



Safety Starts Early

**Drug Use Prevention and Violence
Prevention as Public Security
Investments**



THE LENS CHANGE

RESPONSE PARADIGM

React after harm

Document → Prosecute → Report

Driven by incident, not trajectory



PREVENTION LENS

Act before harm consolidates

Invest → Protect → Build

Driven by science and the child's trajectory



THE GLOBAL REALITY – 2024

520M

children in conflict-affected areas

41,370

verified grave violations
(+25% over 2023)

48.8M

children displaced
(3× the 2010 figure)

259K

children in detention
on any given day

138M

children in
child labour

29.2M

suspected CSAM
incidents (NCMEC)



THE INVESTMENT CASE

 **\$7 TRILLION**

annual cost of violence against children — up to 8% of global GDP

This is not a social welfare cost.

The cost of inaction is the social welfare cost.

Prevention is the investment with the positive return.

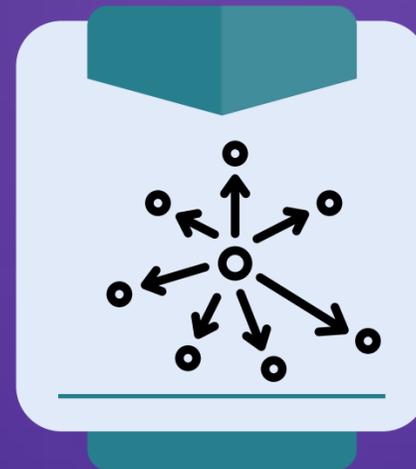


THREE KEY CHALLENGES



What is a child?

Competing interests and
fragmented approaches



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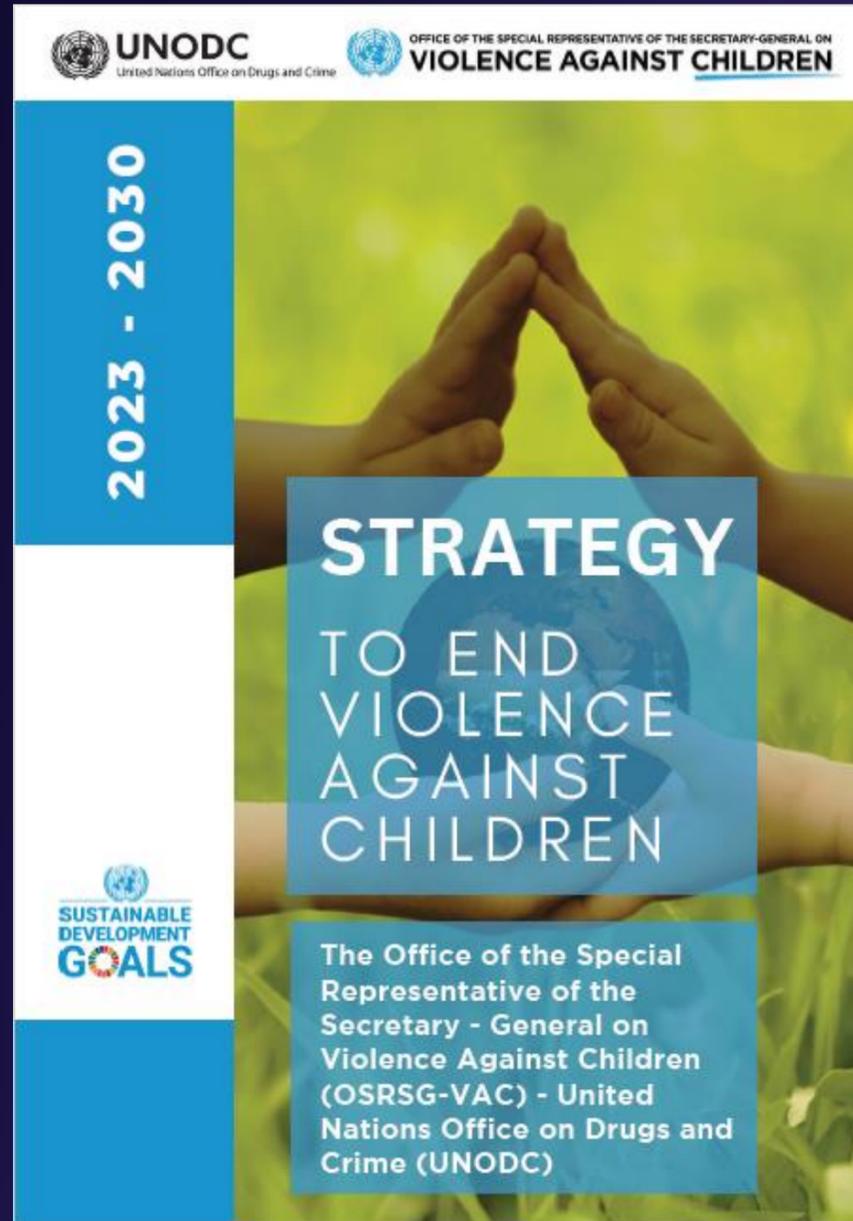


