



FOR EVERY CHILD, HOPE
UNICEF@70: 1946–2016

unicef  | for every child

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Designed by soapbox, www.soapbox.co.uk

Front cover image In one of the earliest photographs from the UNICEF archive, reflecting efforts to assist children in Europe after World War II, a boy holds a UNICEF-supplied blanket in the north-western Greek town of Castoria.

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Back cover image Siblings embrace in Dien Bien Province, Viet Nam, where they attend a school supported by UNICEF to give remote villages and ethnic minorities access to quality education, in 2016.

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WORKING FOR EVERY CHILD SINCE 1946

11 December

The United Nations International Children's Emergency Fund is created by the General Assembly to provide supplies and assistance to children after World War II.

UNICEF becomes a permanent agency in the United Nations system.

The United Nations adopts the Declaration of the Rights of the Child.

World leaders vow 'Health for All' through the delivery of primary health care.

The Child Survival Revolution is launched with GOBI: 'G' for growth monitoring, 'O' for oral rehydration therapy, 'B' for breastfeeding and 'I' for immunization.

UNICEF supports children affected by war and HIV/AIDS.

1946

1947

1953

1954

1959

1965

1975

1978

1979

1980

1982

1984

1988

1989

UNICEF: AGENCY FOR CHILDREN

The first UNICEF National Committee is established, and UNICEF prints its first greeting card.

American entertainer Danny Kaye becomes UNICEF's Ambassador-at-Large.

THE DEVELOPMENT DECADES

The India Mark II water pump is invented, transforming village life.

The United Nations declares the International Year of the Child to increase awareness and spur action on children's rights.

CHILD SURVIVAL AND DEVELOPMENT

UNICEF and partners work to fight famine in the Horn of Africa and Sahel regions.

'Education for All' means girls as well as boys.

1947-1965

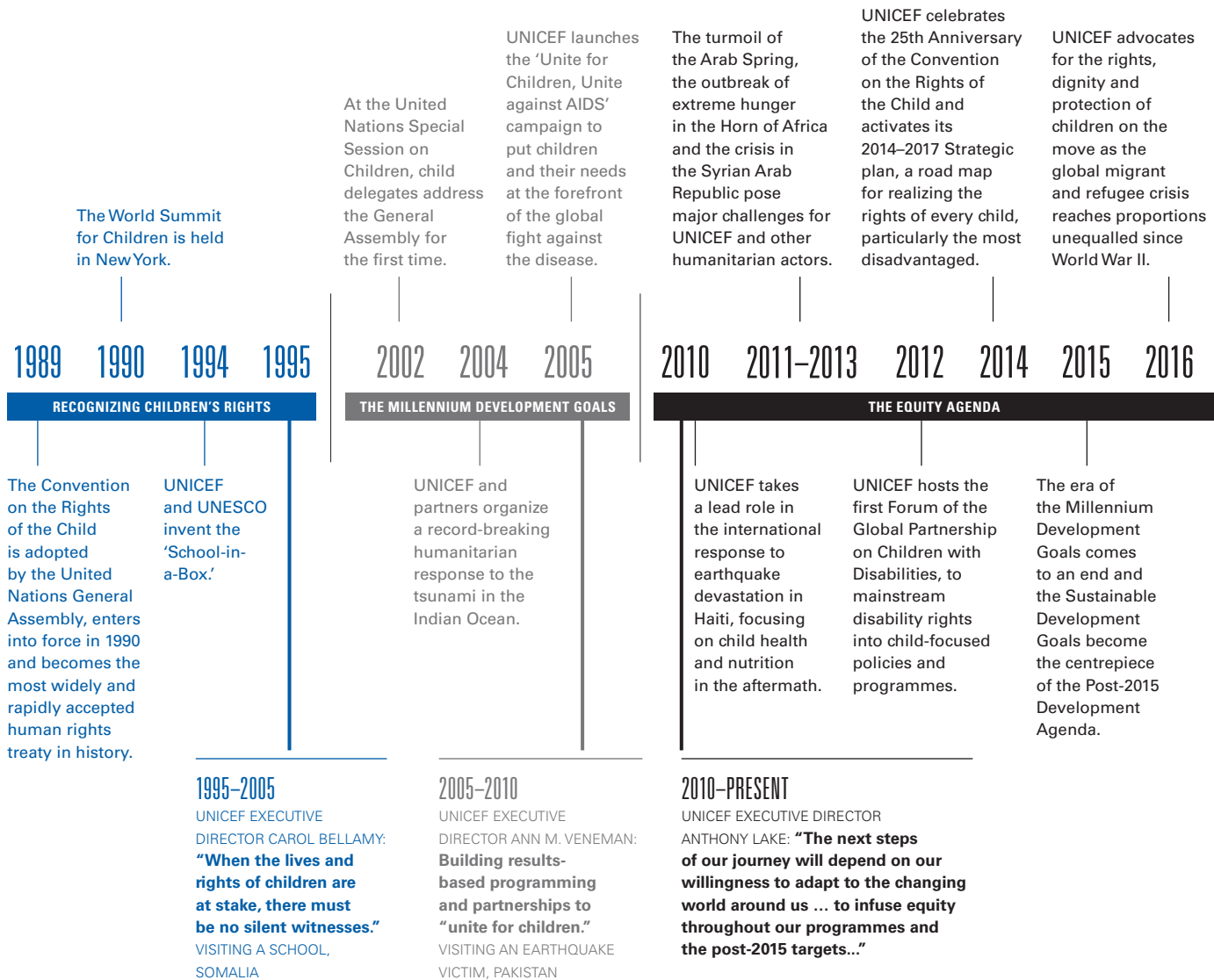
UNICEF'S FIRST EXECUTIVE DIRECTOR, MAURICE PATE: "There are no enemy children." SWEDEN

1965-1979

UNICEF EXECUTIVE DIRECTOR HENRY LABOUISSIE: "The welfare of today's children is inseparably linked with the peace of tomorrow's world." ACCEPTING UNICEF'S 1965 NOBEL PEACE PRIZE, NORWAY

1980-1995

UNICEF EXECUTIVE DIRECTOR JAMES GRANT: "We need to give children's essential needs a 'first call' on society's resources." THE LAUNCH OF OPERATION LIFELINE SUDAN



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Girls play outside the Angela Landa Primary School in Havana, the capital of Cuba, in 1995.

© UNICEF/UNI53115/BARBOUR

FOREWORD

“The hope of the world rests in the coming generations.”

With these words in 1946, the General Assembly recommended the establishment of the United Nations International Children’s Emergency Fund, UNICEF, to safeguard the lives of children struggling to survive in the aftermath of World War II – and in doing so, to help rebuild destroyed societies and restore hope for a better future.

Our organization has worked to live up to the trust that was placed in us 70 years ago to promote the rights and protect the well-being of all the world’s children, wherever they live, and whatever the domestic politics or international policies of their governments. Many highlights of that work appear in the pages of this special publication.

They tell a story – the story of UNICEF’s determined work to close the gap between everything we imagine for children and all that we have not yet been able to achieve for them.

It is the story of thousands of courageous, committed people who have worked relentlessly in some of the world’s toughest places to reach the most vulnerable children... of government partners, donors and supporters from around the world who have provided critical resources and constant encouragement to reach our common goals for children... of innovators who have developed new ways to save and improve children’s lives... of Goodwill Ambassadors, who have used their talents to bring help and hope to children in need of both... and of advocates who have spoken out fearlessly for the cause of children.

Most of all, these pages tell the story of the millions of children whose bravery and resilience have inspired us for 70 years. In conflicts and crises, through poverty and deprivation, despite discrimination and exclusion, children have the capacity to play, to smile and, above all, to hope for a better future.

UNICEF’s 70th anniversary is an opportunity to recommit ourselves to fulfilling that hope, for every child.

Children are our mission. And the “hope of the world” still rests on them.



Anthony Lake
Executive Director


A volunteer and the boy he is carrying, both refugees from the Syrian Arab Republic, share a laugh as other refugees arrive on the Greek island of Lesbos in 2015.

© UNICEF/UNI197517/GILBERTSON VII PHOTO





INTRODUCTION THE UNICEF STORY



In December **1946**, faced with the reality of millions of children suffering daily deprivation in Europe after World War II, the General Assembly of the United Nations announced the creation of a new entity, the United Nations International Children's Emergency Fund (UNICEF), to mount urgent relief programmes. In keeping with the ethos of the United Nations, UNICEF would provide aid without discrimination due to race, creed, nationality, status or political belief. The sole condition made by Maurice Pate upon his appointment as the organization's first Executive Director was "that it include all children" from both Allied and "ex-enemy countries."

Seventy years later, as Europe copes with a refugee crisis not seen since UNICEF was founded, the organization remains an ever-present advocate for children's rights. It is uniquely positioned among humanitarian and development agencies to respond not only to the needs of children displaced by disaster and armed conflict, but also to work for a better future for all children.

UNICEF believes that there is hope for every child. The conviction that every child is born with the same inalienable right to a healthy, safe childhood is a constant thread through the history of the organization. Its continued viability depends on applying past lessons learned to the challenges ahead, and harnessing the power of innovation to solve tomorrow's problems. As envisioned by current Executive Director Anthony Lake, this will require a "willingness to adapt ... and find new ways to realize the

rights and brighten the futures of the most disadvantaged children around the world."

UNICEF's mission focuses on the whole child – including that child's mental and physical health, and his or her access to education, legal and social protection, safe water and sanitation, and more. UNICEF understands that the spiral of poverty, disease and hunger stifles global development and leads to violations of children's human rights. Those rights guide UNICEF's work towards a world where every child has a fair chance in life.

As an emergency responder, a champion of child rights and a force for equitable development, UNICEF has a long record of success. Its work is quantitative: In the **1980s**, UNICEF led a global challenge to reduce childhood deaths and – along with many allies – succeeded beyond the most optimistic projections. Its results are qualitative:



Girls rest in their beds in an orphanage assisted by the United Nations in Zagreb, located in what is known today as Croatia, in 1945.

© UNICEF/UNI43089/UNKNOWN



Girls share books and a bench after class in their UNICEF-assisted school in Karachi, Pakistan, in 1983.

© UNICEF/UNI46382/ISAAC

UNICEF believes that children should not only survive but also thrive in their households, classrooms and communities.

Were it not for the gains achieved from the post-war years to the present, UNICEF could not realistically imagine a future in which every girl and boy has a fair chance to survive and enjoy a safe and healthy life. This goal is at the heart of UNICEF's equity agenda, which gives priority to the most disadvantaged children and families – not just because it is the right thing to do but also because healthy, productive households and communities are a strategic requirement for sustainable development and global stability.

For 70 years, UNICEF has honed its expertise in improving child survival, health and well-being. The organization has benefited from advancements in medicine, health care, nutrition, and water, sanitation and hygiene. It has contributed its own advances to these and other sectors as well. Human ingenuity and design innovation are trademarks of UNICEF, which has pioneered simple but high-impact interventions for decades – from the distribution of pasteurized milk in its early years to the use of mobile phones to monitor the health and nutrition of children in remote locations today.

The UNICEF story can be told through many lenses because its influence cuts across multiple sectors. Through our Country Offices and National Committees, we work with partners in 190 countries and territories to advance child-friendly social policies. In programme countries, this work is guided by agreements with governments that stress national priorities for children.

