

Participation of the Unified Social Assistance System (SUAS) in the Happy Child Program

Thematic areas	Children and adolescent rights, social assistance, health, education, human rights, among other social policies.
Description	This initiative enhances actions already developed by the National Policy for Social Assistance in favor of pregnant women, children in early childhood and their families. It also introduces new elements, besides income, to strengthen the fight against poverty and reduce inequalities. Moreover, it provides additional support to families and child development by defining family and community bonds, as well as play and leisure, as key elements when working with families with pregnant women and children in early childhood, especially by home visits.
General Objective	To increase the quality and motivate proper care and monitoring of social assistance services given to families with pregnant women and children in early childhood who are beneficiaries of the Bolsa Familia Program (PBF) and the Continuous Welfare Benefit (BPC).
Specific Objectives	<ul style="list-style-type: none"> » To support families with pregnant women and children in early childhood in terms of social protection and expand access to services and rights. » To stimulate the full development of children in early childhood who face social risk and vulnerability, strengthening family and community bonds. » To strengthen social assistance in the territory and enhance proactive protection and prevention against the rupture of social bonds, isolation, as well as individual and social risk. » To develop continuous training and education addressed at attention, care and specific needs of pregnant women, children in early childhood and their families, acknowledging all forms of family organization. » To enhance complementarity and integration of services, programs and social assistance benefits. » To strengthen intersectoral cooperation with a view to fully develop children in early childhood and support pregnant women and their families.
First year of the program	2016
Responsible Institution	Ministry of Social Development (MDS)

Other Related Institutions	Ministries of Health, Education, Culture, Human Rights and state, municipal and Federal District governments. Public and private social assistance entities.
Management and Implementation	<p>This program is coordinated on a national level and executed by municipalities. Its main actions are carrying out home visits that include planned and systematic actions with a specific methodology aimed at family care and support, strengthening of social bonds and child development, improving social assistance services and strengthening social assistance network coordination, while ensuring complementarity of offers. This includes initiatives aimed at improving care services offered to pregnant women, children in early childhood and their families under the Basic and Special Social Protection Services, improving sheltering services, with priority given to foster families and strengthening intersectoral cooperation in the territories among different public policies, particularly those related to social assistance, health and education, as well as the Justice and Guarantee of Rights System.</p> <p>The main SUAS actions within the Happy Child Program will be developed in an integrated manner, in accordance with the mandates of each level of government.</p>
Target Audience	Pregnant women, children in early childhood and their families, provided they are in a situation of individual and social vulnerability and risk. The program prioritizes beneficiaries of the Bolsa Familia Program (PBF) ¹ and the Continuous Welfare Benefit for the Elderly and Disabled (BPC) ² , as well as children removed from their families by protection measures.
Coverage	National. It is present in all states and in about 2,500 municipalities.
Financing	Federal budget funds linked to the MDS.
Additional Information	http://mds.gov.br/assuntos/crianca-feliz

1 Direct cash transfer program to families in poverty and extreme poverty, with conditionalities associated to health and education performance. Under the responsibility of the Ministry of Social and Agrarian Development (MDS). For more information, please refer to: <https://www.org.br/en/social-policy/bolsa-familia/>

2 It is based on the payment of a monthly minimum wage for people aged 65 or older and disabled persons who cannot live a fully autonomous life nor work. To receive the benefit, family per capita income should be lower than one quarter of the minimum wage. This benefit is managed by the Ministry of Social Development (MDS). For more information, please refer to: <https://www.org.br/en/publication/continuous-welfare-benefit-data-sheet/>