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Strategies for improving visible and preventative policing within the educational program on resistance to drugs and violence in Amazonas.

Strategies for improving overt-preventive policing within the educational program on resistance to drugs and violence in Amazonas

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Summary

Alcohol and other drug use among adolescents constitutes one of the main public health challenges, being linked to an increase in years of life lost due to disability and premature death. In regions marked by violence, such as Amazonas, which recorded 35.6 violent deaths per 100,000 inhabitants in 2023, young people become more vulnerable to entering into crime and using drugs. In this scenario, PROERD acts as a preventive strategy by integrating the Military Police, school, and family, strengthening the capacity for safe decision-making. Through classes and educational activities, military police officers develop drug resistance skills and broaden their ties with the school community. The PMAM (Military Police of Amazonas) fulfills its institutional mission through visible policing, whose visible presence exerts a deterrent effect and reinforces local security. This study seeks to identify strategies to improve preventive policing within PROERD, analyzing the role of community policing and the effectiveness of educational actions. The hypotheses indicate that continuing education, marked vehicles, and extra services do not, by themselves, guarantee direct improvements in school safety, highlighting the need for more integrated approaches.

Keywords: PROERD; Visible Policing; Drug Prevention.

Abstract

Alcohol and drug abuse among adolescents is a major public health concern, contributing significantly to disability and premature mortality. In high-violence regions such as Amazonas, marked by a rate of 35.6 violent deaths per 100,000 inhabitants in 2023, youth are increasingly exposed to drugs and crime. The PROERD program seeks to counter this trend by integrating the Military Police, schools, and families to promote safe and responsible decision-making. Through classroom activities, officers provide students with resistance skills and strengthen community ties.

The Amazonas Military Police fulfills its mission through visible, proactive policing, which produces a deterrent effect and enhances school safety. This study proposes strategies to improve preventive ostensive policing within PROERD by examining community-policing principles and the effectiveness of educational interventions. The hypotheses suggest that continued training, marked vehicles, and additional services do not inherently improve school security, highlighting the need for more comprehensive preventive approaches.

Keywords: PROERD; Visible Policing; Drug Prevention.

1. INTRODUCTION

Alcohol and other drug abuse is one of the major public health issues in...

Current events and global concern regarding the harms associated with drug use in adolescence.



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is visibly increasing (HALL et al., 2016; DEGENHARDT et al., 2016). Among adolescents, the Alcohol and other drug use is ranked among the main causes of years of Lives lost due to disability and premature death, according to the DALYs classification. (Disability Adjusted Life Years) (GORE et al., 2011).

Amidst the growing wave of violence and crime that prevails in the outskirts of large urban centers, where the rate of violent crimes in Amazonas, in 2023, was 35.6 cases per 100,000 inhabitants, the fifth highest in the country (BRAZILIAN YEARBOOK OF SECURITY). (PUBLIC, 2024), children and young people end up entering the world of drugs and crime. (MACHADO & KUHN, 2015). Keeping children and young people away from an uncertain and criminal future is ...making it an increasingly difficult task. Families are breaking apart or crying out for help. to avoid and prevent this from happening.

The PROERD program is based on the cooperation of the Military Police, School, and Family, aiming to... to prepare children and adolescents to make safe and informed decisions. responsible (VIANA, 2017). The military police officer, through educational activities in the classroom, It provides young people with mechanisms to resist drug offers. Furthermore, PROERD has other activities. for the school community and parents/guardians as a way of including everyone around them young people (PROERD, 2016).

The Military Police of Amazonas (PMAM) has the institutional mission of: Preserving order. public safety and the environment in the State of Amazonas, through visible policing of Excellence. The visible policing, characterized by uniforms and a proactive approach, is identifiable at a glance. inhibiting the commission of crime in the regions where it is located, with the aim of preventing illegal acts (DE (ANDRADE RAYMUNDO, 2016). In this sense, it can be said that visible policing is a a type of police employment, developed to provide a visual impact and effect of Deterrence, whether through uniforms, equipment, weapons, or vehicles.

From this perspective, "the uniformed police, through visible policing, aim to compliance with the laws, preventing the legal system from being violated and infractions of the law from occurring. perpetrated" (NASCIMENTO & NASCIMENTO, 2018). In a way, the PMAM will be ensuring the rights of the population and thus guaranteeing the preservation of public order.

To present strategies that can ensure the improvement of the policing approach. Preventive policing through the Program, with the aim of giving greater visibility and integration to the Police. Military, School and Society.

Therefore, this article aims to present strategies that can guarantee the improvement of Preventive Policing approach through the Program, in order to give greater Visibility and integration of the Military Police, School, and Society. To this end, an analysis will be conducted in a way... The threefold theme aims to portray both visible and preventative policing and the role of the police.



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Community-based, in order to be able to discuss the Drug Resistance Education Program.

and Violence, so that with these conclusions it will be possible to recommend strategies for improvement in visible and preventative policing within the educational program on resistance to drugs and violence.

from Amazonas. The research problem is, what strategies could be adopted to improve the

Visible and preventive policing through PROERD?

Therefore, the hypotheses used were that continuing education for instructors is important exclusively for themselves, with no direct impact on visible policing and preventive measures, and in services provided to the school community, in addition to the use of vehicles. Characteristics of the PROERD program in relation to the schools served do not necessarily translate into Improvements in public safety within the school community require the availability of security personnel. specific services (attendance at lessons and/or lectures outside of normal hours) for military police officers, For PROERD instructors, it is not relevant due to low demand and less impact. more conspicuous than conventional policing.

2. JUSTIFICATION

The national population suffers excessively from the increase in crime, which is why... which cry out for programs, plans or security measures that are truly effective in combating violence (DE SOUZA, 2018). In this sense, a social and moral collapse is perceived, which This causes, among other consequences, family breakdown, that is, niches where children and... Young people, especially those from less fortunate backgrounds and living in peripheral areas, are more susceptible. to invitations to enter the inhumane world of drugs, violence, and the like. From this In this context, it is of fundamental importance to have strategies focused on primary prevention. providing children and young people with models and methods so that, when faced with complex situations, For example, regarding the supply of drugs, make safe and responsible decisions, and understand the... The importance of resisting the pressures imposed by society.

