ON THE RIGHT TRACK PROGRAM

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ABOUT CHILDHOOD BRASIL

• **Childhood Brasil** is part of The World Childhood Foundation, both of which fight for childhoods that are free from sexual exploitation and abuse.

• The World Childhood Foundation was established in 1999 by H.M. Queen Silvia of Sweden, and has offices in Sweden, Germany, USA, and Brazil.
Project Background
How Far We’ve Come

2002 - Childhood Brasil supports a study on the Trafficking of Women, Children and Adolescents for Sexual Exploitation in Brazil (PESTRAF), which finds that:

• Trafficking and sexual exploitation is occurring at an alarming rate; and
• Truck drivers are involved in the interstate transporting of people.

There was a lack of supporting data about the gravity of the situation.

2004 and 2005 - Childhood Brasil conducts the first study on “The Profile of Truck Drivers in Brazil”, which confirms the existence of the problem and demonstrates the relationship between truck drivers and the sexual exploitation of children and adolescents. In 2010 the study is repeated, and finds that the situation has had some changes.

The private sector carries 60% of Brazil’s highway cargo, it so becomes a mobilization target through a Corporate Business Pact.

2009 - we began partnering with the Federal Highway Patrol to qualify the mapping of the problem on the country’s highways.
Between 2006 and 2014 Childhood Brasil developed the On the Right Track Program, with three objectives plus engagement and education actions:

1. Engagement with the private sector: creation of the Corporate Pact Against the Sexual Exploitation of Children and Adolescents on Brazilian Highways, which secured 1,465 signatory companies and businesses in eight years

2. Continuing education: more than one million truck drivers encouraged to act as protection agents through continuing education given in the companies and by participating partners

Highways Mapping

<table>
<thead>
<tr>
<th>Year</th>
<th>Total number of points</th>
<th>Proportion of critical points</th>
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<tbody>
<tr>
<td>2009-2010</td>
<td>1,820</td>
<td>51%</td>
</tr>
<tr>
<td>2011-2012</td>
<td>1,776</td>
<td>39%</td>
</tr>
<tr>
<td>2013-2014</td>
<td>1,969</td>
<td>29%</td>
</tr>
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Vulnerable points: areas or establishments which offer favourable conditions for the sexual exploitation of children and adolescents (presence of adult prostitutes, poor or no lighting, absence of private security, place where vehicles stop and gather, or where there is consumption of alcohol).

Critical points feature all these conditions.
Studies on the profile of truck drivers in Brazil

2005 | who the drivers are and their connection with the problem of the sexual exploitation of children and adolescents on Brazil’s highways (interviews conducted with 239 random subjects).

2010 | important updating of statistics regarding truck drivers and Brazil’s highways. Monitor and assess the effectiveness of the program’s actions over the previous five years (interviews conducted with 342 random subjects and with a control group from six companies in the program).

2015 | the next edition of the study will cover the first ten years of the program.
Intervention strategy with truck drivers and aspects related to social standards
Profile of Truck Drivers in Brazil - 2010

Workplace statistics:

Fleet drivers: (36%), Self-employed: (64%). Trucks that are company-owned: (58%).

Average time spent away from home: 19.08 days
Average waiting time to load/unload: 57.99 hours

82.3% believe they are badly viewed.
41.7% are truck drivers because they want to be.

What drivers expect to find at truck stops:

Clean bathrooms (81%)
Good food (55%)
Medical attention (54%)
Study Results - 2010

80.3% of the truck drivers are married – and are marrying earlier
At the same time, the drivers have an average of 9 sexual partners per year (SD 20.78).

Common sexual practice on the highways:
98.5% stated that prostitution is common at highway truck stops, and that 98.5% of their colleagues have sex with prostitutes.
34.4% have sex while on the road, 43% of which have sex with prostitutes.

