

CIAF - Integrated Center for Family Support

Code of Conduct for the protection of children from Sexual Exploitation in Trips and Tourism in the city of Recife.

Prize Social Responsibility in Tourism

Getulio Vargas Foundation. - Ministry of Tourism - The WCF Brazil

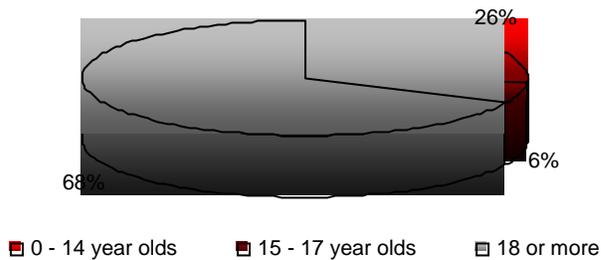
Recife - Brazil - 2007

1. Introduction

When debating subjects regarding the Brazilian Northeast it is common that we find approaches of two different realities, although parallel, which create the scenery for the subject which we will deal with along this chapter.

The first approach concerns the area of growing economical development in industrial areas as well as service. The location of the northeastern area, close the some great world markets, favors the growth of sections as agribusiness, tourism, software, industries. The metropolitan area of Recife is the most influential area of concentration of the Northeastern industry, standing out for its industrial centers: Cabo, Jabotão and Paulista. The capital of the state of Pernambuco is considered one of the main urban centers of the Brazilian northeast. As estimate of IBGE, its population in the end of the year of 2007 borders 1.533.580 inhabitants.

Recife – Population by Age Group



Graphic: Population for age group - Data of IBGE

In the section of services, the area that presents larger prominence is, without a doubt, tourism. The Northeast of Brazil became the destination of millions of tourists and route of great international investments that include the construction of great hotels and resorts – attracted by the beauty of the coast and by the recent government investments towards the development of the tourist activity in the area.

The second characteristic frequently related to the Brazilian northeast concerns the social problems of the area. The analysis of the quality of life of the majority of its population evidences that the northeast presents the worst social case scenario of the country. The number of illiterate people and the infant mortality tax rate are the highest in the country of Brazil.

If in that area of the country the industry of the tourism constitutes an important source of income, it also allows the increase of prostitution among a population of children and adolescents that live in precarious social conditions. Cities as Natal, Fortaleza, Salvador and Recife become centers of sexual tourism involving minors, either nationally or internationally.

Therefore, the discussion will concentrate on the State of Pernambuco, more precisely in the city of Recife, one of the main gates of tourists' entrance in Brazil, where a movement appeared against children's sexual exploitation that soon becomes the NGO CIAF-Recife (Integrated Center of Family Support).

In the next pages we can find the history of this NGO, the descriptions of the actions implemented, its challenges and possibilities.

History

The history of CIAF of Recife begins in the countryside of the state of São Paulo, in Ribeirão Preto, where a doctor and three friends met 11 years ago, May of 1996, to voluntarily assist children and adolescents in pregnancy risk, prostitution and drugs. Still today the NGO acts in this area and has as main work lines the support of adolescent mothers and socially and economically underprivileged families, the prevention of pregnancy in adolescents, the attention towards women victim of prostitution and the preparation of youths' for the job market.

This NGO arrived in Recife by the hands of one of the founders of CIAF, Dr. Wilson Lins Oliveira Júnior, who, while vacationing in that city, testified, in the beach of Boa Viagem the exploitation of children. The doctor was approached by a girl, approximately 10 years old, that asked for money to rent a floating toy to play in the sea. In order not to give the money directly to the girl, Dr Wilson rented the toy from a vendor; after playing the whole morning, the child went to the doctor thanking him and insinuating sexual favors in retribution for having paid for the toy. After avoiding the child's insinuations, the doctor and citizen, noticed the high degree of vulnerability that the children suffered at the beaches close by.

Then, being an expert in children's care in risk of sexual exploration, after obtaining orientation with Teacher Lizete Lins de Oliveira and with Father Maurice Parant - militant of the Movement of Promotion of the Woman that developed in Recife various actions with women victims of prostitution - started at the mentioned beach, a work of combat towards children's sexual exploration, looking for the support of the local population and of the agents involved in the chain of tourism. Thus began the sensitization work. The first group of volunteers' of CIAF was also formed which developed the activities, during the weekends, in the busiest beach in the city - the main scenery for a lot of practices of sexual exploitation.

In the mid 2003, with informative pamphlets, a team of ten students, led by Mrs. Ester Martins de Lima, today the coordinator of CIAF Recife, developed activities in the beach, guiding swimmers (tourists or not), pedestrians and street vendors. The conversations with the so called "beach vendors" were indispensable for better understanding of the operation of the working net of sexual exploitation in the city.