Lack of ecosystemic
vision



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THE ENDEVAC STRATEGY





PILLARS OF THE STRATEGY

Foundational design choice: Place the child, not the crime type, at the centre.



Clear evidence from neuroscience and developmental psychology

Paradigm shift: Collaborative and trauma-informed approaches



Adopting a systemic approach





STRATEGIC OBJECTIVES





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FOUR PRIORITY CONTEXTS

CHILDREN ON THE MOVE



CONTEXTS OF INSECURITY



CYBERSPACE



JUSTICE SYSTEMS





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FIVE PILLARS OF ACTION

 **RESEARCH AND DATA ANALYSIS**

 **NORMATIVE WORK**

 **PUBLIC AWARENESS**

 **TECHNICAL ASSISTANCE**

 **ADVOCACY**





BRAZIL: GLOBAL FRAMEWORK, NATIONAL OWNERSHIP



KEY FEATURES

- **R\$82 million initial allocation**
- 45 priority actions across 4 axes
- Genuine co-creation with ministries, civil society, academia, and young people



AN ECOSYSTEMIC COMMITMENT



Children remain in school rather than entering systems of harm



Adolescents develop within communities that hold them, not institutions that process them



Justice becomes restorative rather than cyclical



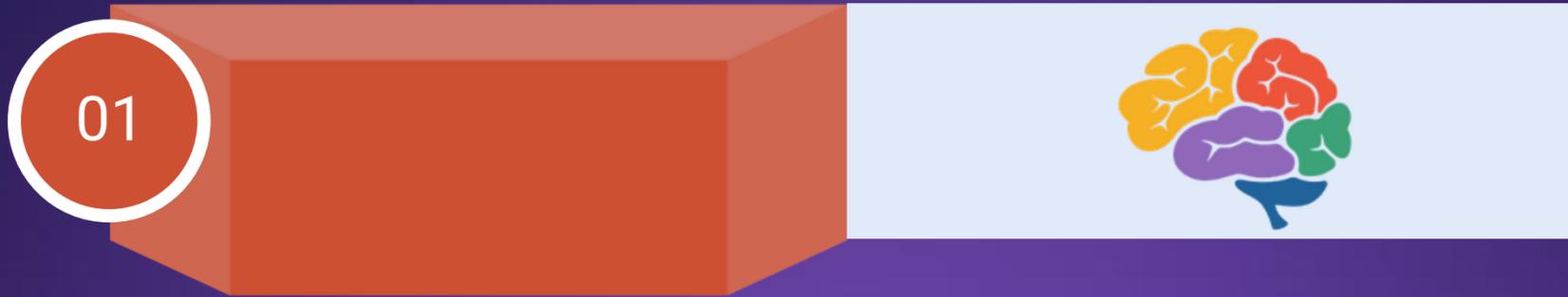
Downstream costs replaced by upstream returns of prevention and social cohesion

The resources invested in children today are not expenditure
They are the public security infrastructure of the next generation



KEY MESSAGES

**Harnessing
adolescent brain
science for positive
social and political
change**



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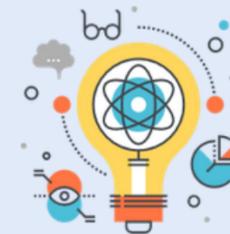
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**Promote a change in the
way we understand and
interact with children and
adolescents in all sectors**

**Innovating multi-
sectoral collaboration
and interventions to
better protect and serve
children**



03





THANK YOU!



Safety starts early

What the next phase requires is the partnership to take it to scale.





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THE END VAC STRATEGY