The following pages provide highlights of UNICEF's impact on generations of children

and young people. These are among the successes UNICEF celebrated, the lessons it learned and the achievements that built its global reputation as the leading partner and advocate for child rights. Interspersed among the historical milestones are a series of brief profiles – stories of hope – about people whose lives have been saved or transformed by UNICEF programmes.

Taken together, all of these stories and highlights provide a look back at UNICEF's first seven decades and – because past is prologue, even in a rapidly changing world – a preview of challenges and accomplishments to come.

THE UNICEF STORY CAN BE VIEWED THROUGH MANY LENSES BECAUSE ITS INFLUENCE CUTS ACROSS MULTIPLE SECTORS IN 190 COUNTRIES AND TERRITORIES.

CHAMPIONS FOR CHILDREN

Within a year of UNICEF's founding as the United Nations International Children's Emergency Fund in **1946**, the Governments of the United States and Canada had made substantial financial contributions to its operations. Another 46 national governments followed suit in the next few years.

In **1953**, the United Nations General Assembly gave the organization a permanent mandate and a shorter name. However, as the United Nations Children's Fund, UNICEF continued to operate under its founding acronym and the banner that the world had come to associate with child well-being.

Delegated to serve the long-term needs of children throughout the developing world, UNICEF expanded its operations. A growing network of National Committees in donor countries supported UNICEF's mission and raised vital funding.

Thanks in large part to the movie star Danny Kaye, the agency's first Ambassador-at-Large, UNICEF became

a 'celebrity' in its own right. Hundreds more Goodwill Ambassadors – from Audrey Hepburn and Sir Roger Moore to Angélique Kidjo and David Beckham – would follow in Kaye's footsteps.

In **1959**, UNICEF's mandate gained further traction when the United Nations General Assembly adopted the Declaration of the Rights of the Child, the first international codification of children's rights to protection, education and health care.

Six years later, UNICEF's contributions were recognized with the **1965** Nobel Peace Prize. On accepting the honour, Executive Director Henry Labouisse told the committee: "You have given us new strength."

UNICEF's commitment to children was again at the global forefront in **1979**, with the United Nations International Year of the Child. UNICEF leveraged this historic moment to urge governmental policies guaranteeing children's rights.

In **1989**, the United Nations General Assembly adopted the Convention on the Rights of the Child. As the first global set of standards for protecting children from exploitation, abuse and neglect, the Convention became the most widely and rapidly accepted human rights treaty in history – and the cornerstone of UNICEF's global advocacy efforts.

On the strength of the Convention, UNICEF lent its voice to the call for

the first-ever World Summit for Children, attended by 71 Heads of State and Government, and other senior officials from countries around the globe. The **1990** Summit culminated in an action plan setting specific goals for child survival, health, nutrition, education and protection over the ensuing decade.

With the new millennium, UNICEF continued to place children's needs at the top of the world's agenda. The **2002** Special Session on Children was the first United Nations General Assembly session devoted exclusively to children – and the first to include young people as official delegates. This session ushered in a period of close attention to child-centred targets within the Millennium Development Goals (MDGs).

When the MDG era came to an end in **2015**, UNICEF and partners advocated for the next set of global goals to be more child-focused. The Sustainable Development Goals (SDGs), with their explicit pledges of protection and social inclusion for all girls and boys, show that these advocacy efforts were effective. The world increasingly recognizes the link between greater equity for the most disadvantaged children and the long-term social and economic development of any society.



UNICEF Ambassador-at-Large Danny Kaye playfully tugs on a girl's ponytail during a 1954 visit to the primary school he attended as a child in Brooklyn, New York City.

A toddler rests her head near collapsed homes
in Jérémie, Haiti, a week after Hurricane
Matthew struck the country in 2016.

© UNICEF/UN035311/LEMOYNE



A photograph of a destroyed village. The foreground is filled with grey rubble and debris. In the background, there is a large plume of white smoke rising from the ruins. A person in a white shirt is visible in the middle ground, partially obscured by a semi-transparent white box.

ONE

HUMANITARIAN
ACTION FOR
CHILDREN
AT RISK



Bangladeshis watch as crew members unload UNICEF-supplied blankets from a transport plane as part of a United Nations relief and rehabilitation programme in 1972. © UNICEF/UN04123/OCKWELL

Natural disasters, armed conflict and the silent emergency of famine and disease continue to affect children worldwide – particularly those already burdened by poverty and disadvantage. Since its founding, UNICEF has never stopped responding to such crises.

By breaking down the barriers between urgent humanitarian action and sustainable development work, UNICEF aims to strengthen systems that provide critical services to children and families before, during and long after the onset of crises. With this support, communities can be better prepared for emergencies and more resilient when disasters strike.

In the late **1960s**, two consecutive years of drought and failed harvests created famine conditions in Bihar, India. The crisis necessitated unprecedented relief efforts, to which UNICEF contributed a convoy of 50 vehicles and a fleet of 500 motorbikes carrying food supplies. Looking beyond the immediate concern of emergency food distribution, UNICEF worked closely with the Government of India to lay the groundwork for future food security.

Because immediate relief efforts overlapped with longer-term water and nutrition interventions, the 1967 Bihar famine provided India with the opportunity to transform itself from a food-deficit country to one with the capacity to sustain its own population. There has not been a major famine in India since, although malnutrition and poverty persist.

Around the same time, a catastrophic civil war in Nigeria, better known as the Biafran War, tested UNICEF's ability to operate in the midst of armed conflict. By adhering to a strict policy of political neutrality, the organization was able to stay in Nigeria when other relief organizations were ejected – and even persuaded the government to allow emergency food drops within the Biafran enclave.

The lessons of the conflict in Nigeria informed UNICEF's massive relief efforts on the Thai-Cambodian border in **1979**. After four years of rule by the Khmer Rouge, millions of Cambodians fled. Impromptu camps along the border soon swelled into a refugee metropolis. As the lead agency for border operations, UNICEF provided the necessary foundation – from shelter and clean water to seeds and farm equipment – to allow a fresh start for uprooted children and families.

In places where conflict is chronic and enduring, UNICEF has taken special measures to negotiate a temporary halt to hostilities so that basic services are not interrupted. These so-called Days of Tranquillity – the first of which were negotiated in El Salvador in **1985** – have allowed for steady immunization coverage even in times of war. In many countries, they have been virtually

the only way to protect the health of children at risk.

In the decades since the first Days of Tranquillity, UNICEF has continued negotiating humanitarian access amidst conflicts in countries such as Afghanistan; Angola; Chechnya, Russian Federation; Sri Lanka; and the Sudan.

UNICEF tackled another humanitarian challenge, famine in Africa, in **1984**. That year, the organization launched a US\$50 million international appeal – later revised to US\$67 million – to address drought and famine in 21 countries in the Horn of Africa and the Sahel. Similar operations have mitigated malnutrition and disease on the continent since then, most recently in **2011** and **2012**.

Beginning with its adoption in **1989**, the Convention on the Rights of the Child had tremendous implications for UNICEF's work in emergencies. In particular, it brought a sharper focus on child protection from violence, abuse and exploitation as an integral part of crisis response.

Humanitarian emergencies in Central and Eastern Europe and the Commonwealth of Independent States – ranging from flooding to civil conflict and economic collapse – saw a spike in the number of countries receiving UNICEF emergency aid in the early **1990s**. It was during this period that the children of the former Yugoslavia became victims of a sudden descent into conflict and ethnic violence. In the aftermath of the country's dissolution, UNICEF helped local authorities reopen schools and train local professionals to identify and assist children with post-traumatic stress.

These endeavours had a sobering resonance: Yugoslav children had been among the recipients of UNICEF's first emergency aid shipments after World War II.

In **1993**, the UNICEF Supply Division in Copenhagen – site of the largest humanitarian warehouse in the world – handled more than US\$112 million worth of supplies for regular and emergency programmes serving children and women. (In comparison, the total value of supplies and services procured by UNICEF worldwide in **2015**, and delivered through Copenhagen and other supply hubs, was US\$3.4 billion.)

UNICEF supplies were put to good use in the wake of the **1994** Rwandan genocide, when a massive airlift by Western military contingents delivered thousands of tons of relief supplies. Though the international community failed to respond quickly or strongly enough to prevent the mass killing, UNICEF and partners helped protect unaccompanied children in its aftermath. And as armed conflicts escalated throughout the region and displaced millions, UNICEF-supported relief centres provided shelter, clothing, safe water and sanitation, nutrition, education and health care for the refugees – two thirds of whom were children.

In the new millennium, UNICEF took advantage of a long overdue, if fleeting, peace in Afghanistan to emphasize the importance of education in times of emergency. When the fall of the Taliban in **2001** allowed many children to resume their education, UNICEF supplied materials for 93 per cent of the country's 3,000 schools. This meant that 3 million children were able to enrol. One third of those students were girls, a major achievement in a country where, in the **1990s**,



An older child lies beside a sick baby inside a tent at a UNICEF-assisted camp for displaced people in south-western Rwanda, after the genocide in that country in 1994. © UNICEF/UNI55078/PRESS

A girl who lost her parents in the 2004 Indian Ocean tsunami rides her bike home after classes at a child-friendly school built with UNICEF's help in Aceh Province, Indonesia.

© UNICEF/UNI6311/ESTEY





only 5 per cent of primary-school-aged girls attended school.

In Afghanistan and around the world, equal access to quality education for girls – particularly in communities prone to long-standing gender bias and exclusion – has been a central priority of UNICEF programming, including its emergency response efforts. In the case of Afghanistan, UNICEF and the Ministry of Education used community education and alternative learning programmes to get more girls in school in selected districts. Since community schools are based on local demand and easy access, more girls were able to attend and – in some cases, at least – study long enough to complete their primary education.

Meanwhile, the Indian Ocean tsunami that struck more than a dozen countries in December **2004** challenged humanitarian assistance models to an unprecedented degree. The disaster left more than 200,000 people dead or missing across Asia and Eastern Africa. Hundreds of thousands more were displaced. UNICEF and partners organized a massive response. During the three years when UNICEF implemented tsunami recovery programmes, it touched the lives of more than 6 million children and women.

In **2005**, the Inter-Agency Standing Committee – a global forum of humanitarian partners – implemented a new ‘cluster’ approach to delegate longer-term responsibility for water, sanitation and hygiene (WASH), health, nutrition, education, protection and other interventions in humanitarian crises. Under this approach, a lead agency was designated for each sector. UNICEF became the lead agency for WASH and nutrition, and co-lead for education. It also became a focal point for child protection and a co-lead on preventing and responding to gender-based

violence, together with the United Nations Population Fund (UNFPA).

In the context of broader humanitarian reform, the cluster approach aimed for better coordination and accountability during emergencies. It is still in effect today.

UNICEF's crisis response work is guided by its Core Commitments for Children in Humanitarian Action, a framework for protecting the rights of children affected by crises. UNICEF developed the commitments to enhance its response to the urgent needs of children in emergencies. They include short-term, critical action on health, nutrition, WASH and child protection – plus long-term planning to 'build back better' so that communities are better prepared for future crises. Delivering on core commitments has been the basis of every crisis response of the past decade, including the catastrophic **2010** earthquake in Haiti and the flooding in Pakistan later that year.

In **2014** alone, UNICEF responded to 300 emergency situations in 98 countries. Among them were three major humanitarian crises in different parts of the world: In Southeast Asia, Typhoon Haiyan put millions of children at risk of water-borne diseases and other threats; in West Africa, the Ebola crisis took a heavy toll and prevented 5 million children from attending school; and in the Syrian Arab Republic, a brutal conflict broke out, forcing families into flight in a harrowing pattern that continues today.