The spreading of flyers lasted about one year and it evolved towards the distribution of other promotional materials, including plastic glasses and garbage sacks containing the telephone hotline for accusations and orientations. The volunteers that worked in the project noticed the wide acceptance of the small cards distributed by them. This type of promotional material accomplished the proposal of popularizing the cause well and it presented low production cost.

The informal workers' approach was accomplished with the objective of making them aware of the illegality of the practice and to transform them in combat agents, not just through accusation, but also stimulating them to refuse customers accompanied by prostitutes in case of suspecting that these were minors. The partnership with these beach vendors did not include all of them being that many feared losing most clientele. After contacting the workers of the beach it was possible to map out the critical areas of children's and adolescents sexual exploitation. At the area of the beach closest to large hotel, for instance, it was common to observe the practice by the tourists.



Card: Orientation and Awareness Card

(Denominated the Indicator of Information in the Campaign by CIAF)

During the orientation and awareness work, several existing facilitators of the sexual exploration were verified – they were a lot of times the owner of beach huts or, yet, employees of hotels. Thus, there is the need of structured workforce for the combat of sexual exploitation in the hotels of the city.

Current dynamics of the NGO

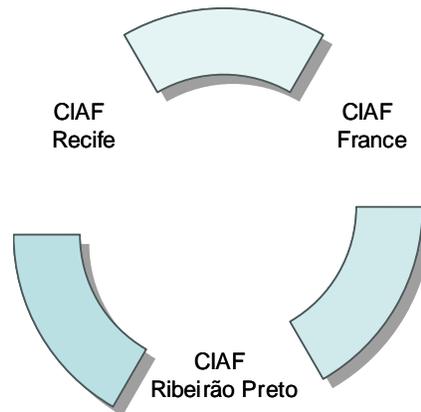
It can be said that, in Pernambuco, the Integrated Center of Family Support - CIAF focuses mainly on the action denominated "Exploitation of children? Excuse us, we don't have this service. Please don't insist."

This campaign was formatted in interlinked and interdependent phases, although belonging to two groups of different actions:

The first group of actions is developed with the Recife Convention and Visitors Bureau (RC&VB) and with the Brazilian Association of the Industry of Hotels of Pernambuco (ABIH-FOOT), partnerships that will be detailed further on. In this phase the main objective is the popularization and the adhesion of the largest possible number of establishments to the Code of Conduct for the Protection of Children of the Sexual Exploration in Trips and Tourism (The Code - International ECPAT).

The second group of actions encompasses the Centre Integre d'Appui Familial – CIAF-France (Integrated Center of Family Support in France - founded by Dr Wilson, Father Guy Gelly and the Portuguese Community Members of St Denis' Basilica) that has as statutory goal the reception of resources and new supporters as well as the promotion of the campaign of Recife among NGOs, Financial Supporters and travel agencies in the Paris area. CIAF-France is also an important collaborator in the exchange of professionals.

It is important to stand out that the unit CIAF-Ribeirão Preto articulates the units CIAF-Recife and CIAF-France, being this very important for the actions developed in Pernambuco once it is the largest structure of the NGO which possesses employees of several areas and experience in the attention and combat of the sexual exploration involving children and adolescents.



Campaign in the hotels of Recife

The beginning of the work with the hotels of Recife demanded that CIAF put together a new form of working towards the combat of the commercial sexual exploitation. Partnerships were consolidated and The Code (4) as a guide of the actions to be developed.

The then volunteer Ester was professionalized as well as the students of the project. Students of the Courses of Tourism would be the main ones benefited by the scholarships. CIAF, in partnership with Jangadeiro Hotel, settled at the beach of Boa Viagem and the plan for implantation of the Campaign of combat of the commercial sexual exploitation of children and adolescents in Recife was set.

It is important to highlight that, in order for a hotel to embrace the campaign, it is necessary that an adhesion term is signed in which there is a commitment in combating sexual Tourism. The employees obligatorily should go through training of about two hours. No tax is collected from the participant hotels; it is just requested that they send the employees and that they make room available for the training.



Pictures: Training Meetings

At the end of the training, the employees sign individual terms of responsibility through which they recognize to be aware of the Brazilian legislation and they commit to combat the children's sexual exploitation in tourism. Each employee receives a certificate and two booklets at the end of training, one from ECPAT-international (Questions and Answers about sexual exploitation of Children with commercial ends) translated by CIAF and another (Basic Notions) elaborated by the same team, based on the International code of conduct ECPAT, the child's and Adolescent Statute, Constitution and Civil Code. Once the training stage has been accomplished, the hotels receive the promo material for the combat of the children's sexual exploitation, that includes stickers for the rooms, pamphlets, posters, pictures (for the elevators and stairways) and a Display that should be on the counter of the reception desk. There is also a stamp for the hotel to be used in their documents (invoices, receipts, checks etc). Through this group of actions, we intend to constrain those tourists considered potentials customers of infantile prostitution.