According to the Constitution of the Federative Republic of Brazil (CRFB), in article 144, Paragraph 5 states that the Military Police are responsible for visible policing and the preservation of public order [...]. In this regard, there is a belief that "Community Policing is the police force that fulfills its role with..." "legitimacy granted to it by society" (MACHADO, 2021). It aims at solving problems. in an efficient manner, where police actions should attempt to meet the community's needs, without to be confused with Public Relations. Community Policing can be defined as follows:

Community policing is a philosophy and organizational strategy that fosters a new partnership between the community and the police. It is based on the premise that both the police and the community should work together to identify, prioritize, and resolve contemporary problems such as crime, drugs, fear of crime, physical and moral disorder, and general neighborhood decay, with the goal of improving the overall quality of life in the community.



Within this universe of Community Policing, the Educational Program for Resistance to Drugs and Violence (PROERD) stands out as one of the main programs to combat it. Drug use and abuse within the school community, providing important tools so that... Children and adolescents learn to define the problems and challenges that will arise throughout their lives. life, as well as analyzing, acting upon, and evaluating the decisions made, with the aim of becoming good. citizens and far from this violent culture. Today, it is the largest program that develops and reinforces the school and community prevention and community-oriented policing (DARE.ORG, 2024).

PROERD is a form of action by the PMAM (Military Police of Amazonas) aimed at preventing drug use. Drug use/abuse and violent practices inside and outside the school environment. The presence of police officers. Military presence in schools, in its origins, seeks to minimize the numerous problems related to Public Security, interacting with the community and strengthening the triad: POLICE, SCHOOL and FAMILY. (PROERD AMAZONAS, 2024)

Furthermore, this final course project is structured with an introduction, methodology, theoretical framework based on a qualitative approach, through bibliographic research, In addition to definitions, information gathering, and proposals for improvements in policing. The overt-preventive approach of PROERD Amazonas, and finally, a conclusion.

3. THEORETICAL FOUNDATION

3.1. Visible-preventive policing and the role of community policing

The emergence of the community policing model is attributed to experiences conducted by US police forces over 40 years (1950-1990) with the aim of to increase the effectiveness of police action in terms of crime prevention with regard to reducing crime. feelings of insecurity and increased trust in police organizations. These experiences They are initiated with the purpose of responding to public criticism of North American police organizations. American companies, which at the time were completely dominated by the "professional model," which It emphasizes respect for previously established regulations as the source of action, the hierarchy. as a decision-making methodology and the distance of the police officer from the community being policed. to avoid political co-optation of the police (RIBEIRO, 2014 Apud Travis, 1992).

Second (Bayley; Skolnick, 2001:224-232; Skolnick; Bayley, 2002:15-39): Policing Community policing is a policing philosophy that gained traction in the 1970s and 80s, when... Police organizations in several countries in North America and Western Europe began to to promote a series of innovations in its structure and operation and in the way it deals with the The problem of crime. These innovations in policing are based on the following premises:



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- a) Organizing crime prevention based on the community;
- b) Reorienting policing activities to emphasize non-emergency services and to organize and mobilize the community to participate in crime prevention;
- c) Decentralization of police command by area;
- d) Participation of civilians, non-police officers, in the planning, execution, monitoring and/or evaluation of policing activities.**

In Brazil, community policing programs were implemented for the first time.

once in the 1980s. The Military Police of the State of Rio de Janeiro (PMERJ) was the organization

a pioneer in the use of this model with the translation of manuals on the subject and the undertaking of a

A program of this nature was first implemented in 1983. Since then, the PMERJ (Military Police of Rio de Janeiro) has implemented several other initiatives.

community policing, which, however, differ widely in terms of action program and

results achieved, both from a theoretical point of view and in relation to each other (RIBEIRO, 2014).

In 1993-94, the PMERJ, in partnership with the civil society organization Viva Rio,

promoted a community policing experiment in Copacabana (Muniz et al., 1997).

However, when these initiatives are analyzed from a historical perspective, it becomes clear...

that, instead of making the professional police model more flexible (as proposed in the literature),

contribute to its institutionalization in the city's peripheral areas. The positive effect of this

A reversal of priorities seems to be the foundation for the birth of a modern police force.

in the city of Rio de Janeiro (RIBEIRO, 2014).

In the state of São Paulo, since the beginning of the 1990s, the Military Police began to

to promote local initiatives for organizational change that pointed in the direction of policing.

community-based, with the experiences of Ribeirão Preto and Bauru being frequently cited. Through a

The general council of the community, which operates alongside the general command, the Military Police arrived to

to develop a project for the implementation of community policing in 1993 (MESQUITA-NETO,

1998 apud MSP, 1993).

Community policing models aim to bring the police closer to the community.

through the decentralization of decision-making processes, which are transferred to the hands of

Line police officers, instead of being under the command of their commanders. In this context, the police become...

to count on the community's collaboration in mapping the problems and defining the issues.

priorities to be addressed by police action. Once the diagnosis is complete, police and

The community collectively defines the action strategies that will be employed to solve the problem.

problem, so that crime or disorder does not recur (SKOGAN, 2008).



3.2 Public Policies to Combat Drugs.

According to Höfling, the definition of public policies reveals conflicts of interest and arrangements produced within the spheres of power that involve state and societal institutions. Only from In the 21st century, aspects of global and local situations have allowed for the configuration of Young people as subjects of rights 2. These aspects included, on the one hand, the effects of policies Disrupting neoliberal policies, drug trafficking violence, the arms trade, and corruption. police and, on the other hand, new ways of experiencing the space-time relationship and creative ways social inclusion strategies (Apud Tatmatsu DIB et al., 2020).