Sexual exploitation of children and adolescents:
20% declared that they had had sex with a minor, and 72% stated that their colleagues had also had sex with a minor.
84.6% claimed it was common to see children and adolescents involved with ESCA at truck stops and on the highways.
Sexual Exploitation of Children

**Why truckers have sex with children and adolescents:**
No scruples or shame – 53.6%
More excitement and pleasure – 46.7%
To satisfy their needs with whoever is available – 21.8%
To improve their self-esteem by using someone who is unable to question their performance – 19.5%

**Why truckers do not have sex with children and adolescents:**
They know that it’s wrong: 37% (20.1% in 2005!)
The minors could be their ‘own’ children: 27%
To avoid problems with the law: 10%

**Why do minors of both sexes ‘prostitute’ themselves?**
“For the financial need of the child or the family” – 79.4%
“Lack of education” – 43.4%
“Because they are being exploited/obliged by someone” – 34.1%
“Because it’s an easy market for them” – 23.7%
“Because having sex is pleasurable” – 19.5%
“Because there are adults that like it, and look for it” – 13.5%
“Because it’s available, and something to do” – 12%
Problem Awareness

Truckers that have seen campaigns about combating sexual violence:

2005 – 12%
2010 – 30%

Truckers that have reported a case of sexual violence:

2005 – 1%
2010 – 5%

Why truckers don’t have sex with minors:

They know it’s wrong: 37% (20.1% in 2005!)
Aspects Related to Social Norms

Four strong elements of social norms that help us understand how truck drivers deal with the issue of sexual exploitation.

1. Poor working conditions related to truckers’ rights – to respect the rights of children and adolescents we need to guarantee the rights of truck drivers.

2. Strong identity related to truck drivers – acceptance of cheating, paid sex, sexual exploitation and the role of women, coupled with the anonymity related to being far from home and surveillance (family, church, police).

3. Gender - clear rules about “being a man”

4. Unawareness of stages/development cycles of childhood and adolescence, and about sexual exploitation as a serious violation of rights.
Main Strategies with Truck Drivers

- **Continuing Education Project** - ongoing, lasting action in tandem with truck drivers in Brazil to transform them into *protection agents for the rights of children and adolescents*
- Participation in events, magazine articles and radio programs geared for truckers
- Explain the role of truck drivers as protection agents
The **On the Right Track** guides series look at life on the road through truck drivers **Geraldo Bezerra** and **Marcelo da Silva**, two characters created for the **On the Right Track Program**.

**Vol. 1**: Truckers - heading towards a new Brazil  
**Vol. 2**: Child and adolescent rights  
**Vol. 3**: Trucker health  
**Vol. 4**: Trucker family  
**Vol. 5**: Trucker safety  
**Vol. 6**: Drugs and alcohol on the highways  
**Vol. 7**: Truckers and the environment  
**Vol. 8**: Human rights on the highways

**Special Publications:**  
1. Children’s Day  
2. Trucker life and relationships (gender perspective)  
3. Protection Agent Guide
Radio Program

Based on our research, radio is the most popular media form among truck drivers – they listen to it 5 days a week.

Partnership with radio host and opinion maker for truck drivers – Pedro Trucão

- **Radio ads** – featuring the voice of Pedro Trucão and designed to gain attention and support from truck drivers about the cause, and encourage them to act as protection agents for children and adolescents in vulnerable situations.

- **Radio program on CD** - delivering clear advice about fighting the sexual exploitation of children and adolescents on the highways, featuring the participation of truckers Geraldo and Marcelo plus special guests.

- **Weekly coverage on the Globo Estrada radio show** – discussions on the protection of children and the fight against sexual exploitation.
• Promote the rights of truck drivers

• Create knowledge about fighting sexual exploitation on the highways

• Create support for an action network

• Explain the role of truck drivers as protection agents

• Propose every means to help the victims
Lessons and challenges for future prevention

Lessons
• Understand how working conditions for truckers are related to sexual exploitation – systemic perspective
• Understand that truckers do not view children and adolescents in CSE situations based on development cycles or human rights

Challenges
• Develop positive gender models through reference networks
• Reach self-employed truck drivers