UNICEF has been closely involved in the international response to the Syrian conflict. Its response is strategically led from neighbouring Iraq, Jordan, Lebanon and Turkey, which are hosting millions of refugees. Although delivery of aid inside the country poses great risks to humanitarian workers, it has continued.

In **2015**, UNICEF helped provide access to safe water and improved sanitation for more than 10 million Syrians affected by the conflict. These efforts ranged from water trucking to repairing and maintaining damaged water systems – as well as drilling wells and providing disinfectant for water treatment in most of the country. Providing safe drinking water and basic sanitation in the Syrian Arab Republic and other countries in conflict helps to prevent disease and saves children's lives.

UNICEF also delivered vaccines and other health supplies – along with education materials – to Darayya, a community of about 4,000 people just 7 kilometres from Damascus, the Syrian capital. The town had been besieged for more than four years. The deliveries were part of two joint convoys with the United Nations and the Syrian Arab Red Crescent.

Humanitarian action was UNICEF's sole mission in the early years. Emergencies still comprise a large part of its operations. Many of these are the same sudden disasters and escalating conflicts that have tested UNICEF and its partners for decades. Other humanitarian challenges like environmental degradation and climate change, although relatively new, constitute serious threats as well.

Looking ahead, UNICEF regards climate change and the challenges it imposes on vulnerable communities as a development issue that must be tackled now to prevent, or at least mitigate, humanitarian disasters to come. The effects of climate change – including extreme weather events, floods and drought – have a huge impact on disadvantaged children in countries that bear little responsibility for the carbon emissions linked with causing this global crisis.

FOR EVERY CHILD, HOPE

HIBA

Hiba Al Nabolsi is a 10-year-old girl who grew up in the war-torn Syrian Arab Republic and endured an exhausting journey to safety. Today, she lives with her family in a refugee and migrant transit centre in the former Yugoslav Republic of Macedonia, participating in arts activities and language instruction at a UNICEF-supported child-friendly space. Despite memories of the conflict and her family's risky journey across the Mediterranean, Hiba has big dreams and unbreakable optimism. "I know my future is very bright," she says. "I want to become an English teacher and teach children, because all children deserve a good life."

© UNICEF/UN034289/TORGOVNIK






A girl in rural Benishangul-Gumuz, Ethiopia, sits in a 'Model House' involved in a UNICEF programme helping families keep their homes safe, hygienic and child friendly, in 2016.


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TWO

A REVOLUTION
IN CHILD
SURVIVAL
AND HEALTH



When UNICEF became a permanent agency of the United Nations in **1953**, it took on new responsibility for safeguarding child health generally, and not only in the context of humanitarian emergencies. From that point on, UNICEF’s vision of child welfare looked to a more ambitious agenda encompassing child survival and health over the long term.



In Europe, at the end of World War II, children succumbed to tuberculosis in huge numbers. In Asia, yaws – a chronic infection that affects the skin, bone and cartilage – was infecting millions. When the Scandinavian Red Cross found a promising testing and vaccination protocol for tuberculosis, UNICEF funded its expansion to Asia, Africa and the Americas. At the same time, UNICEF was treating yaws in Indonesia and Thailand in a comprehensive campaign that cured 30 million cases by the end of the decade.

The results of these two mass immunization campaigns paved the way for the universal childhood vaccination drives that would become UNICEF’s calling card. Those campaigns were broadened in **1965**, the year UNICEF won the Nobel Peace Prize, when Executive Director Henry Labouisse called upon Country Representatives to identify and partner with community-based initiatives providing maternal and child health services.

As UNICEF worked at the grass-roots level to train local providers and support basic health care, it was in boardrooms and government ministries, advocating for more comprehensive health

services for disadvantaged children and families. In **1978**, representatives of more than 130 countries gathered at Alma-Ata in the Union of Soviet Socialist Republics (now Almaty, Kazakhstan) and agreed to provide primary health care to their citizens. By setting a specific target – “the attainment by all peoples of the world by the year 2000 of a level of health that will permit them to lead a socially and economically productive life” – the health ministers and other leaders in attendance made a statement of political will that had future generations at its heart.

A pivotal moment in UNICEF’s history, and in the modern narrative of children’s health, was the announcement by Executive Director James Grant that it was time for a “revolution in child survival.” In the third edition of *The State of the World’s Children*, UNICEF’s annual flagship report, published in **1982**, Grant insisted that infant and child mortality could be dramatically reduced through four simple and effective measures: growth monitoring, oral rehydration, breastfeeding and immunization – or GOBI. This approach, he argued, would advance human development more rapidly than any technological development or economic policy.



MINISTERIO DE SALUBRIDAD PUBLICA
DEPARTAMENTO DE LUCHA ANTITUBERCULOSA
UNIDAD MOVIL DE RAYOS-X

A health worker in a UNICEF-supplied truck equipped with a mobile X-ray unit prepares to screen Costa Rican children for tuberculosis, in 1952.

© UNICEF/UNI43217/UNKNOW

History proved Grant right. By **1990**, the child survival platform's four planks, each amplifying the others, would prevent an estimated 12 million deaths of children under age 5.

In particular, oral rehydration therapy, or ORT, showed just how effective even simple interventions could be. A basic and affordable solution of salt, sugar and water, ORT had been developed in **1968** and proved effective when it was used three years later to treat cholera in Bangladesh during its War of Independence. Out of 3,700 victims, 96 per cent survived the potentially deadly dehydration brought on by the disease.

Such odds were astonishing when combined with the fact that diarrhoeal diseases like cholera were responsible for more child deaths than any other single cause. Worldwide, ORT contributed to slashing diarrhoeal deaths by half between **1990** and **2000**.

To combat other preventable childhood diseases, UNICEF and partners embarked on a campaign of universal immunization. Turkey launched the test drive for mass vaccination in **1985**, setting up 45,000 vaccination posts and training 77,000 health workers and assistants. To persuade 5 million parents to make sure their children received three doses of combined diphtheria, pertussis and tetanus vaccine – or DPT3 – the government enlisted the nation's most influential and celebrated personalities and the media. Two months later, 84 per cent of the target population had been immunized, proving that universal childhood immunization could be embraced and realized by national governments.

During the rest of the **1980s**, scores of countries embarked on all-out immunization drives in an effort that has been described as one of the greatest logistical mobilizations in peacetime

A PIVOTAL MOMENT WAS THE ANNOUNCEMENT BY EXECUTIVE DIRECTOR JAMES GRANT THAT IT WAS TIME FOR A "REVOLUTION IN CHILD SURVIVAL."



A nurse-midwife weighs a child on a scale provided by UNICEF at a health centre in north-western Ghana, in 1960.

© UNICEF/UN04149/UNICEF/UN04149

history. It succeeded in spite of major cutbacks in social services in many of the target countries, brought on by the decade's economic recession and adjustment crisis. By the early **1990s**, childhood immunization levels had reached 80 per cent globally.

The lessons from that initial mass vaccination campaign in Turkey are still being applied today. Conflict, violence and insecurity in Iraq in the early years of this century, for example, did not prevent UNICEF and its partners from immunizing millions of Iraqi children under age 5 against polio. Since then, UNICEF has been a leader in the drive to eradicate the disease globally by harnessing local and governmental capacities in Afghanistan, Nigeria and Pakistan – the three countries where the paralyzing disease remains endemic at this writing.

In **2009** alone, sustained advocacy in Nigeria produced a turnout of 3 million children for vaccination and a drop in polio cases in the country's most affected regions to a historic low.

An unwavering focus on immunization has also brought the world to the threshold of eliminating another killer disease, maternal and neonatal tetanus, which endangers mothers and newborns as a result of unsanitary conditions during labour and delivery. It became the object of a global elimination campaign beginning in **1989**. In a long-standing partnership with Kiwanis International, UNICEF supported programmes that have helped eliminate the disease in many countries; today there are 19 countries where it persists.

For decades, UNICEF's health interventions have also targeted malaria, which is another disease with an outsized impact on children. In **1998**, UNICEF became a founding member of the Roll

UNICEF'S HISTORY OF HEALTH INTERVENTIONS SHOWS THAT THE AIMS OF THE CHILD SURVIVAL REVOLUTION LAUNCHED THREE DECADES AGO ARE ATTAINABLE.



A poster promoting immunization features an illustration of an East Asian woman giving a child oral polio vaccine, in 1991.

© UNICEF/UNI29914/DAVEY

FOR EVERY CHILD, HOPE

SALAMATU

Salamatu Korsu is only 10 years old, but she has already experienced one of the worst health crises in recent history: the Ebola outbreak in West Africa. She lives in Kenema, a town in Sierra Leone that recorded some of the first cases of Ebola in 2014. After losing her father to the disease, Salamatu – along with her two brothers and their mother – started experiencing symptoms. UNICEF supported the hospital where they were treated, and provided care afterwards. “UNICEF saved us,” says Salamatu, adding that she would like to grow up and get a good job “so I can support my family.”

© UNICEF/UN034077/TORGOVNIK



Back Malaria Partnership, along with the World Health Organization (WHO), the United Nations Development Programme (UNDP) and the World Bank. Roll Back Malaria directly contributes to global advocacy and increased resources for malaria treatment and research – and for the development of preventive technologies, such as long-lasting insecticide-treated mosquito nets, to keep the disease in check.

The Ebola outbreak that struck West Africa during **2014** and into **2015** was a watershed event for UNICEF's health teams. By supporting local health services in Guinea, Liberia and Sierra Leone with staff and supplies, UNICEF and partners marshalled protection, prevention and social mobilization efforts to staunch a massive and rapid outbreak of this highly contagious, lethal disease.

UNICEF's history of health interventions shows that the aims of the child survival revolution launched three decades ago are attainable: Between **1990** and **2015**, the number of children who died before their fifth birthday fell by more than half worldwide. However, an estimated 16,000 children under age 5 were still dying from mostly preventable causes every day in **2015**. The rates of under-five mortality are highest among children from the poorest households and rural areas, and among children whose mothers lack education.

But the role of women in child survival and health goes well beyond maternal education levels. UNICEF's programmes, therefore, are focused on the social inclusion and economic empowerment of all women, including girls, adolescents, mothers and elderly caretakers. This will enable them to not only reduce child mortality and promote child health in their households, but also increase social welfare

within their communities as the economic providers, organizers and leaders they are.

In the years to come, UNICEF aims to narrow the persisting gaps in access to maternal and child health services around the world. It will do so by working to increase gender equality, invest in innovative technologies and strengthen local and national health systems, among a host of other interventions – because every child has the right to a healthy start in life and a fair chance to thrive.




Elementary school children in Athens,
Greece, drink UNICEF-supplied
milk from tin cups, circa 1951.

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THREE

THE ACHIEVABLE
IMPERATIVE
OF NUTRITION



When UNICEF was founded to provide emergency relief to war-ravaged children, it quickly became known as ‘milkman to the world.’ Initially, in the **1940s** and **1950s**, UNICEF’s nutrition assistance consisted primarily of milk for children in schools, clinics and refugee camps – first in Europe and later in Asia, Africa and Latin America. But for the first-ever international organization devoted exclusively to children, the world was about to get much bigger.