Still in the first half of the 20th century, with the advent of the great wars, the consumption of Drug use intensified and, after the end of World War II, with the creation of the United Nations, the Drug control has become a relevant topic on the international agenda (BRAZIL, 2021a)

Reflecting all this attention, the government of each country began to establish a series of public policies to solve the identified problems linked to drugs, such policies being organized into fronts focused on preventing consumption, treating users, and combating trafficking. drug use. Furthermore, as a cornerstone of these policies, progress was made in identifying... information and statistics about drug use by the population (DO VAL, 2022).

Anti-drug policy refers to measures taken by the government to give the population a Safety in the face of addictive substances poses a risk to the body, both physically and psychologically, and can also affect and harm society. It is through addiction... It is caused by these drugs that the citizen becomes potentially disabled in the eyes of society. (SELBMANN, 2024).

Therefore, the policies used aim to guarantee life for the population and promote... Quality healthcare. And also security, since drugs are involved in the majority of crimes in the territory. Nationally, it is also commendable to say that drug policies attempt to protect the future of population through public policies aimed at solving this problem (SELBMANN, 2024).

Assuming that a drug policy constitutes the set of efforts of the country to reduce the supply and demand for drugs. Brazil, like most nations, began implementing a drug policy in the first half of the 20th century by transposing the provisions and recommendations introduced by the International Opium Convention (The Hague, 1912) for national legislation. Thus, the first legal norm to address the issue was [Decree-Law n. 891/1938](#), which consolidated actions for drug prevention, treatment, and repression in Brazil (GOV.BR, 2021).

In 1976, the aforementioned Decree-Law was amended by Law No. 6,368/1976, which provided for...



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measures for the prevention and suppression of illicit trafficking and misuse of narcotic substances or that cause physical or psychological dependence. The approval of this law inaugurates a series of efforts to consolidate Brazilian drug policy.

The fundamental normative framework for drug policy in Brazil is Law No. 11.343/2006, the Law of Drugs, which establishes the National System of Public Policies on Drugs; prescribes measures for Prevention of drug misuse, care and social reintegration of drug users and addicts; establishes rules for suppressing the unauthorized production and illicit trafficking of drugs and defines crimes (GOV.BR, 2021). With the recent changes brought about by Law No. 13.840/2019 23, however, The system has stopped adopting a harm reduction perspective, focusing instead on abstinence as the sole approach. approach to drug use (TATMATSU et al., 2020).

In 2008, [Law No. 11,754](#) was enacted, through which the National Anti-Drug Council It became known as the National Council on Drug Policies (CONAD). The new law also changed the name of the National Anti-Drug Secretariat to the National Secretariat for Drug Policies. (SENAD).

In January 2011, SENAD returned from the Institutional Security Office of Presidency of the Republic to the Ministry of Justice, in order to enhance the coordination of actions. from reducing the supply of drugs, which prioritizes combating illicit trafficking. By In turn, in 2022, through [CONAD Resolution No. 08](#), The [National Plan](#) was approved. [Drug Policies](#) (GOV.BR, 2021).

The American Anti-Drug Law states that the privileged locus of drug addiction programs Prevention should be the school's responsibility, which should "clearly and consistently teach that the use of illicit drugs..." "It is wrong and harmful." Programs should be offered for all levels of education using proprietary teaching material, developed in accordance with the principle of abstinence as a goal. exclusive. The fact that drugs are considered harmful in themselves stigmatizes the user as Dangerous and potentially violent. The association between drugs and violence as a causal relationship. and effect is one of the central components of prevention programs. (TATMATSU et al., 2020).

Among the public policies adopted worldwide in the area of drugs, such as the control of Regarding the provision of and access to social and health services for users, prevention offers the best cost-benefit ratio for reducing both abusive consumption and its consequences. It is It is estimated that for every dollar spent on school prevention programs, an average of [amount] is saved. \$18 with the social cost of problems related to drug abuse (TATMATSU et al., 2020).

Through a well-designed prevention program, education about substances informs to citizens of various age groups, the harmful effects of drug use, helping to reduce its use. drugs, since the former addict will not relapse, and the potential user will have



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sufficient information for him to choose not to use that substance (SELBMANN, 2024).

3.3. Educational Program on Resistance to Drugs and Violence

The high prevalence of drug use in adolescence as well as the early age of The onset of this behavior highlights the need for investment in preventative interventions. effective options offered for this age group (NIDA, 2003; SLOBODA; BUKOSKI, 2006).

Starting from this premise, development, improvement, and...

Implementation of preventative tools that provide young people with objective ways to make decisions.

Healthy and responsible decisions. In addition to Community Policing, another very important tool...

In preventive policing, there is PROERD – **the Educational Program for Resistance to Drugs and...**

Violence that consists of a program focused on preventing the abuse of legal drugs and illicit activities and violence aimed at educating children and adolescents in a school environment, equipping them tools that enable them to resist the pressures and offers of drug use, making them productive citizens and adherents of a non-violent culture. (SOUZA, 2018).

The Educational Program for Resistance to Drugs and Violence (Proerd), implemented by Brazilian State Military Police, it's the national version of the American **Drug** Enforcement program.

Abuse Resistance Education (DARE) (HENRIQUES, 2023). DARE is a program

American program that emerged in 1983, which covers K-12 preventive education taught in thousands of schools in the United States, as well as in many other countries. Taught by highly qualified police officers.

Trained instructors, the DARE Education Programs offer science/evidence-based curricula.

that teach students good decision-making skills that will help them lead a life

safe and healthy and able to cope with high-risk circumstances, including drugs, alcohol, violence,

Bullying and Internet safety. DARE reinforces school and community prevention and...

Community-oriented policing. (DARE.ORG, 2024).

The development of PROERD in Brazil began in the 1990s, with the Rio de Janeiro police...

In January, in partnership with the United States Embassy, the first team of police officers was formed.

military personnel trained in the techniques of the DARE program, which had its name changed in Brazil to

PROERD (Educational Program for Resistance to Drugs and Violence). In subsequent years the

PROERD was widely disseminated and is currently a program developed throughout the country.

nationwide, reaching the milestone of 20 million children and young people served across the country.

