

16th International Conference of Chief Justices of the World

Lucknow, India

October 2015

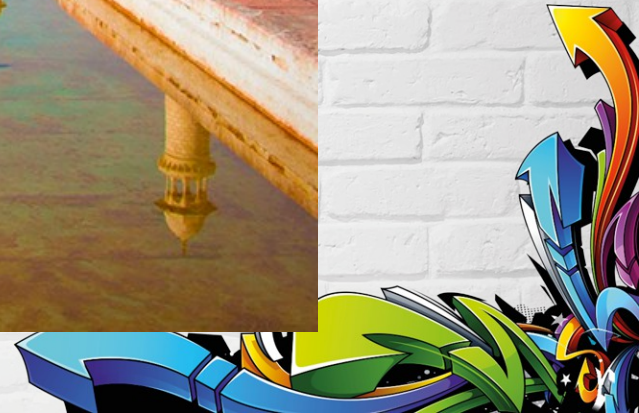


JOÃO
CIDADÃO



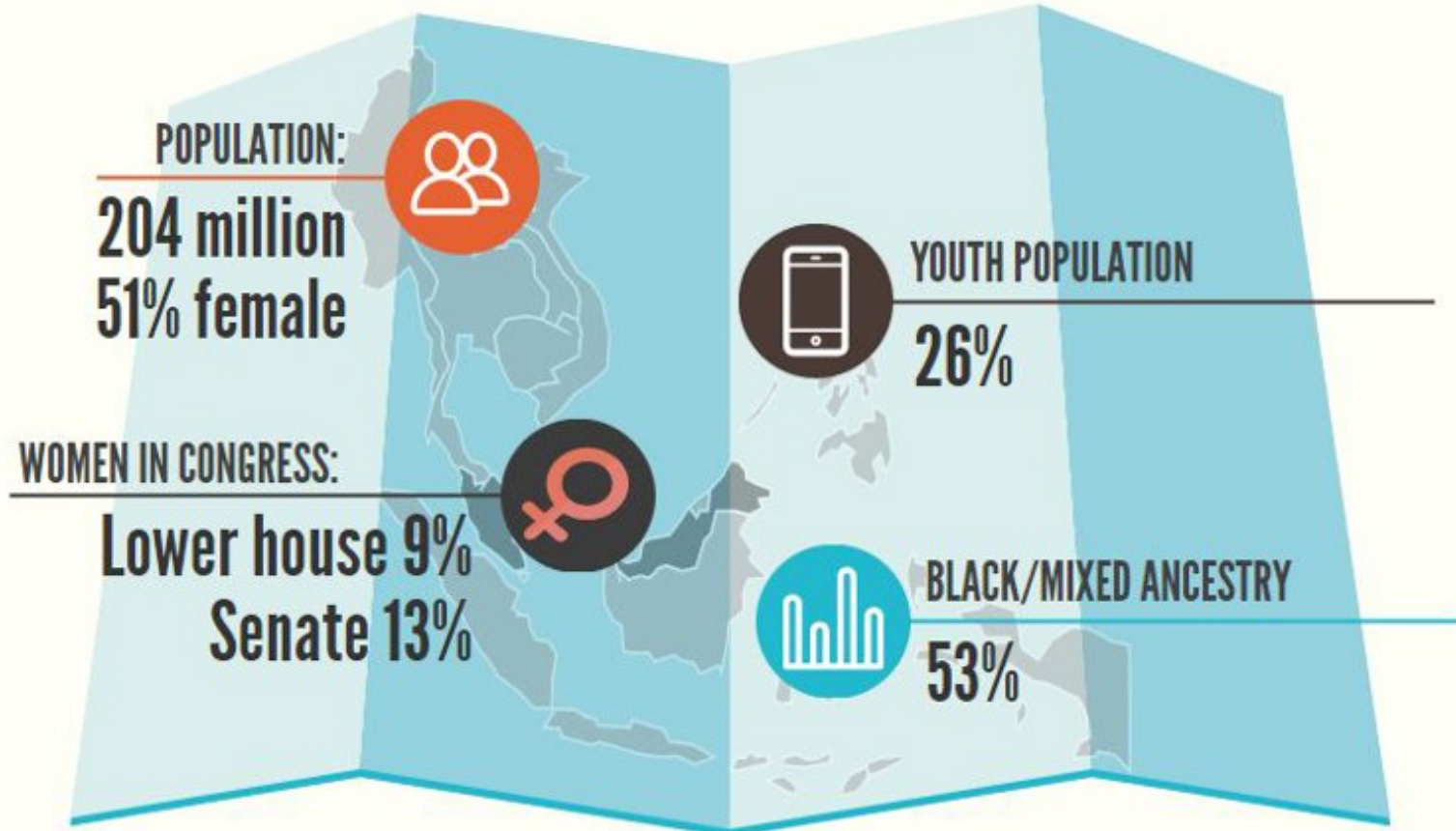


HELLO! I'M JOHN!
I WOULD LIKE TO
DISCUSS WITH YOU
ABOUT HUMAN
RIGHTS! LET'S GO?