In **1961**, the year after 17 African nations celebrated their independence, United States President John F. Kennedy stood before the United Nations General Assembly and called for a ‘Decade of Development.’ In the decade that followed, UNICEF embarked on so-called applied nutrition programmes to improve nutrition through support for horticulture, livestock and small-scale agriculture in developing nations.

Crisis situations still called for urgent measures, however. During the **1967** Biafran War, UNICEF developed a special food for children too weak from undernourishment to feed themselves. The formula, called K-Mix-2, was widely used again in **1970** to feed millions of children caught in Bangladesh’s War of Independence. Today, UNICEF uses ready-to-use therapeutic foods as one key component of its many nutritional operations in emergencies.

In **1968** – recognizing the role that nutrition plays in children’s physical growth and cognitive development – UNICEF resolved to put nutrition education and counselling at the forefront

of local education schemes. To instil a greater sense of urgency, UNICEF joined WHO in a **1972** call for greater state responsibility for maternal and child nutrition as an integral part of primary health care.

In **1982**, the two agencies launched a Joint Nutrition Support Programme (JNSP) to develop demonstrable, replicable means of improving nutrition. The programme reached 29 countries with measures to enhance child health, growth and development, as well as maternal nutrition.

One of the successful initiatives supported by JNSP, the Iringa Nutrition Programme in the United Republic of Tanzania, helped to develop the ‘triple-A cycle’ for addressing malnutrition. Still in use today, this framework sets out a process of *assessment, analysis and action* through which households and local communities take an active role in monitoring and improving the nutritional status of infants and young children.

To provide those children with the healthiest start in life, UNICEF has consistently promoted and



A girl eats a meal prepared by community health workers trained in infant and young child feeding practices with UNICEF's support in Central Java Province, Indonesia, in 2015.

© UNICEF/UN04247/ESTEY



A village midwife helps a mother breastfeed her newborn following a home birth in Inner Mongolia, China, in 1993.

© UNICEF/UNI54288/
LEMOYNE

supported breastfeeding. Specifically, it supports the initiation of breastfeeding within the first hour of life, exclusive breastfeeding for the first six months and continued breastfeeding until age 2 or longer. Breastfeeding and growth monitoring were key planks in the protocol endorsed by UNICEF to reduce child mortality during the **1980s**.

In **1981**, UNICEF and WHO also developed the International Code for Marketing Breastmilk Substitutes. By prohibiting the promotion of substitutes to the general public or through health-care systems, the code aimed to safeguard families against misinformation and commercial pressures that have a negative impact on breastfeeding – and, therefore, on children’s lives and health.

In **1991**, once again in partnership with WHO, UNICEF helped launch the Baby-Friendly Hospital Initiative to support exclusive breastfeeding and maternal health after birth. To date, the initiative has reached hospitals in more than 150 countries.

A series of commitments made during the **1990** World Summit for Children, the **1991** Ending Hidden Hunger conference and the **1992** International Conference on Nutrition led to another emerging priority: stepped-up implementation of nutritional interventions to offset deficiencies in essential nutrients – especially those in iodine, iron and vitamin A.

Iodine deficiency is the primary cause of preventable brain damage in children. It is easily prevented through the use of iodized salt. Since UNICEF and partners began their work on universal salt iodization, the number of countries where iodine deficiency is still a problem has decreased by three quarters.


Vitamin A enhances children’s resistance to disease. Supplements provided to children who are vitamin A-deficient can boost their immunity and reduce child mortality significantly. In **1999**, only an estimated 16 per cent of children in the more than 100 countries facing deficiency received the recommended two annual doses of vitamin A. By **2007**, 72 per cent were receiving the proper amount.

As UNICEF works with its partners to provide the best possible nutrition for every child, it has embraced a community-based approach to reaching the most disadvantaged households with counselling and information on appropriate feeding practices. This approach includes training for community workers and counselling that is tailored to local conditions. It is particularly important in areas where existing health systems are weak.

In addition, UNICEF has been a leader in the expansion of community-based treatment for children who suffer from severe acute malnutrition, or SAM. In the past, inpatient care was recommended for SAM, but in **2007**, UNICEF and WHO endorsed community-based treatment using specially designed, ready-to-use therapeutic foods. This strategy has made life-saving care more accessible to children and families who otherwise would not have access to treatment facilities.

As a major global actor in the procurement of therapeutic food and many other nutrition supplies, UNICEF has also been influential in shifting towards local production and diversified sources to improve the availability, pricing and quality of these products.

More broadly, UNICEF plays a convening role with governments and other partners in the



FOR EVERY CHILD, HOPE

AGAMEMNON

Agamemnon Stefanatos was born in 1953, just after a massive earthquake had ravaged his native island in Greece, killing more than 1,000 people. He survived because of the timely arrival of milk and clothes for newborns that UNICEF had shipped as part of its relief effort. As a newborn baby, Agamemnon's chances of survival were slim, because his mother could not produce the milk needed to feed him. "That is when UNICEF came in," he explains. "They brought us clothes and they brought us milk. That is the reason why I am here today."

global effort to improve child nutrition in the context of both humanitarian action and development work. For more than a decade, UNICEF has been the lead agency for nutrition under the internationally agreed 'cluster' approach to humanitarian crisis response. And it is a key partner in the Scaling Up Nutrition (SUN) movement, which supports nationally driven processes for the reduction of stunting and other effects of malnutrition.

Launched in **2010**, the SUN movement addresses nutrition issues across various sectors – including health, social protection, poverty alleviation, national development and agriculture – with a focus on the 1,000 days covering pregnancy and a child's first two years of life.

The new millennium has seen nutrition high on the global development agenda. The MDGs – adopted by the United Nations General Assembly in **2000** – included the goal of halving the proportion of people who suffered from hunger, between **1990** and **2015**. And at the **2002** Special Session on Children, the General Assembly adopted specific goals for building 'A World Fit for Children.' Among those goals, malnutrition was targeted for a reduction of at least one third by **2010**.

By the end of the decade, global undernutrition rates among children under age 5 had dropped, but not by the level envisioned at the Special Session. By **2015**, the world had achieved a 41 per cent reduction in the stunting rate among children under age 5 compared with **1990**. Still, clear disparities among regions and population groups persisted.

Now more than ever, there is global recognition that good nutrition is key to sustainable

development. Goal 2 of the SDGs adopted in **2015** aims to "end hunger, achieve food security and improved nutrition, and promote sustainable agriculture." But good nutrition is about more than just ending hunger. It is also vital to achieving many SDG targets, including ending poverty, achieving gender equality, promoting healthy lives and lifelong learning, improving economic growth and building inclusive societies.

To help reach those targets, UNICEF's nutrition programmes and partnerships rely on a life-cycle approach, highlighting prenatal and early childhood interventions and the critical role of other sectors such as WASH, health and food security – because good nutrition starts early, and its benefits can last a lifetime.

BY 2015, THE WORLD HAD ACHIEVED A 41 PER CENT REDUCTION IN THE STUNTING RATE AMONG CHILDREN UNDER AGE 5 COMPARED WITH 1990.

A child carries water buckets home from a new tap installed under a UNICEF-supported water supply programme in Faisalabad, Afghanistan, in 1976.

© UNICEF/UN03780/SATYAN





FOUR

TOWARDS
UNIVERSAL ACCESS
TO WATER,
SANITATION
AND HYGIENE



A School Brigade member demonstrates proper hand-washing techniques to fellow students at a primary school in Mymensingh District, Bangladesh, in 2012. © UNICEF/UNI122066/HAQUE

UNICEF's critical work on water, sanitation and hygiene – or WASH – began when the organization added environmental projects to its programme scope in **1953**. This sector became increasingly important to UNICEF and its partners in the following decade, as the focus on global development revealed the long-term needs of vulnerable children and their families.

Beginning in the late **1960s**, a severe drought in India threatened to uproot whole communities unable to secure water from their traditional sources. To prevent the mass evacuation of villagers to refugee camps and overwhelmed communities, UNICEF joined forces with the Government of India and WHO in **1975** to develop the Mark II water pump. This human-powered pump, able to tap shallow water tables, was durable enough to hold up under constant use and manageable for a single person to operate – even for young girls, who are frequently dispatched to collect water. The Mark II is the most widely used handpump in the world to this day.

By **1986**, just over a decade later, UNICEF-supported WASH programmes were in place in some 90 countries, comprising some 71,000 wells tapped with handpumps. Worldwide, approximately 83,000 rural water-supply systems – including piped systems and non-piped schemes such as spring protection, rainwater collection and water treatment plants – were benefiting an estimated 18.7 million people.

Water security was a central platform at the **1990** World Summit for Children, where

advocates asserted that national action and international cooperation could feasibly provide universal access to safe drinking water and sanitation services by 2000.

When universal access did not materialize within that timeframe, UNICEF built new support through public awareness. The world water crisis resonated, in particular, with youth activists. In **2003**, the world heard the demands of a Children's Water Manifesto. Three years later, at the Fourth World Water Forum in Mexico City, young activists from 29 countries challenged leaders to address their concern that 400 million children lacked access to safe water. In their call to action, they issued this challenge: "We, the children of the world, are ready to work with you. Are you ready to work with us?"

In **2007**, the United States Fund for UNICEF launched a creative campaign called the Tap Project to call attention to the glaring gaps in access to safe water and sanitation services around the world. By asking restaurant diners to donate US\$1 for the water that is generally provided at no charge, the Tap Project generated both publicity and funding.

While attaining universal access to safe water and sanitation services remains an important goal, more than half of UNICEF's budget for WASH is currently spent on emergency interventions. Whether sheltering from conflict or from floodwaters, children who lack access to water and sanitation face heightened risks of death and disease. In 2015, 45 million of the 70 million people UNICEF provided with WASH support were in households affected by crisis.

Today, the massive migration of refugees from Africa and the Middle East into southern Europe calls upon UNICEF's emergency WASH knowledge as it provides technical support to the United Nations refugee agency along the main routes of population movement. UNICEF is directly involved in providing WASH services in the home countries of refugees and migrants, including Iraq, the Syrian Arab Republic and Yemen, and in refugee settlement areas in Jordan and Lebanon.

In the twenty-first century, providing safe water and sanitation to the world's children means investing in the poorest and most marginalized first – including children in urban areas. It means strengthening government policies and capacities to deliver sustainable services and changing social norms around issues such as menstrual hygiene management. And it means offering life-changing improvements for millions of children.

UNICEF's innovation labs and partnerships, for example, are working on modern designs for collapsible water containers and improved

A boy uses an eco-toilet, which does not use water, while his mother washes clothes, in a water-deprived neighbourhood of El Alto, the Plurinational State of Bolivia, in 2015. © UNICEF/JUNI189337/GILBERTSON VII PHOTO





water filters. They are also working with the private sector to develop and market high-quality, low-cost sanitation products directly to people in remote rural villages.

Another challenge facing today's children – perhaps the biggest challenge of all – is climate change, which is leading to more frequent and extreme floods and droughts. To help meet this challenge, UNICEF and partners are working with vulnerable communities to adapt to a changing climate and mitigate its effects on water supply and water quality.

UNICEF's programmes in the WASH sector align closely with efforts in other sectors, including health, education and gender. Menstrual hygiene management, for instance, is key to getting and keeping girls in school. When much of the developing world lacks adequate sanitation, it follows that too many schools fail to provide students with clean water, safe toilets or even separate facilities for girls and boys. Without them, girls are more likely to drop out, especially when they reach adolescence.