The PROERD program works with the following age groups: 5th grade, 7th grade, preschool, parents, and...

Responsible parties (SOUZA, 2018) and, more recently, secondary education.

In Amazonas, the PROERD program was implemented in 2002, initially in the capital.

Manaus and, in subsequent years, in the municipalities of the Metropolitan region and in the cities of the arc of border. Currently, PROERD has a team of 13 (thirteen) active instructors in the Capital,



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Manaus, and 9 (nine) professionals serving in other municipalities: Iranduba, Manacapuru, Manicoré, Parintins, Humaitá, Tefé, Coari, São Gabriel da Cachoeira (State Coordination of PROERD Amazonas, 2024). Since its implementation in 2002 until 2024, more than [number missing] have already been served. 702,527 children and teenagers in more than 5,688 public and private schools in Amazonas. (PMAM, 2024).

The PROERD program offers a four-month course taught by volunteer military police officers. (instructors), pedagogically trained, in partnership with parents, teachers, students and communities (MEC, 2018).

DARE instructors should deliver the DARE curriculum content accordingly. with the age range of the class being served and the specific deliberations and pedagogy of the Program. The Assistants will be required to patrol the interior of the schools they serve, focusing on identifying vulnerabilities, receiving complaints, information, and providing guidance regarding personal safety and strengthening partnerships with the school and surrounding community, in addition to concern about increasing the feeling of security in the school environment (SOUZA, 2018).

The goal of the classes is to prevent drug use and abuse through guidance and... Raising awareness of the effects caused by substance abuse. The classes show teaching students how to stay away from bad company, avoid violence, and resist peer pressure. direct or indirect, and always contacting parents or guardians when necessary (MEC, 2018).

According to Oliveira (2018), the proposal of this policing project is, even taking into account Considering the current institutional limitations regarding personnel, vehicles, and equipment, compose a model of visible preventive policing in school areas that guarantees service. satisfactory to schools, in addition to specialized police action in contact with children and young people. students and community policing.

3.4 Strategies for improving visible and preventive policing through PROERD

The Military Police primarily operate in visible policing activities, in Points designated as "critical" areas, where there is a higher incidence of criminal activity. If there is evidence of... When illegal acts are committed, the police officer activates their work as a "reaction producer," once triggered by the public. Thus, the Military Police officer is a law enforcement operator and interacts with citizens professionally, it being their responsibility to fulfill regulatory duties and follow the routine procedures, in a neutral manner and regardless of personal biases (PEIXOTO FILHO, 2019).

Beyond technical and professional knowledge, it is essential for a military police officer to have...



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understanding of their role in the socio-political and cultural context in which they are embedded, in order to properly perform their duties in a democratic state governed by the rule of law. To achieve this, the The police institution must be able to provide a training system that equips the professional public safety requires the periodic updating of knowledge essential to police service. aligning police techniques and tactics with legal operational parameters and the aspirations of society (GALDINO, 2014).

Given its importance in preventing drug use and other illegal activities in and around schools, if It is necessary to adopt strategies aimed at improving the effectiveness of visible policing. preventive measures through PROERD.

To keep up with the constantly changing scenarios in various fields of activity, it is necessary to... Periodic and constant professional updating is necessary (CAUBRASIL, 2018).

Continuing education encourages the deepening of knowledge and the broadening of skills. skills, promoting the inclusion and reintegration of both young people and older workers into labor market (CAUBRASIL, 2018).

Continuing education can be achieved through courses, training sessions, workshops, seminars, study groups, and other activities aimed at improving performance in professor or instructor (blog.conexia, 2023).

Public policies on personnel development and public policies on drugs are attentive to improvement, qualification, training and development for the provision of services. Excellent audiences. This allows for the exploration of the theoretical frameworks of Training and Professional Development in Management Sciences, addressing the formative actions of National Secretariat of Public Security (SENASP), of the Military Police of Amazonas (PMAM) and of The Secretariat of Education and Sports (SEDUC-AM), as well as addressing drug and substance abuse prevention. violence in national education, and thus develop a training course for the Military Police, focused on visible and preventative policing, in addition to the classroom.

In this regard, it is interesting that the PMAM (Military Police of Amazonas) provides development opportunities. The curriculum for PROERD instructors aims to improve their service, as well as... Improvement in decision-making and conflict resolution regarding occurrences that Involve young people, children, and the school community as a whole.

Among the services provided to society by the public administration is that of security. population, a role played by various agencies, with the Police being responsible for preserving the social order and in carrying out preventive, overt, and repressive policing, among other things. Because dealing with highly critical and responsibility-laden functions requires the performance of these roles to be carried out effectively. to be very thorough and have as few errors as possible; therefore, the qualification of the professionals is essential.



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Public safety needs to be taken more seriously than ever, requiring the pursuit of dynamic solutions.

and updated as part of a training and skills development program in order to better

to prepare police officers to perform their duties (OLIVEIRA, 2017).

According to Oliveira and Medeiros (2011), the implementation of Continuing Education can, Based on the aforementioned institutional guidelines, combine theoretical and practical in-person training with other practical-operational training, always in person, and also non-face-to-face training (Teaching a Distance), theoretical, but also practical, with the aid of new technologies available, such as Simulators, programs, and virtual reality glasses, etc. In some cases, they may be usable individual by assignment or remotely via network.

Without continuing education, the use of appropriate techniques becomes inapplicable. Performance of the service, making it impossible to transform the models of representation of the "world". "police," as it hinders the development of police practices. Seen from this angle, the lack Continuing education will create and intensify failures resulting from the service provided. (PONCIONI, 2005).

Skilled professionals with ongoing development and improvement of their abilities. skills better fulfill their vocation (OLIVEIRA, 2017).

Visible and explicit policing is that which is overt and explicit, with police officers normally present. In uniform, the police officers are deployed or patrol strategic points in cities and areas. rural areas, under the assumption that their presence is a factor that inhibits criminal activity. The presence of Visible policing tends to increase the public's sense of security (almg.gov.br, 2024).