BRAZIL STATISTICS



National Councils of Justice and Law Enforcement

- Both the Justice and the Public Prosecutors have a national board for external control and supervision of their administrative performance
- The boards work to ensure transparency of the Justice and Prosecution
- They are open to all citizens in Brazil to report any form of abuse



CONSELHO
NACIONAL DO
MINISTÉRIO PÚBLICO



The Context of Human Rights in Brazil

91% of young Brazilians believe that the **youth can change the world**

69% believe that the **youth can REALLY change the world**

Source: Pesquisa Agenda Juventude Brasil - Pesquisa Nacional sobre o Perfil e Opinião dos Jovens Brasileiros 2013, de responsabilidade da Secretaria Nacional de Juventude, com o apoio da Unesco Brasil



The Context of Human Rights in Brazil

Large part of the population, especially the youth, is unaware of **their rights** and the role of the **Ministério Público*** in their defense.

*Government Agency for Law Enforcement and Prosecution of Crimes in Brazil



The Context of Human Rights in Brazil

90% of young Brazilians recognize that **enhancing the respect for human rights** is a challenge to be faced in Brazil

But only **13%** like to **discuss citizenship and human rights** with their friends

Source: Pesquisa Agenda Juventude Brasil - Pesquisa Nacional sobre o Perfil e Opinião dos Jovens Brasileiros 2013, de responsabilidade da Secretaria Nacional de Juventude, com o apoio da Unesco Brasil



Challenge

- How to bring the youth – and the whole society – to this **discussion**?
- How to increase **knowledge about the mission of the Brazilian Agency for Law Enforcement (*Ministério Público*)** and spread information about the **exercise of citizenship**?



Strategy

- ✓ an **efficient channel** in Facebook
- ✓ use of **dynamic and accessible language**
- ✓ “Rights and Responsibilities of the Citizen” more attractive to the population
- ✓ information about the actions of the Brazilian Agency for Law Enforcement (Ministério Público).



Strategy

79% of young Brazilians use the Internet*.
Facebook is the most popular social media: in 2014, almost 59 million Brazilians accessed it daily.

Most of the content that attracts the youth is in social media and humorous sites.

Humour + information

**Source: Pesquisa Agenda Juventude Brasil - Pesquisa Nacional sobre o Perfil e Opinião dos Jovens Brasileiros 2013*



Campaign *João Cidadão* (John the Citizen)

João Cidadão is an educational project in Human Rights that aims to contribute to the **development of a Human Rights culture in Brazil** and to promote a better **relation between the Brazilian Agency for Law Enforcement (*Ministério Público*) and the society.**



Campaign *João Cidadão* (John the Citizen)

The campaign consists of a series of integrated actions that **create awareness and involvement in Human Rights**, through the recognition of the fundamental rights in concrete situations, with a focus on their **relevance in the every day life**.



Target audience

- **Youth**
- Parents and teachers
- Public prosecutors and staff of the Law Enforcement Agency
- Society in general



Who is John the Citizen?



17-year old Brazilian boy, courageous and up-to-date, uses Internet to find out more about citizen's rights and responsibilities to spread the information to his family and his community.