In many parts of the world with poor access to safe water, girls are doubly impeded by their responsibility to fetch water from distant wells – which exposes them to risks of sexual violence and often interferes with their ability to go to school. To overcome those risks and remove the barriers keeping girls out of school, UNICEF and partner organizations have launched a multi-country WASH project funded by the Government of Canada.

Another important aspect of UNICEF's WASH programmes involves the particular needs of children in urban areas. In **2009**, the world's urban population surpassed its rural population for the first time, and that trend is projected to

accelerate. By **2015**, a majority of the 663 million people using unprotected wells and surface water – and most of the 2.4 billion people without sanitation facilities – were still in rural areas, and the gaps in access to WASH between the richest and poorest urban households were vast. UNICEF and partners are committed to resolving such glaring inequities in the coming years.

UNICEF'S PROGRAMMES IN THE WASH SECTOR ALIGN CLOSELY WITH EFFORTS IN OTHER SECTORS, INCLUDING HEALTH, EDUCATION AND GENDER.



A girl smiles while drinking at a water point in a village in Saravane Province, Lao People's Democratic Republic, in 2015.

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INNOVATION FOR IMPACT

For seven decades, UNICEF has honed its expertise in delivering services for children. During its early years, the organization seized upon important medical and scientific discoveries for its fledgling programmes. Milk pasteurization, iodized salt and protein-enriched foods were key components of UNICEF's nutrition programmes. Life-saving antibiotics and vaccines allowed its health teams to treat childhood diseases and usher in the era of mass immunization.

In time, the sheer urgency of the organization's mission served as a catalyst for design solutions. The India Mark II handpump, designed by UNICEF in the **1970s** to respond to devastating drought in India, is now the world's most widely used human-powered pump. Oral rehydration therapy, the scientific basis of which was discovered in the **1960s**, would not have become the massive lifesaver it is today without UNICEF's systematic adoption of ORT – first to fight cholera in Bangladesh, and then to reduce infant deaths everywhere during the

child survival revolution of the **1980s**. The School-in-a-Box, created jointly with the United Nations Organization for Education, Science and Culture (UNESCO) in **1994** to maintain education in emergencies, is still deployed to refugee camps worldwide and is a recognized UNICEF icon.

Statistical and strategic reporting has been another field of innovation. During the **1990** World Summit for Children, UNICEF agreed to design monitoring tools that would help governments track progress on key indicators of child health and well-being. This commitment led to the development of the child-focused assessments known as Multiple Indicator Cluster Surveys, which have been conducted in more than 100 countries and are considered the largest source of statistically sound and internationally comparable data on women and children.

In the new millennium, UNICEF continues to emphasize the need for cost-saving service delivery, time-saving devices and life-saving products – including solar-powered refrigerators for transporting vaccines, a new generation of HIV treatments, digital apps for children with special needs and many more. In particular, UNICEF has identified the importance of emerging digital technologies to help overcome geographical barriers. Investment in mobile tools and solutions that can be deployed

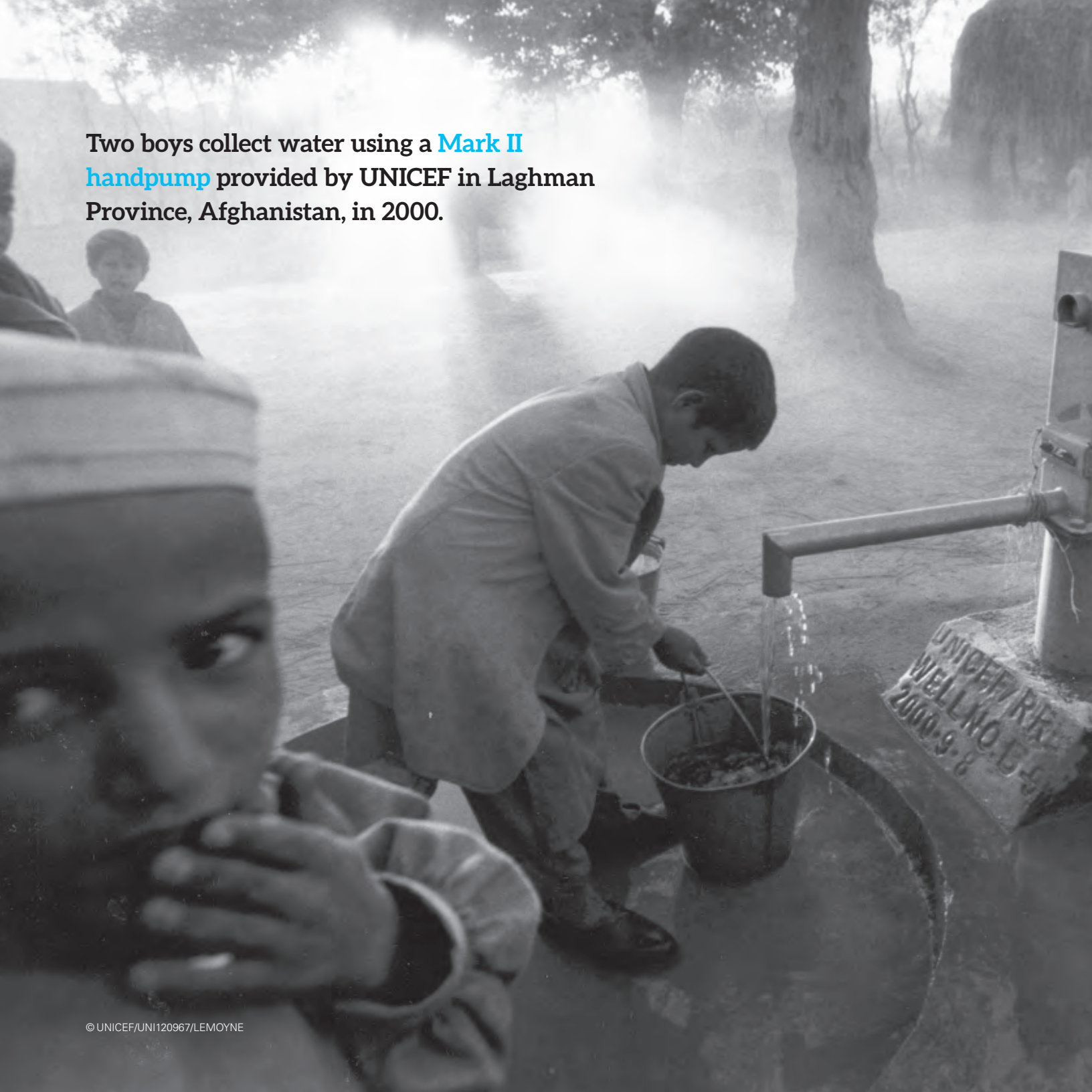
in remote areas, often by people without access to advanced technology, is critical.

In **2014**, UNICEF launched two impactful digital innovations. RapidPro, an open-source platform delivering real-time data, helps governments and development teams connect communities with services. U-Report, a mobile text-messaging service, connects young users to a larger community.

Implemented during the Ebola crisis in Liberia, U-Report proved a powerful way for young Liberians to share information and communicate trends to their government at a time when such communication might make the difference between life and death. In 2015, the service platform reached 1 million active users addressing a wide variety of topics and concerns around the world.

In **2015**, UNICEF established the Global Innovation Centre and the Innovation Fund, a portfolio of investments in UNICEF's most cutting-edge work. With the exception of a few supply products, all of UNICEF's innovations are considered open source and in the public domain. By enabling exponential change in communities with limited infrastructure and resources, UNICEF and its partners in innovation aim to reduce inequities and produce results.

Two boys collect water using a **Mark II handpump** provided by UNICEF in Laghman Province, Afghanistan, in 2000.





Children from an indigenous community stand arm in arm at a UNICEF-supported preschool in Viet Nam's remote Lao Cai Province, in 2009.

© UNICEF/UNI10359/ESTEY



FIVE

A TRANSFORMATIVE
APPROACH TO
QUALITY EDUCATION
FOR ALL

UNICEF regards a child's education as one of the most far-reaching and beneficial investments that a society can make. It was in the **1960s** – the Decade of Development – that UNICEF expanded its focus from health and nutrition to children's broader intellectual and psychosocial needs. For the first time, the organization began to provide funding and other support for formal and non-formal education.

Starting with teacher training and classroom equipment in the newly independent countries of Africa, UNICEF embarked on an ambitious education programme. Its specialists recognized the importance of early childhood and adolescence as two key windows of opportunity for learning and development, and advocated for measures to give children the best start in life.

In **1972**, UNICEF also acknowledged the need for new programme guidelines to include health and nutrition education within school curricula, and to provide child-rearing education for new parents.

During the child survival revolution of the **1980s**, basic adult literacy – and especially women's education – became even more critical to achieving UNICEF's goals. Education was necessary to teach mothers how to recognize basic symptoms of diseases and poor nutrition in their children, and to follow guidelines for infant health and safety. From Bangladesh to Peru and from Nepal to Nicaragua, UNICEF and its partner, UNESCO, scaled up efforts to increase universal basic education and improved literacy for parents.

By **1989**, *Facts for Life* – a booklet on basic health and education needs, published by UNICEF, UNESCO and several other United Nations agencies – was available in 40 languages, with more than 1 million copies in circulation.

In the last decade of the twentieth century, as economic downturns were squeezing national education budgets worldwide, UNICEF stressed the importance of 'Education for All.' A global summit was held under that banner in Jomtien, Thailand, in **1990**. Organized by UNICEF, UNDP, UNESCO and the World Bank, the conference was attended by representatives of 155 governments, along with many NGOs and international agencies. The participants endorsed an expanded vision of basic education and a solid framework of action for the decade. With an emphasis on 'all', UNICEF and partners highlighted the importance of closing the gender gap in primary education.

Great progress has been made in closing that gap. In **2000**, then Secretary-General Kofi Annan launched the United Nations Girls' Education Initiative (UNGEI), a global partnership, and girls' education came into focus as a top



A student writes on a chalkboard at a non-formal girls' school supported by educational materials from UNICEF, in Jalalabad, Afghanistan, in 2000.

© UNICEF/UNI120959/LEMOYNE

priority for development organizations. UNICEF became the host of the UNGEI secretariat and an active partner in its activities. Seizing on a moment of progress and promise, champions of gender equality unleashed a celebration of 'girl power' that found worldwide resonance.

Today, two thirds of low- and middle-income countries have achieved gender parity in primary education. Advocates are now working towards parity in secondary education and grappling with issues related to girls' learning outcomes and opportunities for employment.

Even as girls are championed and encouraged to take advantage of access to education, UNICEF remains concerned about barriers to the classroom for all neglected children. The main barriers are poverty, gender, ethnic minority status, disability, and conflicts and emergencies. Children facing such obstacles need concerted support to overcome them.

Through its child-friendly school model, introduced in the first decade of this century, UNICEF began spelling out ways to improve educational access and quality by making schools more child-centred, engaging and inclusive. Without mandating a one-size-fits-all approach, this model aims to achieve a safe, healthy and holistic environment.

But well beyond providing a quality physical environment, child-friendly schools also strive for quality learning by children who are healthy, well nourished, ready to learn and supported by their family and community. They emphasize quality curricula and materials, quality teaching and learning processes that are child-centred, and quality outcomes providing students with the knowledge and skills they need to fulfil their potential.