These are visible policing strategies adopted by the Military Police, in addition to patrolling the area. foot and motorized patrols using vehicles, aerial policing, bicycle policing, the policing with dogs and electronic monitoring, through video cameras (almg.gov.br, 2024).

Police vehicles are important tools for carrying out police activity, and Tools should be understood as just another piece of work equipment. In order to work, it is necessary to understand its operational limitations (OLIVEIRA, 2021).

With regard to visible policing characterized by uniforms and patrol cars Characterized by PROERD, it is a tool that indirectly contributes to curbing practices. illicit activities (drug use and abuse) within the school environment, as well as in its surroundings and the community, even if it is exclusively during service at a particular school.

One of the main objectives of the proposal is to bring greater visibility to the actions. preventive measures by the military police. For this to be effective, it is imperative that the vehicle used in the project be exclusively for this purpose.



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and properly identified so that both the students of the schools served and the community

surrounding areas recognize and easily identify preventive action (SOUZA, 2018)

Extra Gratified Service (SEG) of the Military Police (SEG) consists of the purchase of the hour of Time off so that active-duty military police officers can carry out their core duties, generating benefits for... professional and also to the population. With this, in addition to promoting the reinforcement of visible policing On the streets, the device is yet another tool for valuing professionals (SSP.AM, 2022).

According to LAW No. 5,747, OF DECEMBER 23, 2021, which provides for the creation of Extra Gratified Service (SEG), within the scope of the Military Police and the Military Fire Department of active, in providing services outside of their regular working hours, to meet the needs of the corresponding Military Institutions, according to regulations to be issued by Decree of respective Commander-General of the Institution. The services are organized with a duration of 4, 6, 9 or 12 hours. Through the SISPMAM application, developed by the Military Police itself, the professional Volunteer for extra duty on the day, shift, and police unit of your choice. The hourly rate. The extra charge is R\$ 40, and the limit is 48 hours per month.

SEG can be offered to police officers currently working in the PROERD program to act in The program includes lessons and/or lectures outside of normal hours. The SEGs are geared towards... This goal, in addition to increasing the number of students and schools served by the Program, would lead to greater... A sense of security for schools during nighttime hours, for example. Furthermore, providing security guards. For PROERD instructors, in order to carry out specific program actions, it would be more attractive. so that other police officers would seek to become part of the instructor team, and certainly, as an incentive. so that the police officer, who is already part of the teaching staff, could remain at the Unit for much longer. Furthermore, it would help the police instructor to seek further qualifications in order to remain true to the innovations of Program.

The inclusion of the Extra-Gratified Service for PMAM Instructors who will work in PROERD brings benefits such as increased employee appreciation, as it encourages engagement and new recruits. police officers join the program, as well as seeking training and acquiring new knowledge.

Recognizing and valuing employees fosters a sense of collaboration and... Teamwork, encouraging the exchange of ideas and the feeling that everyone is equal. important. Appreciation stimulates the creativity of employees and encourages the search for solutions to... overcome the challenges of their daily activities (DIGIX, 2024).

4. METHODOLOGY

This work was carried out in three stages. The *first stage* involved research. exploratory, which consisted of bibliographic research related to the theme of prevention of

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Drugs and violence, and the performance of the PROERD program in Manaus schools from 2023 to 2024. For Therefore, periodicals, articles, and search engines such as Scielo and Google Scholar will be used.

In the *second stage*, information was gathered using Google.

Forms regarding the performance of the PROERD program in the school community and surrounding areas of public schools. (Municipal, State) services provided in the municipality of Manaus. This consisted of a questionnaire containing 12 questions, eleven of which are multiple choice and one is open-ended.

With this information in hand, the *third stage* followed, which consisted of a qualitative analysis. quantitative analysis of the data to obtain theoretical subsidies that will contribute to the development of We will work hard and achieve our goals.

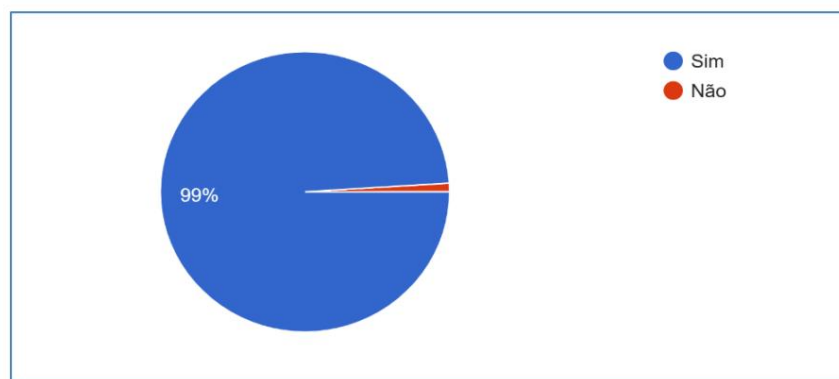
According to Minayo (1994), the research cycle is presented in three stages: the exploratory phase. the research where aspects related to the object of study, the assumptions, and the are addressed. relevant theories, methodology; the second phase, which corresponds to fieldwork: in which Several data collection techniques are combined, such as interviews, observations, and surveys. documentary and bibliographic. And the last phase is the processing of the material collected in the field, which It can be subdivided into: ordering, classification, and analysis proper.

5. RESULTS AND DISCUSSION

This research involved the participation of 202 respondents, among whom Teachers, administrative staff, principals, parents, community members, DARE instructor. Educators, classroom assistants, mediators, alumni, librarians, police officers.

