

São Luís

Brazil

Positive changes are happening in São Luís. Learn more about how we're supporting children and girls' rights through our collaborative, equality-driven work.

The Down to Zero project helped youth address sexual violence and exploitation. Young people learned how to participate in decision-making spaces and advocate for their rights, keeping gender-based violence and discrimination on the public agenda.

Girls and boys are also challenging gender stereotypes with La League. This programme uses football to teach young people life skills, with a specific focus on sexual and reproductive health and rights. It engages parents and community leaders to change limiting attitudes about girls' leadership and abilities.

As young people become leaders and advocate for their health and rights, the São Luís community moves toward a more equitable future.

"I enjoy the Climate Change workshops. They helped me understand things, and I've learned how to prepare for climate change."
—Gabryelle (14)



Children in the Communities for Climate project

Impact in Numbers

10

Girls' football teams established

150

Parents learned about violence prevention

280

Youth trained as community leaders

Community Dreams Become Reality



NAME:

Denílson

AGE:

16 years old

DREAMS TO BE:

A doctor

“Today I am part of the community committee and it's really cool. I learn from people, and they advise me when I need help.”



Meet Denílson

Like many children in Brazil, Denílson is optimistic about achieving his goals and building a strong future.

Denílson is a 16-year-old high schooler who plans to become a doctor, and dreams of improving circumstances for his family and his community. Participating in the Water, Health, and Life Project helped him play his role in creating lasting change.

A healthy future

Since he was young, Denílson wanted to improve living conditions in his rural Quilombola community. The Quilombola are descendants of the Afro-Brazilians who escaped the slave plantations that existed in Brazil until abolition in 1888. Today, they still face challenges. In Denílson's community, lack of water was a constant issue: the single well couldn't meet the demand. Like many children, Denílson had to wake up early to fetch water from the river for drinking, cooking and cleaning. These tasks limit the time to study and play.

Denílson was invited to participate in an activity with the Water, Health and Life project when he was 13. Through his advocacy, he began to see a real difference.

The power of water

With community activism comes improvement: Access to water with a newly constructed well, a community garden for better nutrition, and 30 families benefitting from horticulture training. Workshops teach healthy habits to all ages.

“Here in my community, it's a very good place to live,” says Denílson. “We have goats, chickens, pigs, cows, and some horses. Before, there was only one well, and it didn't provide water for everyone.” Now, thanks to the leaders like Denílson, dreams are coming true.



Denílson has been advocating for safe drinking water for three years.

We Currently Work With 6,412 Sponsored Children in São Luís

Projects That Support Lasting Change

Raising Our Voices

Girls and young women are breaking gender stereotypes through football.

The La League project uses football as a tool to encourage girls and boys to challenge gender-based discrimination and stereotypes. Through training workshops and football practice, it addresses the themes of teenage pregnancy and sexual and reproductive health and rights.

This year, five communities participated in the La League programme, training 465 girls. Teams for girls and boys were created, with tournaments and community events in support. In addition, 189 health, education and council members participated in workshops on preventing early pregnancy and marriages.

Together with their community, girls – and boys – are challenging gender discrimination and advocating for a healthier, more equitable future.



La League teams learn football – and life skills.

435,000
people were reached by the
#PlayWithThem campaign



Young people learn how to become agents of change.



DtZ promotes youth and community-driven advocacy and political influence.

Safer Communities

The Down to Zero (DtZ) programme engages youth in community-driven advocacy against sexual exploitation.

Strengthening child protection in São Luís is vital, especially after the COVID-19 pandemic – and engaging the participation of adolescents and young people is fundamental.

This year, 87 adolescents received information about sexual and reproductive health and rights. Workshops with professionals from the Child Protection System and Public Safety provided resources for young people to learn how to protect themselves from sexual exploitation and violence.

In the training sessions, leaders noted how the teenagers engaged in conversation about the gender inequalities present in their communities. They also showed understanding in an intersectional approach – particularly the connections between race and gender.

“DtZ has already changed my understanding of topics related to our rights, and I've seen changes in my classmates who also participate.”

—Mariana (16)

You're Supporting a More Equal Future



São Luís is providing a safe place for children to grow.

Together, we're working to create a more just world.

The temperature in São Luís is predicted to increase by up to 3.1°C in the coming decades. This year, we will support the community to identify health and safety risks and prevent and response to environmental risks.

Reports of abuse and exploitation of girls and women has increased by 15%. We will advocate for stronger social institutions, public policy, and community action in response to the increasing rates of violence.

We will help raise awareness of violence by informing youth, educators, and families. Young people will know their rights and community leaders will have the resources to address violence in homes and schools.

Message from Plan Staff

"Through your contribution, we are impacting lives. Your support is crucial to strengthen skills and advocate for the rights of children and adolescents through the social projects that Plan implements. Together, we are working towards a fairer and more equal world. Thank you!"



Geyse Bezerra Costa,
Programme Unit
Manager, São
Luís

The Plan Effect

Sponsored children are at the centre of everything we do and they help plan our programmes based on what's important to them. Sponsors donations are a gateway into a community. This helps build trust and credibility to attract even more funds from new sources. This makes more sustainable programmes possible in sponsorship communities. This powerful synergy is something we call The Plan Effect.

Progress in Numbers

355

Children learned
about their right
to safety

176

Teachers
strengthened
child protection

430

Children reached
in La League
events

52

Girls trained on
entrepreneurship