In emergency situations, child-friendly structures are at a premium. That's why the 'School-in-a-Box' has become one of UNICEF's most recognized education solutions. Introduced in conjunction with UNESCO in **1994** for children at risk in Rwanda, this portable and easily distributed kit of materials for teachers and students is a critical component of UNICEF's standard humanitarian response.

Education in emergencies helps to minimize long disruptions in learning for children whose lives and sense of security have been upended. In **2015** alone, UNICEF provided 7.5 million children aged 3 to 18 with access to formal or non-formal basic education. Beyond teaching and learning supplies, emergency education programmes focus on temporary learning spaces, school reconstruction and back-to-school campaigns – plus teacher training in psychosocial support and life skills for children affected by crises.

And UNICEF's emergency education efforts do not stop in the aftermath of a disaster or conflict. In **2006**, for example, the Government of the Netherlands pledged US\$201 million towards UNICEF's Education in Emergencies and Post-Crisis Transition Programme to prevent education from becoming a casualty of war. Funds from the programme currently support UNICEF education initiatives in 39 countries and territories emerging from conflict.

Between **1999** and **2014** worldwide, substantial progress in improving access to primary and lower-secondary education allowed 83 million more children to go to school. In recent years, UNICEF has partnered with UNESCO on the Out-of-School Children Initiative to track this progress. The initiative conducts studies that help governments identify out-of-school children and analyse



Young pupils gather around a world map at a combined primary and secondary school supported by UNICEF in Tubmanburg, Liberia, in 2007.

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FOR EVERY CHILD, HOPE

JUAN CARLOS

Juan Carlos was born during the Salvadoran Civil War. Although he and his family were not affected by the violence that tore the country apart, he was maimed in a landmine accident at the age of 5 and lost all four limbs. UNICEF provided him with support and rehabilitation services so he could grow up, graduate from law school, marry and pursue his passion for painting. Juan Carlos credits UNICEF's intervention with changing his life. "UNICEF gave me hope," he says. "I was able to carry on with my life and forget about my disability, and go for my dreams."

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the barriers they face. Since **2010**, 87 countries in all regions have participated in the studies, which are the basis for action plans ranging from targeted interventions to sector-wide changes in national education systems.

But population growth is outpacing progress; 59 million children of primary school age are still not enrolled in school; and for millions who are, the quality of their education is extremely poor. Children continue to be denied an education because of who they are or where they live. Moreover, there is still a lack of understanding that gender equality and social inclusion in education benefit all children – girls and boys alike.

That's why UNICEF and a wide range of partners insisted on equitable, quality education as a topic of discussion leading to the adoption of the new SDGs. As a leader of that global dialogue, UNICEF advocated for the development of a single education goal in the SDG framework, underpinned by measurable targets and indicators that address both equitable access to education and quality learning.

Accordingly, SDG 4 – adopted along with the rest of the global goals in **2015** – calls for inclusive, equitable, quality education and lifelong opportunities for all. The goal is to progressively secure free primary and secondary schooling for all boys and girls, and envisions affordable vocational training accessible to all, regardless of gender or household wealth. This expanded vision for education aims to ensure not only that children are in school, but also that all children in school are learning.

**POPULATION GROWTH IS OUTPACING
PROGRESS; 59 MILLION CHILDREN
OF PRIMARY SCHOOL AGE ARE STILL
NOT IN CLASSROOMS.**



GENDER EQUALITY AND EMPOWERMENT FOR WOMEN AND GIRLS

UNICEF strives to deliver gender-equitable results for women and children, including adolescents, in the countries where it operates. This work is based on the premise that smart, creative strategies and well-resourced solutions can bring about positive change for girls and boys alike – and for their families, communities and countries. Seen in this light, gender equality is not only morally right but also pivotal to achieving sustainable development.

In **1979**, the United Nations General Assembly adopted the landmark Convention on the Elimination of All Forms of Discrimination against Women. That accord and the Convention on the Rights of the Child, adopted a decade later, laid the foundation for UNICEF's programmatic and advocacy efforts on empowering women and girls – efforts that have evolved and accelerated over the years in cooperation with partners at every level, from local to global.

UNICEF's **1994** Policy on Gender Equality and Women's Empowerment provided a platform for advancing

equal rights for girls and boys through its programmes. Starting in **2006**, the organization undertook a major evaluation of the policy's implementation, concluding that it needed an update to respond to new priorities and improve the level of resources devoted to advancing gender equality.

In **2010**, UNICEF updated the policy and adopted an action plan that built on lessons learned in the preceding years and set new benchmarks for success. In **2014**, a new, four-year Gender Action Plan (GAP) took effect. Launched in tandem with the organization's overall Strategic Plan, it positions gender equality as an integral part of UNICEF's work at the global, regional and country levels; it also stresses accountability with relevant indicators for measuring results in all programme areas.

Targeted GAP initiatives provide a holistic framework for girls' empowerment, addressing gender-based violence in emergencies, advancing girls' secondary education,

advocating to end child marriage and promoting adolescent health.

Today, more girls are completing primary school than ever before, and women's participation in both the labour force and politics has risen in many regions. Yet girls and women still face gender-based disadvantage and discrimination on a daily basis. The SDGs adopted in **2015** highlight that continuing issue and set a range of targets to address it.

As UNICEF enters its eighth decade, putting an end to gender discrimination and securing the rights and opportunities of women and girls are among its most urgent priorities. For those who are most at risk of being left behind, gender-responsive programmes in health, protection, education and other sectors offer a chance to reach for their dreams and build better lives for themselves and their communities.

Women and girls in Mumbai, India, participate in the [Building Young Futures](#) programme, supported by UNICEF and Barclays to help them build confidence and sustainable livelihoods, in 2013.

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A woman living with HIV in Mphumalagna Province, South Africa, where she received antiretroviral treatment while pregnant, rests with her son who is HIV-free, in 2013.
© UNICEF/UNI159207/SCHERMBRUCKER





SIX

PREVENTION,
TREATMENT AND
ADVOCACY FOR
CHILDREN AFFECTED
BY HIV AND AIDS

A girl in Port-au-Prince, Haiti, has lunch at a UNICEF-supported shelter that provides care and treatment for children living with HIV or orphaned by AIDS, in 2005. © UNICEF/UNI42190/NOORANI



UNICEF's commitment to HIV and AIDS prevention, treatment and advocacy has evolved over the years, along with international awareness about the social and economic impacts of the disease.

In the **1980s** and **1990s**, as understanding of the scope of the epidemic and effective ways to combat it gradually increased, so did funding and resources. Now that antiretroviral (ARV) medicines are viable options – and mother-to-child transmission of HIV can be prevented with access to treatment – UNICEF is focusing more intently on long-lasting investments in prevention. Children and adolescents should never be at risk of infection because of complacency, ignorance or stigma.

In **1990**, there was not yet a global consensus on how to tackle the disease, and none of the targets laid out at the World Summit for Children that year related specifically to HIV and AIDS. This held true even as UNICEF released a study on AIDS-related deaths in 10 African countries, concluding that between 1.4 million and 2.7 million children would die from AIDS within the decade. The report, entitled *Children and AIDS: An impending calamity*, made the case for the organization to scale up its local HIV programming to better contain the destructive force of the epidemic on families and communities.

In **1994**, the Joint United Nations Programme on HIV/AIDS, known as UNAIDS, was set up with UNICEF as one of its cosponsors. Five years later, HIV prevention programmes were operational in more than 20 countries, and UNICEF introduced a pilot initiative on the

prevention of mother-to-child transmission, or PMTCT. In 11 pilot countries, women and their partners were offered voluntary HIV counselling and testing, and pregnant women living with HIV received ARV medicines to prevent the transmission of the virus to their babies.

PMTCT proved to be an effective approach to controlling paediatric HIV infection. It quickly became a mainstay of the HIV strategy adopted by the Inter-Agency Task Team for Prevention and Treatment of HIV Infection in Pregnant Women, Mothers and Children, which was established in **1998**; UNICEF and WHO co-chaired the group.

Still, the disease was far from contained, and a lack of affordable treatment for the vast majority of people living with HIV accelerated its spread. The United Nations Security Council – which had previously treated the epidemic primarily as a health and social policy issue – would later identify it as a matter of international security. An International AIDS Conference held in **2000** in Durban, South Africa, concluded with a resolution to make the costly new ARV medicines available and accessible to all.

In **2001**, the United Nations General Assembly held a special session on HIV and AIDS. By **2002**, the year of the General Assembly's Special Session on Children, combating AIDS was one

FOR EVERY CHILD, HOPE

LIVEY

Livey Van Wyk, 31, has come a long way from being left to die as a pregnant and HIV-positive teenager to becoming a fulfilled mother, and an influential and inspiring young mayor who is the pride of her native Namibia. When she became pregnant at 17, Livey was enrolled in a UNICEF-supported programme helping to prevent mother-to-child transmission of HIV. Placed on antiretroviral treatment, she gave birth to Remi, a healthy baby boy. "Remi is 13 years old now," says Livey. "He is my strength and my courage. He made me wake up every morning and keep dreaming, keep believing and have hope."

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of the four pillars of the session's outcome document and action plan, 'A World Fit for Children'.

UNICEF and partners launched a robust advocacy campaign in **2005**, the year that annual AIDS-related deaths peaked at 2.3 million worldwide. Asserting that children were the missing face of the AIDS epidemic, the Unite for Children, Unite against AIDS campaign laid out four objectives:

- Preventing mother-to-child transmission of HIV with expanded counselling, voluntary testing and access to prophylactic ARV medicines for mothers living with HIV
- Providing paediatric treatment by increasing children's access to ARVs
- Preventing infection among adolescents and young people through education, counselling, voluntary testing and other measures
- Protecting and supporting children affected by HIV, including an estimated 13.4 million children under age 18 who had lost one or both parents to AIDS.

With 'Unite against AIDS' as a rallying cry, UNICEF mobilized partners and governments worldwide to accelerate prevention and treatment programmes. Partners in the sports world, for example, helped integrate AIDS awareness into young people's lives. In the United States, the National Basketball Association launched a public awareness campaign. In Spain, Fútbol Club Barcelona placed UNICEF's logo on its jerseys and announced a five-year partnership to protect children affected by HIV and AIDS.

During the **2006** World Cup in Germany, FIFA promoted the 'Unite for Children' slogan (extending its meaning to include support for children facing conflict), while the International Cricket Council embraced the red ribbon of solidarity to help 'run out AIDS.'

In **2011**, UNAIDS and the United States President's Emergency Plan for AIDS Relief – or PEPFAR – launched a five-year global plan to eliminate new HIV infections among children and keep their mothers alive. Under the plan, which targeted 22 countries, UNICEF was responsible for coordinating technical support and knowledge sharing on the expansion of PMTCT services and provision of ARV medicines to people living with HIV.

In **2016**, UNAIDS announced that the number of people receiving ARV medicines had doubled since **2010**, but only 32 per cent of children with HIV were among them. AIDS remains the number one killer of adolescents in Africa and number two among adolescents worldwide. Adolescent girls, in particular, remain disproportionately affected by HIV and AIDS, notably in sub-Saharan Africa.

And despite the reduced incidence of new HIV infections in some regions, in others – including Central and Eastern Europe and the Commonwealth of Independent States, and the Middle East and North Africa – the epidemic continues to grow. This is especially true among the most disadvantaged segments of the population.