Of those interviewed, 99% are familiar with PROERD and only 1% are not, as can be seen. observed in graph 1:

Chart 1: Knowledge about PROERD



Source: Prepared by the Authors (2025)

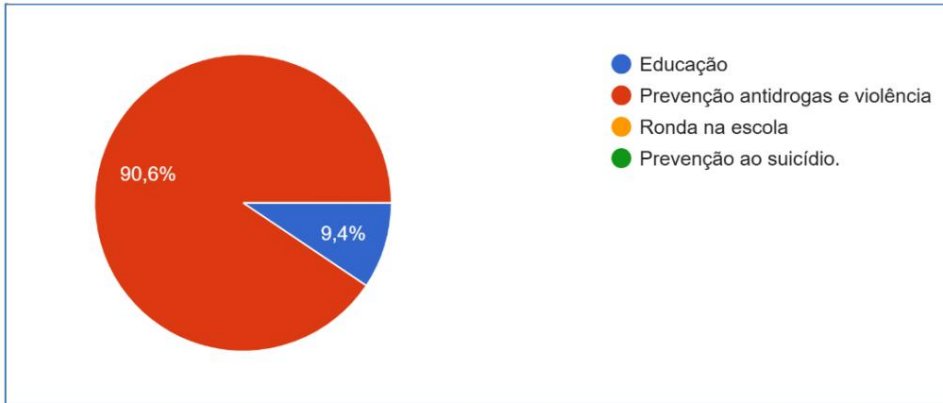
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When asked about the areas in which PROERD operates, 90.6% were able to answer that

PROERD works to prevent drug use and violence, as we can see in the graph.

below:

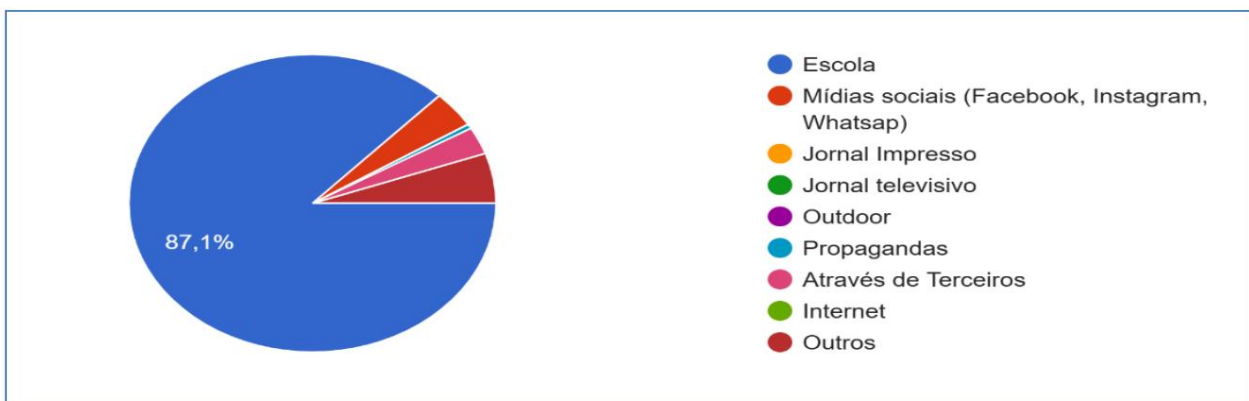
Chart 2: PROERD's line of action.



Source: Prepared by the Authors (2025)

When asked about the media outlet through which you learned about PROERD, 87.1% stated that the program was developed through the school, 4% was through social media, 3% was through third parties, and 5.4% was through other means, 0.5% He learned about it through advertisements, as can be seen in graph 3.

Chart 3: Survey on the Media Outlets through which PROERD became known.



Source: Prepared by the Authors (2025)

When asked by school professionals if the school had been served by PROERD (Educational Program for Resistance to Drugs and Violence), they were asked if the school had been served by PROERD.

In the last two years?

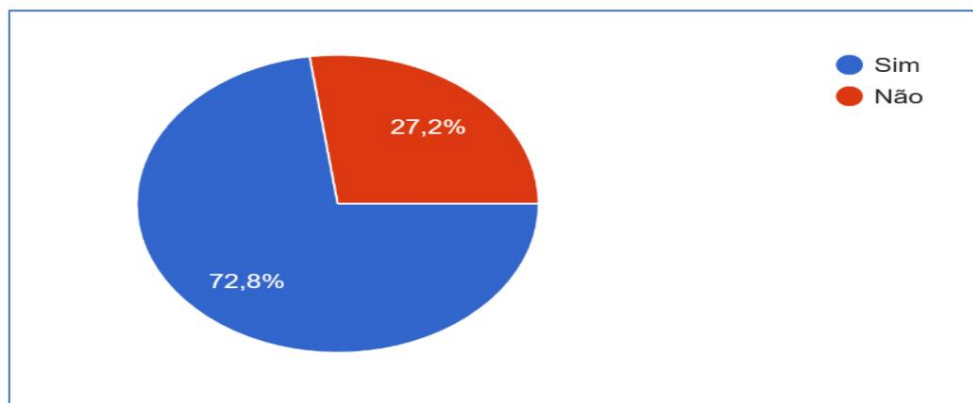
Of the 202 respondents, 72.8% answered yes, and 27.2% answered no, as shown in the... graph 4.

Over the years, there has been a decrease in PROERD program attendance in schools. This This was due to a decrease in the number of instructors who performed this work. Some were Some were reassigned to other police units, and others asked to leave the program, less so.

The effective measure resulted in fewer visits to schools.

The pandemic period was also another factor that contributed to the occurrence of...
A decrease in attendance at schools due to the quarantine regime. Just like the schools
They adopted the virtualized (online) classroom strategy, and PROERD also adopted this strategy.
and will now take place online.

Chart 4: School services provided by PROERD in the last 2 years:



Source: Prepared by the Authors (2025)

Regarding how PROERD could gain greater visibility in society, 46% of
Respondents indicated that this was done through giving lectures in schools. See graph 5.

As Barcelos (2024) states, education is intrinsically rooted, a
since it is the foundation of any society and has never been so discussed and demanded, requiring
that its professionals are not only capable of institutional practice, but also of uncovering new [scenarios/developments].
Technologies and challenges that are part of the complex daily life of schools.