Illustration: Poster / Display / Apartment Labels / Elevators and Stairway Sign

The training process is slow and, in order for it to happen, it is necessary to count on the employees' collaboration as well as managers of the hotels. A lot of times it is necessary to accomplish several training meetings, so that the total number of employees' of a hotel is able to join the program.

- " Content of the training
- " Institutional information: the trained employees receive information on CIAF, its history and the work accomplished in the different branches;
- " Target group of the campaign;
- " Data on the children's sexual exploitation and adolescents in the world, Congress and politics (ECPAT, United Nations);
- " Categories of sexual exploitation;
- " Consequences of the exploitation;
- " People Involved;
- " Possible actions (prevention, intervention, sensitization, education);
- " Juridical aspects
- " Code of conduct

" The child's and the adolescent statute

Other actions of NGO

The Integrated Center of Family Support - CIAF - acts in the community of Pernambuco developing actions during the whole year. Lectures in schools, informative seminars, events oriented towards specific publics of the area of protection of the childhood such as police officers, NGOs, foster care parents, government representatives which constitute CIAF's continuous work.

In order to best understand the subject of the sexual exploitation in the city of Recife, CIAF accomplished, in the year of 2004, researches with 277 children and adolescents, 6 and 18 year olds, that work in the beaches of Boa Viagem and Pina. The following picture presents some data obtained in the research:

Field Research – Attained Results
40% are 14 years old or younger
40% are female
90% live with family members
19% report domestic violence
81% go to school
83% report working to help the family income
6% report they are forced to work by their parents
53% report they earn between R\$1,00 to R\$10,00/a day
54% give all the money earned to the parents
55% buy themselves goods with the money earned
19% have used some kind of drug
8% report drug use in the family
76% don't know what AIDS is
42% have an active sexual life style
69% don't know how to avoid pregnancy
10% refer being harassed by tourists

36% report being scared of sexual harassment
70% of sexual harassment come from Brazilian tourists
80% of the sexual harassment occurred at daytime
15% refer having seen sexual tourism take place

Institutional partnerships

The institutional partnerships are, for CIAF, of great importance and, in Recife, the Brazilian Association of the Industry of Hotels of Pernambuco (ABIH-PE) and The Recife Convention & Visitors Bureau (RC&VB) maintain narrow bonds with the NGO. The two institutions were sought after in the phase of implantation of the code of conduct in the hotels and they became fundamental in the continuation of the project. Now, it is inside the headquarters of RC&VB that the office of CIAF is located.

Hotel mogul and president of ABIH and of RC&VB in 2007, Mr. José Otávio of Meira Lins explains that, the considerable increment of incoming charter flights of countries as Germany and Italy bringing sexual tourists never provided any benefit to the tourism industry in Pernambuco. According to the hotel mogul, the practice of sexual tourism inhibits other forms of tourism and, therefore it results in damages for the entrepreneurs of the sector. Thus, the adhesion to the campaign by the partner institutions was immediate.

The work of ABIH and of the Regional Convention is of injecting financial resources to enlarge the adhesion of hotels in the metropolitan area.

CIAF of Recife maintains since 2000 a close relationship with authorities and NGOs of France, country that works towards the combat of sexual tourism in the origin and, for that, it sends less and less of this type of tourists. Still in 2000 the first Brazil - France seminar for the Prevention of Prostitution was held (with participation of the Mouvement du Nid and Amicaille du Nid - French Associations specialized in giving attention to the victims of prostitution). In 2002 a partnership was established with the Court of childhood of Creteil (Paris Region), through its president, Mme Marie Dominique

Vergez. In 2004, meetings were articulated, by CIAF, between the Chief Judge and Magistrates of the Court of Pernambuco.

We must mention Groupe Developpment's contribution, being that it was through this contact that CIAF had knowledge of The Code - International ECPAT - as well as of the world proposal in Combating the commercial sexual exploitation children and adolescents. Indirectly, Groupe Developpment collaborated with CIAF Recife through the financing of the construction of the Headquarters of CIAF in Ribeirão Preto (São Paulo region), as well as for the financial support for the execution of its projects of service to children and adolescents, an action taken along with the European Community.