To engage young leaders in meeting these challenges, UNICEF has launched initiatives like the All In campaign, which aims to improve data collection and promote innovative ways to reach adolescents with essential HIV services. The campaign also advocates to make the issue of adolescent HIV a central concern of national policies.

UNICEF is striving to reach other excluded groups as well. The organization has fostered cooperation agreements between Argentina and the Plurinational State of Bolivia, for instance, to improve HIV testing and treatment for indigenous women. In addition, it has provided technical support for initiatives in Nepal to protect and educate girls at risk of being exploited in the sex trade.

Today, just as in the first years of the HIV epidemic, UNICEF is supporting children who are affected by the many serious ramifications of HIV and AIDS. In Botswana, Lesotho, Namibia, Sierra Leone and Swaziland, UNICEF has strengthened databases and registration systems to provide care and protection for children who have been orphaned or lost guardians to AIDS.

While millions of children have been spared from its worst impacts, HIV is not over in any part of the world. UNICEF remains steadfast in its work on HIV and AIDS to avoid backsliding on the hard-won progress to date. The organization is encouraging governments to invest in proven prevention measures for adolescents, as well as social protection, care and support systems for vulnerable households. UNICEF also continues to foster partnerships with civil society, including religious and tribal leaders. It is promoting low-cost, high-impact interventions such as Point of Care HIV Diagnostics, and working to mitigate the social stigma associated with HIV and AIDS.

In these ways and more, UNICEF and its partners are striving to reach the ultimate goal: a generation free of AIDS.

**WHILE MILLIONS OF CHILDREN
HAVE BEEN SPARED FROM ITS
WORST IMPACTS, HIV IS NOT
OVER IN ANY PART OF THE WORLD.**



A volunteer from the UNICEF-assisted NGO Plan International (centre) counsels a boy and his mother, who is living with HIV, in Harare, Zimbabwe, in 2002. © UNICEF/UNI37369/PIROZZI


**Girls leave the Abu Shouk camp
for displaced people near El Fasher,
in Sudan's North Darfur State,
to gather firewood, in 2005.**

© UNICEF/UNI42261/HAVIV



SEVEN

PROTECTING
CHILDREN FROM
VIOLENCE,
EXPLOITATION
AND ABUSE



In the twenty-first century, defenders of children's human rights are able to build on a foundation of international treaties and agreements pertaining exclusively to children and adolescents. These treaties and agreements include explicit commitments to protect children from violence, exploitation and abuse. They stipulate that even in situations of armed conflict, children's rights must be respected – and their lives and safety must be protected.

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UNICEF has played a formative role in drafting these global commitments, helping countries translate them into national legislation and supporting their implementation and monitoring.

But protecting children from conflict, violence, exploitation and abuse requires much more than having laws in place. Millions of children protected by laws are still subject to violations of their rights. They face grave risks in situations of armed conflict. They are at risk of sexual abuse and exploitation in their own communities and online. They experience physical violence at home and are bullied in schools. Girls suffer

forced marriage and genital mutilation; boys and girls are forcibly recruited into armed forces and groups.

In the communities where children are most at risk, UNICEF has worked closely with local partners and an alliance of child-focused agencies to prevent and respond to such violations.

UNICEF's main priorities in its first decades were to protect children from hunger and disease. But the landmark International Year of the Child in **1979** helped usher in a broader consideration of the socio-economic forces that can irrevocably harm young lives.

In the **1980s**, a number of Country Offices raised concerns that led UNICEF to conduct a policy review and develop the concept of 'children in especially difficult circumstances' – encompassing children living on the streets and those involved in child labour.

UNICEF country programmes subsequently targeted urban slums and squatter settlements



Two boys are cheered on by their companions during a sports competition at a United Nations-run camp for Yugoslav refugees near the port city of Suez, Egypt, in 1947. © UNICEF/UNI43135/UNKNOWN



As social workers look on, children wave goodbye to their friends at a UNICEF-assisted centre for unaccompanied children in Kigali, Rwanda, after the genocide in 1994. © UNICEF/UNI55030/PRESS

for scaled-up services. UNICEF National Committees in high-income countries found their own voice in calling out abuses in child labour and addressing pockets of poverty. Their efforts would bear fruit at the **1997** International Conference on Child Labour, when UNICEF and partners adopted a global agenda for eliminating child labour, with particular attention to its worst forms.

Contributing to that agenda was a landmark agreement in **1995** between the National Garment Manufacturers Association in Bangladesh, the International Labour Organization and UNICEF. The agreement committed the three partners to supporting the removal of children under age 14 from the garment industry and placing them in appropriate educational programmes. In India and Pakistan, UNICEF was backing similar efforts for children working in the rug-weaving industry.

Also during the **1990s**, shocking instances of women and children being targeted by armed groups led UNICEF to highlight the use of child soldiers or children otherwise made victims of war.

In the aftermath of the Rwandan genocide of **1994**, UNICEF helped protect children who had lost their parents and caregivers, or were separated from them. Child protection staff assessed the stark reality of a country where massive numbers of children had witnessed atrocities. UNICEF and its partners were able to reunite 100,000 Rwandan children with their families and worked to protect those who had lost their parents.

In the wake of the violence in Rwanda and escalating instances of bloodshed worldwide, UNICEF strongly endorsed the historic report, *Impact of Armed Conflict on Children*. The **1996** report,

prepared by Graça Machel, at the request of then United Nations Secretary-General Boutros Boutros-Ghali, challenged the world to recognize the special horrors inflicted on children during war.

Drawing upon two years of research that took her to multiple conflict zones around the world, Machel underscored both the challenges posed by armed conflict and positive responses to mitigating its impact. She praised a UNICEF-supported 'education for peace' project – set up by children in Lebanon – for its singular impact. Hundreds of teenagers involved in the project, many of them former militia members, had “managed to build bridges of communication where so many adults had failed,” wrote Machel.

Supporting and encouraging young people to work for non-violent change, peaceful resolution of conflicts and mutual understanding are pillars of UNICEF's effort to make child protection proactive as well as reactive.

In **1997**, UNICEF and partners secured a victory in protecting children from the impact of conflict when the Convention on the Prohibition of the Use, Stockpiling, Production and Transfer of Anti-Personnel Mines and their Destruction was opened for signature; it entered into force in **2009**. Another breakthrough came in **2008** with the adoption of the Convention on Cluster Munitions. These agreements – both drafted in part by UNICEF – are the most successful examples of humanitarian disarmament in recent times.

In the new millennium, UNICEF has engaged its Goodwill Ambassadors in efforts to turn the spotlight on the most vulnerable victims of war and disaster. Goodwill Ambassador Mia Farrow, for example, has visited conflict zones and



Sasha, 5, sits with his sister Nastya, 4, at a state institution in the village of Kopylov, near Kyiv, Ukraine, in 2005.

© UNICEF/UNI43393/PIROZZI

refugee camps throughout Africa – including Angola, the Central African Republic, Chad, the Democratic Republic of the Congo and Nigeria, as well as the Darfur region of the Sudan.

In **2000**, at the urging of UNICEF and other children’s advocates, the United Nations General Assembly adopted the Optional Protocol on the Involvement of Children in Armed Conflict. This protocol to the Convention on the Rights of the Child prohibits states from engaging in the compulsory recruitment of children under age 18. It further requires them to ensure that members of their armed forces who are under age 18, and who have joined voluntarily, do not take part in hostilities.

The protocol, which 165 countries have ratified, also calls on governments to take legal measures prohibiting armed groups from any recruitment or use of children in conflict.

For its part, UNICEF has worked steadily with its partners to end the use of child soldiers in militias and national armies. In **2007**, a former child soldier, Ishmael Beah, became UNICEF’s first Advocate for Children Affected by War. Beah had been an unofficial UNICEF spokesperson for more than a decade – beginning when he first talked publicly about the devastating effects of war on children in his home country, Sierra Leone.

In **2014**, together with the Special Representative of the Secretary-General for Children and Armed Conflict, UNICEF helped secure the agreement of eight countries to end the recruitment of children into their armed forces. The signatories included Afghanistan, Chad, the Democratic Republic of the Congo, Myanmar, Somalia, South Sudan, Sudan and Yemen.

But even outside the conflict zones of the world, children still face many other critical risks – including violence in their homes, schools and communities, and in criminal justice systems. UNICEF played an instrumental role in making that violence more visible by facilitating a series of consultations that led to the United Nations Secretary-General’s seminal **2006** *World Report on Violence against Children*. The study concluded that violence against children happens in every country and society, and across all social groups. It also found that most of these violent acts are carried out by people children know and should be able to trust.

In **2013**, UNICEF launched the #ENDviolence against Children initiative, with actor Liam Neeson carrying the message that “just because you don’t see violence, doesn’t mean it isn’t there.” Through this initiative, UNICEF has reinforced existing movements and campaigns in the countries where it works, sending a powerful signal that all forms of violence against children are unacceptable.

The effort to end violence against children includes preventing sexual exploitation and abuse, and protecting girls in communities that still practice female genital mutilation/cutting (FGM/C), child marriage and even female infanticide.

UNICEF has been active in placing these issues high on political agendas at both the international and national levels. Between **1996** and **2008**, it co-organized three World Congresses against Sexual Exploitation of Children. Convened in collaboration with international partners and host governments, the meetings provided a platform to strengthen global commitments and cooperation on this issue.

The global commitment to protect children from all forms of sexual abuse and exploitation was also reflected in the United Nations General Assembly's adoption of the Optional Protocol on the Sale of Children, Child Prostitution and Pornography in **2000**.

UNICEF and UNFPA have worked together since **2008** on a programme designed to accelerate the abandonment of FGM/C. In partnership with civil society, religious leaders and local communities, the programme uses a culturally sensitive approach to address the social and cultural norms that uphold the practice. The two agencies have also launched a joint Global Programme to Accelerate Action to End Child Marriage in 12 countries in South Asia, Africa and the Middle East. That initiative aims to reach 2.5 million girls who are at risk of child marriage or already in such a marriage.

Determined to address continuing threats to children's rights, UNICEF and other advocates successfully pressed for child protection targets to be included in the SDGs adopted by the General Assembly in **2015**. This represents progress in itself, as the MDGs, which preceded the current set of global goals, did not address child protection specifically. The SDGs call for ending all forms of violence against children and incorporate targets to eliminate FGM/C and child marriage.

And UNICEF has long advocated for universal birth registration, the official recording of a child's birth by the government. Registration establishes the child's existence under the law and is the basis for safeguarding many of that child's civil, political, economic, social and cultural rights. Article 7 of the Convention on the Rights of the Child specifies that every child has the right to be registered at birth without any discrimination.





A teenage girl and her daughter head to a class in Ilopango, El Salvador, where UNICEF supports the reintegration of adolescents who have been in conflict with the law, in 2014. © UNICEF/UNI186306/HEGER

FOR EVERY CHILD, HOPE

ISHMAEL

From child soldier forcibly recruited at age 13 in Sierra Leone's civil war, to human rights activist, author and UNICEF's first Advocate for Children Affected by War, Ishmael Beah's gripping story sounds like the stuff of a novel. No wonder he went on to write an inspirational bestseller about it. UNICEF played a critical role in transforming his life and bringing him hope. Ishmael recalls the day when a team from UNICEF came to his regiment and asked for the immediate demobilization of all child soldiers. "They put us in a car," he says, "and told us we would become children again."

