



## **PROJECT ABSTRACT**

The Associação Cearense de Beisebol (ACB) is an officially recognized and registered non-governmental organization based in the municipality of Maracanaú in the state of Ceará, Brazil. We are dedicated to promoting the social inclusion of disadvantaged young people through sports, arts and cultural activities. This project will use the power of sport to build resilience in young people by enhancing their life skills, and to increase their knowledge of the consequences of substance use and crime, with a view to positively influencing their behavior and attitudes, and preventing antisocial and risky behavior.

## **STATEMENT OF NEED**

Juvenile delinquency is increasing in almost every country in Latin America—a region where citizen security is the main concern. According to a UNICEF report “Adolescent Homicides in Brazil”, studies murder trends for teenagers in 300 Brazilian municipalities with more than 100,000 residents between 2005 and 2014. The report also traces the huge regional and socio-economic variances. By far the most dangerous region is the northeast of Brazil, which registered an average rate of 6.5 murders for every 1,000 adolescents, and is where seven of the top ten most dangerous municipalities for youths are located. The community of Sítio Jordão is located in the micro-region of Baturité, Northeastern Brazil. The community is considered to be one of concentrated poverty. Besides lacking basic infrastructure services, the children who live in the community have no access to qualitative sports programs, public libraries, sound schools, community youth centers, etc. Currently, juvenile offending is occurring, and is perceived to be a growing problem in the community.

## **PROJECT APPROACH SUMMARY**

Sport and physical activities are vital to the development of young people as they foster their physical, social and emotional health. They can also provide positive experiences to both boys and girls, such as a sense of belonging, loyalty and support, and can promote positive changes in relationships by encouraging collaboration, understanding, tolerance and acceptance between participants from different backgrounds. What is more, sport has clear educational benefits, as it can help skills development to empower young people to make positive changes in their own lives and their communities. We expect the project will help address some of the inequalities facing young people living in the community of Sítio Jordão.

## **TARGET AUDIENCE**

- ✓ Children, of all genders, aged 6 to 15 years old, and are identified as living at or near the poverty line;
- ✓ Children residents in the community of Sítio Jordão in the municipality of Baturité;



## **GOALS & OBJECTIVES**

- ✓ To provide sports to 60 children within the community;
- ✓ To encourage and increase sports participation with an emphasis on safety, health and sportsmanship;
- ✓ To motivate children to be physically active;

Apart from addressing sports skills, the project will in parallel address the following as important mediating factors:

- ✓ Young people's *knowledge* on crime, violence and drug abuse, including their perception of risk;
- ✓ Young people's *attitudes*, including positive and negative behavior, that are affected by their normative beliefs. These are exaggerated beliefs and misconception concerning the prevalence and acceptability of certain acts such as drug abuse and violence, and the attitude of others. These beliefs become the person's norm, and influence their behaviour.

## **STRATEGIES**

- **ADOPTION OF "LINE UP LIVE UP" TRAINER MANUAL:** The *Line Up Live Up* Trainer Manual builds on the experience of the United Nations and other partners in developing and implementing evidence-based crime, violence and drug use prevention programs—including designing life skills training curricula—and transfers this accumulated expertise to sport settings. The manual has been developed as a tool to assist coaches, trainers, youth workers and other professionals working with young people to deliver sports-based training exercises to males and females from 13 to 18 years of age. The 10 sessions included in the manual have been carefully designed to target a specific set of life skills, and can be run in sports centers, schools (either as curricular or extra-curricular sport activities) and other community settings.

*Line Up Live Up* can be used as part of existing sports programs. It uses the power of sport to build resilience in young people by enhancing their life skills, and to increase their knowledge of the consequences of substance use and crime, with a view to positively influencing their behavior and attitudes, and preventing antisocial and risky behavior. As a life skills training, it can help to minimize risk factors and maximize protective factors related to antisocial behavior, crime, violence, and drug use. When applied in the context of such risk situations, a life skill—or several in combination—can enable young people to find peaceful solutions for resolving conflicts, avoid dangerous situations, help prevent crime and increase respect for diversity.

- **BASEBALL CLINICS**
  - ✓ To offer a baseball clinics on Saturdays;
  - ✓ To create a supportive baseball culture that is centered on energy and enthusiasm and that rewards effort and teamwork;
  - ✓ To offer a mixture of practices, games and innovative drills developed specifically for players that are new to the game.



- WORKSHOPS

- ✓ To offer healthy cooking workshops, making food preparation easy and stress-free for program participants' families;
- ✓ To offer craft workshops for parents and community members, boosting family income;
- ✓ To offer Family Health workshops.

- COMIC BOOK LENDING CLUB

- ✓ To promote early literacy and a reading culture amongst children living in the community;
- ✓ To allow avid and interested early readers to borrow books and return to an appointed Community book club Rep upon completion;
- ✓ To spark children's creativity and promote *literacy* skills.