At times, such as during lectures and training courses, we encounter experiences and
diverse perspectives, which provide important moments for reflection and learning, in addition
to provide meaningful tools that contribute to the development of skills that
They nourish our personal and professional universe and curriculum.

Regarding the delivery of lectures in schools, a preview of the...
The program will include a brief presentation and, at the end, formalize the partnership between PROERD and the organization, so that...
The program can be implemented as needed or as urgently required for drug prevention in
school community.

Regarding the use of social media in dissemination, 23.8% responded that PROERD,
Through digital platforms, you can gain greater visibility in a short period of time.

According to Schiavi *et al* (2021), the growth of social networks has provided opportunities for the dissemination of
Specific research and work that was previously confined to closed institutions, companies, and groups.

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Facebook has become one of the most important and interesting tools for social interaction, because

In addition to its popularity and widespread reach, it has mechanisms that allow for the evaluation of its impact and of the growth of certain publications within a group through graphs that allow the

To measure your progress in social media views. This type of tool is also interesting.

because it allows the group to have a level of scientific dissemination guidance through networks.

Social factors are proving to be positive or negative, also allowing for an understanding of how much the scope of viewing a given subject.

According to 18.8% of respondents, PROERD could be better promoted through... advertisements on radio and TV, as shown in graph 5.

According to BICALHO (2024), broadcasting on local open TV channels can be advantageous, as it can to engage the viewer's senses, since it makes it possible to involve the 5 senses through the

Possibilities of visual language, sound effects, and soundtracks. Free-to-air TV allows for segmentation.

Geographic distribution of the commercial is limited to the region of interest. When evaluating audience reach, penetration, Depending on the qualifications and profile of programs and vehicles, it is possible to tailor your communication accordingly.

Target audience: age range, social class, gender (male or female), education level,

Reaching a specific demographic segment. However, advertising on TV has its disadvantages: one

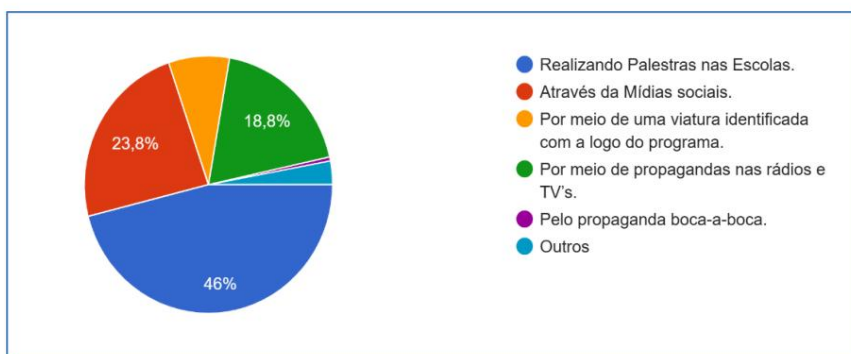
A single insertion does not result in absorption. Repetition and even continuity are necessary for absorption.

To trigger *recall* and assimilation of the message. It's not cheap to air on TV. Nor is it inexpensive.

The cost of production for TV.

Meanwhile, 7.9% of respondents said that the DARE program could gain visibility through... vehicle identified with the Program's logo.

Figure 5: How PROERD can gain greater visibility.



Source: Prepared by the Authors (2025)

Currently, PROERD does not have vehicles with the program's logo to carry out its activities.

The instructors' commute to the schools they serve. Generally, the instructor uses their own car.



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The trip, either private or by public transport, taxi or Uber, with the costs being covered by the individual pocket.

When asked about which strategies would improve preventive policing

Regarding the PROERD program in the school community, 64.9% of respondents said it could be improved by... through the training of more PROERD instructors.

The training of professionals is carried out by teams of police officers who already work in the Program. and possess extensive experience with the methodology and guidelines established by the Coordination.

National, responsible for ensuring the uniformity of procedures and the matrix of the Program.

belonging to DARE. The course has a duration of 120 hours, and participants are qualified to...

Working with children, youth, and adults. After approximately two years of experience, the instructor...

He will be eligible to become a Mentor police officer, he will undergo 40 hours of training and at the end of this

The course will enable participants to train new police instructors and mentor them.

They must also maintain contact with the school and a commitment to the education of new children.

The Master/Facilitator police officer rank is the highest level in the Program, achieved after 40 hours of further training.

Master police officer will now perform the duties of training new instructors and new officers.

Mentors can assume administrative and managerial roles within the Program and, eventually, may...

to work in the classroom (PMAM, 2024).

Some schools suggested that PROERD extend its services to other schools.

8th and 9th grades of elementary school II, as well as high school, since it encompasses the age phase of

Adolescence is a phase of discovery, new experiences, and strengthening friendships. It is during this phase that young people begin to lose their way to the world of drugs and crime.

Evaluating the aspects addressed in graph 6, 18.3% responded that they would improve their...

The visibility of the PROERD program can be achieved through the ongoing training of police instructors.

According to PROESC (2018), continuing education refers to a learning process and

professional development of educators, with activities and initiatives aimed at

updating, improving and acquiring new knowledge, skills and competencies

necessary for teaching practice. This process can be carried out in various ways, such as courses.

intensive or short-term lectures, workshops, training sessions, or any other system that serves

To keep professionals updated on current issues. Continuing education is a way

to ensure the presence of more prepared and qualified professionals in the classrooms. To offer the

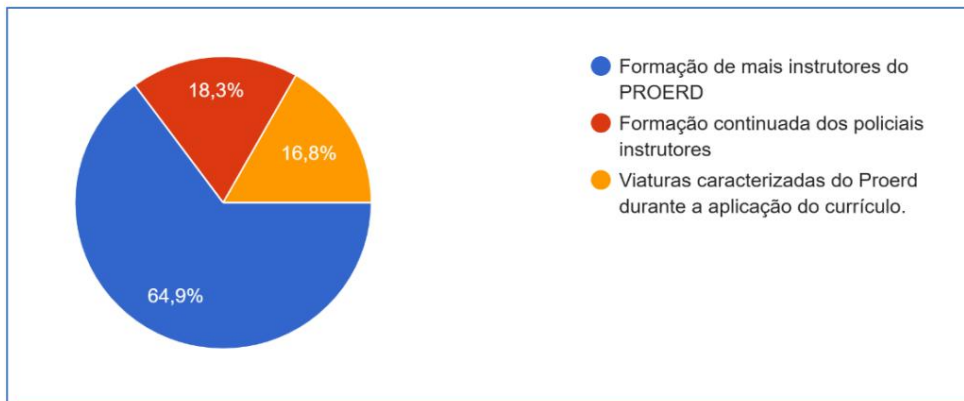
Ongoing training for teachers and instructors is also a way of recognizing...

and to value this profession, improving motivation and ensuring the engagement of the workforce.

instructors for the Program.