One more partnership was set recently with the Fundação Jyotis, with its headquarters in Montreal, in Canada, that presents as one of their objectives granting scholarships for university students of Tourism. It is worth to remind that, in 2007, the first university student was benefited, and that the ones that receive the scholarships are collaborators of CIAF - Recife.

CIAF still possesses other supporters that finance its projects: they are companies or persons that make donations of services or money in order to manufacture campaign material which is used by this institution in Recife.

Reached results and challenges

According to data of ABIH - PE, 52 hotels exist in the metropolitan area of Recife, among which 22 already adhered the campaign.

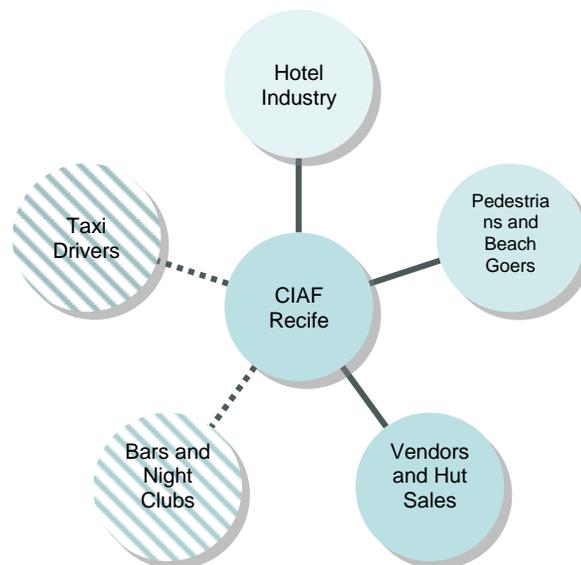
	Hotel Units	Housing Units	Beds
Metropolitan Area	52	10984	27724
Pernambuco State	756	17834	45203

The process of adhesion of each unit requests a long period of time so that the training of the employees' can take place completely besides other adhesion stages.

Due to the problems faced by the local hostel industry the so called procedure of "immutableness of the reservation" was created, in other words, it made the reservation of an apartment denominated as single, not possible to be altered, once the customer accomplished the check-in. This procedure was adopted by good part of the hotels of the area.

The adhesion of a larger number of hotels to the campaign depends on collaborators to fund the training and now the NGO possesses only one full-time employee (the others are volunteer students).

A next step of CIAF is the expansion of the adhesion work that today is focused on the hotels, bars, restaurants, night clubs and taxi operators besides gathering financial resources that allow new scholarships for students that collaborate with the action in Recife.



Although the actions of CIAF present low cost, the NGO constantly needs financing for the material used in the trainings and in the popularization of the campaign. Today, this material comes from CIAF Ribeirão Preto and made in low number restricting the work accomplished by the volunteers. The support given by the ABIH-PE and the RC&VB

through their collaborators also allows the manufacturing of some of the necessary materials, nevertheless, the NGO detects the need of more substantial financial support so that the activities can grow without any interruption.

There is still some difficulty in the adhesion of the campaign on the part of workers of the section of tourism, be it employees of companies of the sector or beach salespersons. It is believed that the sexual exploration is lucrative for some of them, what would justify the indifference towards the combat of the illegal practice. Besides, some hotel establishments consecutively postpone their adhesion to the campaign, alleging unavailability of the employees' time during the work period, what hinders the progress of the trainings. In compensation many entrepreneurs of the hotel sector in Recife, endorsing The Code, look for CIAF in order to schedule their employees' training, implantation of the Indicators and Adhesion the Campaign.

Annually CIAF, and its partners ABIH-PE and RC&VB, promote a similar local event in which the adherent members of the Campaign are presented, being this a form of turning public the companies that combat the commercial sexual exploitation of children in trips and tourism in the city of Recife.

Final considerations

The subject of the children's sexual exploitation and adolescents in Brazil still has insufficient data for a necessary evaluation of the results reached with the combat actions. The explored youths' profile as well as the operation of the chain of sexual exploitation continues being a challenge.

The NGO CIAF'S attempt on understanding the practice of sexual tourism in Recife is without a doubt an initiative worthy of being answered by institutions that look for combating the problem, being that each city possesses peculiar characteristics that should be taken into account in the combat process of sexual exploitation in tourism. Through questionnaires, informal conversations or still events that involve the society the actions are developed with larger effectiveness and consequently they generate better results.

Also the international articulation is important surrounding the combat of sexual tourism focusing on children and adolescents. The actions, in the issuing countries, can reduce the demand for sexual tourism in tourist destinies; plus the actions at the destiny itself form a combat net against the sexual exploitation of children and adolescents potentially capable of eradicating the problem.

