**

**Since 2006 the Center at Julio Otoni has been serving children and adolescents. The project has been very successful so far and gangs no longer have a strong appeal in Julio Otoni Community.**

# Overheads



	One-off	Recurring
Renovations	U\$6,000	No
After-School Club	U\$2000,00	Monthly/ 9 months
Holiday Club	U\$3000,00	Per hollyday/ 2 x yr

**No recurring costs: U\$6,000.00**

**Holiday Club, July and February (two weeks) : U\$ 6,000.00**

**After – School Club, 9 mths (March-Dec) : U\$18,000.00**

**Overall total: 30,000.00**



## **WHAT We Hope to Achieve...**

Given its size and history, Julio Otoni Community has the potential to become a model of social intervention that integrates:

- 1) The sponsorship of a group of citizens and organizations
- 2) The social capital of the inhabitants that inhabit the street
- 3) The community and their talents working for the improvement of their conditions.

We hope that by the end of the year to have mobilized the community building the ground for new projects to flourish.

Julio Otoni can become a model to be replicated in similar communities in Santa Teresa and accross Latin America.