For 18.8% of respondents, the improvement in the visibility of PROERD is achieved through PROERD themed vehicles during curriculum implementation.

Figure 6: How can PROERD improve its visibility?

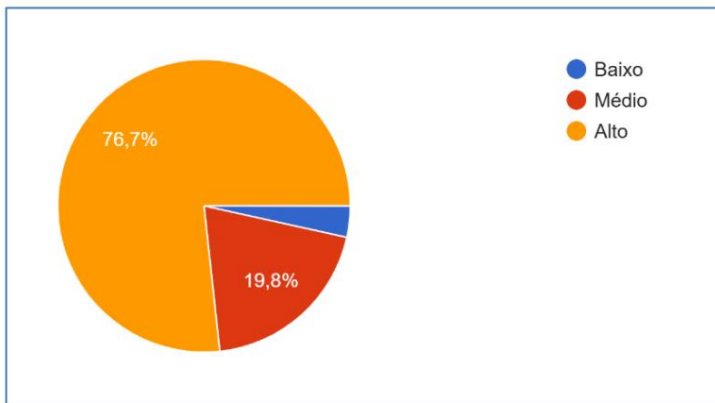


Source: Prepared by the authors

When asked what impact the presence of PROERD vehicles nearby or in front of the school during the service, 76.7% responded that the impact is high.

The presence of a police car in front of schools has a significant impact on... The school community and surrounding area, as it has the capacity to inhibit sales and consumption of narcotics near these. Young people studying in schools still have the thought that if it is a person commits an illegal act, they can be arrested or they will have "problems" with the law, with their parents, or family members.

Graph 7: Impact of the presence of the PROERD vehicle in front of the school and its surroundings.



Source: Prepared by the authors

A police vehicle is not just a means of transportation that enables movement in strategic points in cities and rural areas, under the assumption that their presence is a factor that inhibits Criminal activity. The presence of visible policing tends to increase the feeling of security public by the population (ALMG, 2024).

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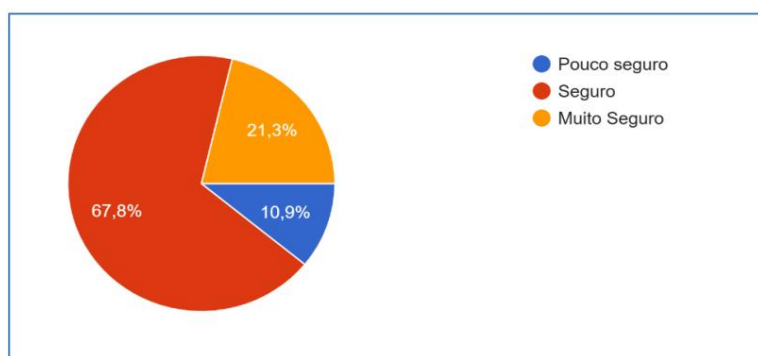
When the school community and surrounding area were asked if they felt

Regarding the presence of the DARE program in schools, 67.8% feel safe, while 21.3% feel very safe. Safe and only 10.9% somewhat insecure, as shown in graph 8.

Preserving public order requires public policies and immediate preventive actions.

and restorative measures to normalcy, among which the role of the uniformed police stands out. According to Article 144 of the 1988 Federal Constitution defines military police in Brazil as the public security forces of the member states whose function is visible policing and the preservation of the public. public order.

Chart 8: The presence of PROERD brings security.



Source: Prepared by the Authors (2025)

The presence of Military Police officers in schools, for the implementation of the Program, seeks in its genesis, to minimize the numerous problems related to Public Security, interacting with citizens in society, strengthening the triad: POLICE, SCHOOL and FAMILY (PMAM, 2024).

FINAL CONSIDERATIONS

Analyzing the current socio-political scenario with the increasing rise in crime, distancing Keeping young people away from the world of drugs through education and information is a more effective way to... To take preventative measures.

Since its creation, PROERD has guided many young people in schools to do good. Choices arise in a scenario where the supply of legal or illegal drugs occurs routinely. However, for this program to show improvements in the approach to visible policing... Preventive measures, aimed at providing greater visibility and integration of the Military Police, are necessary. A combination of factors such as: training more PROERD instructors, because the greater the number Instructor training, more schools served, and subsequent follow-up with those schools. continued training for veteran instructors, focused on updating, improving, and acquiring skills. new knowledge, skills, and competencies are needed to participate in the program. The use of vehicles marked with the PROERD logo around the participating schools, because...



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The presence of visible police officers deters criminal activity and tends to increase the feeling of security.

publicly funded by the population.

The availability of specific SEGs (lesson and/or lecture services outside of regular hours) (normal) for military police officers, PROERD instructors would be more attractive to other police officers seeking to become part of the instructor team is certainly an incentive for the police officer who This already makes it so that the faculty stays at the Unit for much longer. The SEGs are also a A way to recognize and value the professional, motivating them to remain in the program.

Good publicity for PROERD, whether through social media or by other means, is useless.

Through lectures alone, a solid, qualified team with a sufficient number of instructors to meet the program's high demand will not be viable. Investment is needed in...

training, capacity building, resources and personnel, and reassess the program in order to address the weaknesses.

Strengthen the positive aspects.

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