## **PERSONNEL**

### **PROJECT COORDINATOR**

Afrânio Pires da Rocha will be responsible for project oversight by ensuring that activities occur as planned. He will be responsible for the use of funds, and the accounting of expenditures.

### **P.E.TEACHER**

Luzia Vanessa Alves is a P.E. Teacher. She will be responsible for developing participants' physical abilities, and organizing field activities.

### **NUTRITIONIST**

Sandra Braña is an expert on the field of nutrition. She will be responsible for creating nutritional programs based on the health needs of the participants. Sandra will also conduct workshops designed to advise parents on what to prepare for their children.

### **HEALTH PROFESSIONAL**

Mylena Barbosa will be responsible for conducting workshops on family health.

### **STORYTELLER**

Kátia Arruda is a remarkable Arts Teacher with a special interest in storytelling. She will conduct interactive storytelling sessions for the beneficiaries.

### **HOME ECONOMIST**

Marília Lisboa de Oliveira is a practitioner in the social science discipline of home economics. She will be responsible for conducting workshops designed to improve the well-being of the program participants' families, in areas such as nutrition, house cleanliness, resource management, family interaction and consumer behavior. She will also coordinate the social action events and prepare the final technical reports.

### **SCHOOL TEACHER**

Anderson Jackson is an outstanding Math Teacher with a special interest in comic books and manga. He will be responsible for running the comic book lending club.

### **BASEBALL COACH**

Luiz Victor de Almeida Cunha will be responsible for organizing the baseball clinics and coaching the youth baseball teams.

## **MONITORING PLAN**

- ✓ The activities will be carefully monitored, evaluated and recorded;
- ✓ Community surveys will be administered at the beginning of the project and at the end to measure the impact of the program;
- ✓ All parents with children participating in the program will be visited and interviewed by the Psychologist;
- ✓ Program participants' report cards will be evaluated to measure their progress at school.



## DETAILED PROJECT BUDGET

Activity/Item description		Funds Requested			Cost share or In-Kind Support		
		Cost (USD)	Quantity	Total (USD)	Cost (USD)	Quantity	Total (USD)
<b>1</b>	<b>Venue costs</b>						
1.2	Office space				\$200.00	12	\$2,400.00
	<b>Subtotal</b>						<b>\$2,400.00</b>
<b>2</b>	<b>Uniforms</b>						
2.1	T-shirt & baseball cap set to be worn by project participants	\$10.00	60	\$600.00			
	<b>Subtotal</b>			<b>\$600.00</b>			<b>\$</b>
<b>3</b>	<b>Meals &amp; Beverages</b>						
3.1	Meals for 60 beneficiaries @ \$240 per month for 12 months (juice box/cracker/fruit)	\$240.00	12 months	\$2,880.00			
3.2	Meals for 5 volunteers @\$50.00 per month for 12 months (juice/crackers)	\$50.00	12 months	\$600.00			
3.3	20 L Drinking Water Jar	\$3.00	24	\$72.00			
	<b>Subtotal</b>			<b>\$3,552.00</b>			<b>\$</b>
<b>4</b>	<b>Travel</b>						
4.1	Fuel expenses for travels to the community (\$100 per month for 12 months)	\$100.00	12 months	\$1,200.00			
	<b>Subtotal</b>			<b>\$1,200.00</b>			
<b>5</b>	<b>Supplies, Materials, and Equipment</b>						
5.1	School Essential Supplies Kits	\$15.00	60	\$900.00			
5.2	General office supplies (pens, pencils, stationary, staplers, paperclips, tape, binders, folders, copy paper, ink cartridges)				\$500.00	1	\$500.00
5.3	Sports Team First Aid Kit	\$34.99	02	69.98			
5.4	5-Gallon Beverage Cooler	\$5.92	02	119.84			
	<b>Subtotal</b>			<b>\$ 1,089.52</b>			<b>\$500.00</b>



<b>8</b>	<b>Office overhead</b>						
8.1	Internet service	\$50.00	12	\$600.00			
8.2	Electricity service	\$30.00	12	\$360.00			
	<b>Subtotal</b>			<b>\$960.00</b>			<b>\$</b>
<b>9</b>	<b>Other</b>						
9.1	Baseline evaluation (Survey, focus groups, in-depth interviews)				\$3,000.00	1	\$3,000.00
9.2	Qualitative/quantitative analysis & report writing				\$1,500.00	1	\$1,500.00
	<b>Subtotal</b>						<b>\$4,500.00</b>
	<b>Project costs</b>			<b>\$7,401.52</b>			<b>\$7,140.00</b>
<b>Overall Project Costs</b>							<b>\$14,541.52</b>