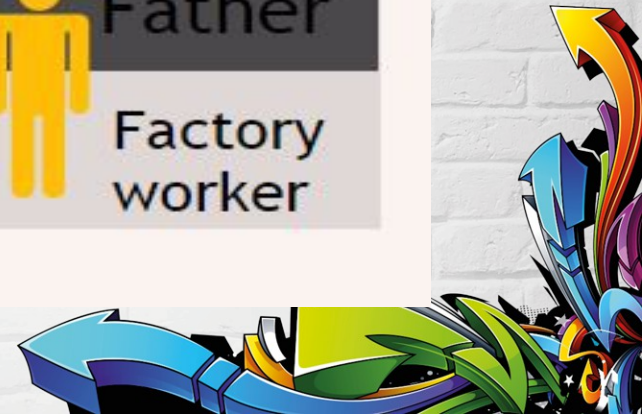
School
3rd year
Gov school



Mother
Teacher



Father
Factory worker

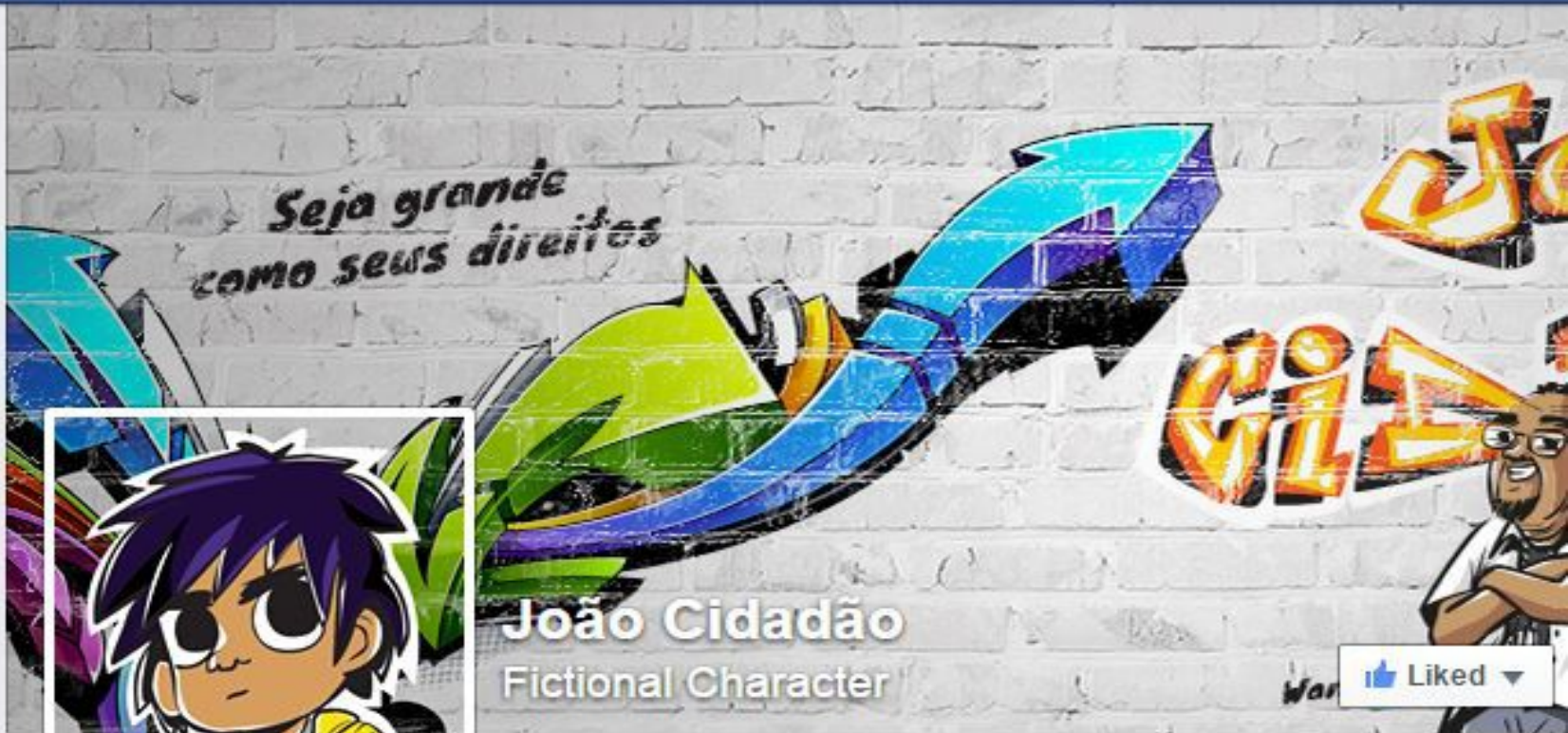


Like *João* on Facebook

<https://www.facebook.com/joaocidadaooficial>



João Cidadão



João Cidadão

Fictional Character

Liked

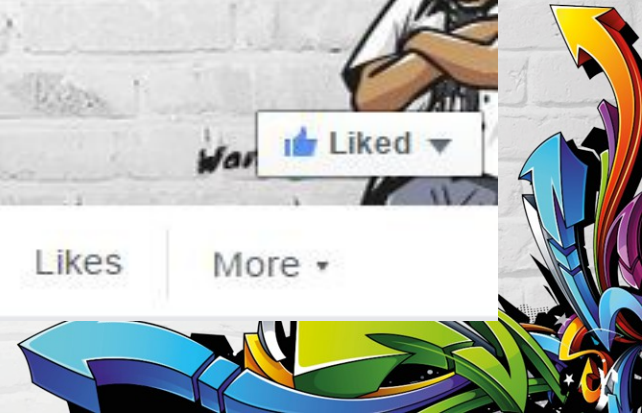
Timeline

About

Photos

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More



#SayNoToRacism

Racism is a hard nut to crack, you know?

Black
White



Gender Equality

Changing this reality depends on you. It depends on your vote!

Plenty of women in beer adds.



Not enough in the National Congress.



Liberty of Religion

Which religion is the best?

QUAL A MELHOR RELIGIÃO?



**A QUE VOCÊ QUISER
OU A QUE NÃO QUISER.**

It's up to you!



Digital Citizenship

Don't ignore! Call 100 and report.

Child pornography is a crime.



Report it!



Fight corruption

#SayNoToCorruption

Corruption



kills.



Thank you!
Obrigado!