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In these ways and more, 70 years after protecting the children made refugees by World War II, UNICEF still works to protect children in vulnerable situations. And now that work once again involves migrant and refugee children heading for Europe, where UNICEF first dispatched its resources for children at risk. Today's migrant and refugee children have already endured great peril, only to find themselves vulnerable to exploitation in countries of transit or destination.

UNICEF is helping to provide them with essentials like clothing, footwear and blankets, as well as age-appropriate food for infants, educational and recreational materials, and child-friendly spaces. In particular, protecting unaccompanied children and working to reunite them with their families are top priorities.

Beyond the immediate emergency response to migration in Europe, UNICEF is also working – as it does in other regions, including Latin America and Africa – to support the inclusion and integration of migrant children and families into host communities.

Until children no longer have to endure or flee from conflict, violence, abuse and exploitation, UNICEF's work on child protection will continue apace in every region.

SEVENTY YEARS AFTER PROTECTING THE CHILDREN MADE REFUGEES BY WORLD WAR II, UNICEF STILL WORKS TO PROTECT CHILDREN IN VULNERABLE SITUATIONS.

CODIFYING CHILD PROTECTION AND CHILD RIGHTS

The baseline for UNICEF's work on protecting children's rights was set well before the organization existed. In **1924**, the child advocate Eglantyne Jebb called for "certain rights for the children and labour for their universal recognition." It was a revolutionary idea for its time, but Jebb, the founder of UNICEF partner Save the Children, persuaded the League of Nations of its merit, and the Geneva Declaration on the Rights of the Child was adopted the following year.

It took a second catastrophic World War – and an international body established to avoid a third one – to advance Jebb's declaration into a globally recognized commitment. In **1959**, the General Assembly of the United Nations, successor to the League of Nations, adopted the Declaration on the Rights of the Child, and the fundamental principles of children's rights were recognized by worldwide consensus.

Twenty years later, the United Nations declared **1979** the International Year of

the Child. UNICEF seized the opportunity and acted as a key convener of ideas on ways to protect children from economic hardship and social injustice.

A decade of campaigning and advocacy in the wake of the International Year of the Child paid off in **1989**. That year, 159 United Nations Member States adopted the Convention on the Rights of the Child, the most widely accepted human rights treaty in history, setting basic standards of protection against exploitation, abuse and neglect. In **2000**, the General Assembly adopted two Optional Protocols to the original accord to protect children from involvement in armed conflicts and from sexual exploitation.

The Convention and its protocols place children solidly as members of society with the full range of rights to a safe and decent life. For more than a quarter-century, it has reinforced and codified UNICEF's work on advancing the rights of every child, everywhere.



Dr. Franz Vranitzsky, then Chancellor of Austria, signs the [World Summit for Children Declaration and Plan of Action](#) in New York, in 1990.



A boy born with a physical disability attends first grade at a child-friendly school supported by UNICEF in the Oio Region of Guinea-Bissau, in 2014.
© UNICEF/UNI162094/LYNCH



EIGHT

SOCIAL
INCLUSION AND
RIGHTS FOR
EVERY CHILD



Two Vietnamese boys, blind as a result of vitamin A deficiency and poor hygienic conditions, read Braille at a special school set up amidst conflict, in 1972.

© UNICEF/UN04118/
DANOIS

For 70 years, UNICEF has grown increasingly concerned about the status of children who, despite its efforts, remain disadvantaged and excluded because of factors beyond their control. Reaching those excluded children is critical to UNICEF's mission as a global advocate for the rights of every child.

By 'every child,' UNICEF means infants and adolescents alike – including those born into poverty or reduced to poverty by the loss of a parent, or due to bias and discrimination. It means boys and girls alike – including girls who are denied access to quality education, girls who are targets of gender-based and sexual violence, and girls whose life prospects are destroyed by early marriage.

UNICEF first introduced the concept of social inclusion in the early **1960s** while calling on governments to incorporate the social and economic well-being of all children and young people into their national development plans. A decade later, its focus on inclusion widened to encompass programmes benefiting women and girls – with a strong catalyst provided by the United Nations' designation of **1975** as International Women's Year.

Two important policy reviews in the mid-**1980s** placed UNICEF at the heart of the struggle to keep social policies trained on excluded children. In its 1986 review, *Children in Especially Difficult Circumstances*, the organization recognized institutionalized children and people with disabilities as excluded populations requiring special support. The next year, amidst a global recession

that imposed unmanageable debt burdens on developing countries from Latin America to sub-Saharan Africa, UNICEF called for 'adjustment with a human face' and for debt-restructuring policies to lessen the impact of austerity on social programmes.

The concept quickly entered the lexicon of international development. The recommendation that a portion of the debt owed to international creditors be converted into national funds – and invested directly into social protection – challenged orthodox macroeconomic policies. It sparked a global debate on how to protect children from the malign effects of economic reforms.

Over the next decade, concern for excluded children coalesced within the new framework of the **1989** Convention on the Rights of the Child and a growing consensus on child rights. UNICEF continued to train a spotlight on special protection measures for children at serious risk.

In **2002**, UNICEF and partners invited more than 400 children to address a session of the United Nations General Assembly. The Special Session on Children, intended as a follow-up to the **1990** World Summit on Children, was a landmark

A mother brushes her daughter's hair at home in Dhaka, Bangladesh, where their household receives cash transfers in a social protection initiative supported by UNICEF, in 2013. © UNICEF/UNI142464/KHAN



event. The presence of so many young activists challenged UNICEF and the other attending organizations to continue actively encouraging children's participation in all of their work.

In **2007**, UNICEF partnered with Special Olympics World Summer Games in Shanghai, China, to promote greater inclusion of children with physical and intellectual disabilities. In **2012**, the organization participated in the inaugural Forum of the Global Partnership on Children with Disabilities, which convened representatives of more than 100 international and national NGOs, governments, academic institutions and other organizations working on disability issues.

In the arena of economic policy and its impact on children, UNICEF is an advocate for the estimated 385 million children who are still living on less than US\$1.90 a day.

In the run-up to the adoption of the SDGs in **2015**, UNICEF worked with Member States and other partners to include child poverty reduction and the need for social protection systems in the global goals. At the Third International Conference on Financing for Development, UNICEF called on governments to enact equitable public financing and child-focused budgeting. By this time, more than 100 Country Offices were working with governments on issues of poverty, social protection and public finance to reach the most disadvantaged children.

UNICEF is now supporting various countries – including Ghana, Kenya, Thailand and Zambia – in the roll-out and expansion of government cash-transfer programmes, which have proven effective in improving children's lives. It also supports social protection in fragile contexts from Somalia to the State of Palestine, and in countries facing humanitarian situations such

as Nepal and the former Yugoslav Republic of Macedonia.

Meanwhile, UNICEF has intensified its efforts to break down another set of barriers to inclusion: the ones that prevent girls and young women from realizing their full potential.

UNICEF's current Gender Action Plan provides a framework for targeting gender-driven inequities. Besides mainstreaming gender across all of the organization's programmes, the plan focuses on improving adolescent health, advancing girls' secondary education and ending child marriage, as well as addressing gender-based violence in emergencies. UNICEF also helped raise the profile of gender issues in the final targets selected for the Sustainable Development Goals. At the local level, UNICEF is working with civil society in every region of the world to strengthen women's participation in decision-making bodies.

All of this work is grounded in UNICEF's conviction that social inclusion is a prerequisite for sustainable development – and for protecting the rights of every child.

**UNICEF PARTNERED
WITH SPECIAL OLYMPICS TO
PROMOTE GREATER INCLUSION
OF CHILDREN WITH PHYSICAL
AND INTELLECTUAL DISABILITIES.**




A boy runs through his school in Kamatarka, India, which benefits from an effort by the IKEA Social Initiative and UNICEF to identify child labourers and enrol them in school, in 2010. © UNICEF/UNI88078/CROUCH

A dark, low-key photograph of an interior space. On the left, a hand is visible, resting on a wooden door frame. In the background, a window with light-colored curtains is partially open, allowing some light to filter through. The overall atmosphere is somber and quiet.

NINE

PARTNERSHIPS
BRING PROGRESS



UNICEF takes great pride in the enormous progress made for children over the past seven decades. But without the commitment of its partners, the measure of that success would be significantly smaller. Partnerships are at the heart of UNICEF's programmes, from the vital cooperation of national governments and local NGOs to the generous endowment of multinational companies like Unilever and H&M – and the financial and intellectual investments of partners such as the Bill & Melinda Gates Foundation.

UNICEF's partners include activists, advocates, health workers and educators. UNICEF Country Offices engage in partnerships that sometimes become global relationships, as in the case of the IKEA Foundation and the Children's Investment Fund Foundation. Other partnerships are initiated by UNICEF National Committees, which operate in 34 countries and have forged alliances with giants such as Fútbol Club Barcelona, ING, LEGO, Millicom, Tencent and Louis Vuitton, to name just a few.

In the **1990s**, Executive Director Carol Bellamy challenged business leaders to join Heads of State in recognizing that they have an economic responsibility to children. As the notion of creating shared social value is increasingly embedded in the global business community, investing in the future citizens of the world becomes ever more urgent. The global scale of UNICEF's work inspired companies to choose the organization as the partner most able to bring about systemic change for and with children. Today, private-sector

funds account for a growing proportion of UNICEF's annual revenue.

Long-term, strategic partnerships have been central to two of UNICEF's most successful health campaigns. When UNICEF and Rotary International first joined forces in **1988** with WHO and the U.S. Centers for Disease Control and Prevention to lead an ambitious fight against polio, the disease was endemic in more than 125 countries. Today – thanks largely to the resulting Global Polio Eradication Initiative, the world's largest-ever public health endeavour – polio eradication is within sight, and cases were slashed by more than 99 per cent between **1988** and **2015**.

UNICEF has also been at the forefront of a partnership drive to eliminate maternal and neonatal tetanus. Since **2006**, a Pampers-UNICEF alliance has helped eliminate the disease in 19 countries. Kiwanis International joined the effort in **2010** to help protect women and newborns still at risk.



A baby sits on his mother's lap as they wait for care at a health clinic supported by the Danish Afghanistan Committee and UNICEF in Herat Province, Afghanistan, in 2015. © UNICEF/UNI11171/LEMOYNE

Prior to the current project, UNICEF and Kiwanis joined forces on a global campaign against iodine deficiency disorders, the single greatest cause of preventable mental disabilities. That campaign increased access to iodized salt from less than 20 per cent worldwide in **1990** to more than 70 per cent a decade later.

Partnerships have also been inspired by sports. UNICEF's partnership with the sports world began in earnest in **1982**, with the World All-Stars Game for UNICEF held by the Fédération Internationale de Football Association (FIFA). Executive Director James Grant said of the match, "I can think of no event which will bring greater worldwide awareness to the efforts of UNICEF for the benefit of children."

Many iconic athletes are current UNICEF Ambassadors. For example, international cricket sensation and UNICEF Ambassador for South Asia Sachin Tendulkar is part of Team Swachh, a partnership with the International Cricket Council. Members of the team use the power of sport to educate children on sanitation and toilet use, to help end the practice of open defecation in India.

Among others, world-class competitors like David Beckham and Novak Djokovic have also been active Ambassadors.

The airline industry, too, has been an ally of UNICEF's globe-spanning mission. Change for Good, one of the organization's most internationally recognized partnerships, has been raising funds on its behalf since **1987**. Through the programme, international airlines engage their customers in making donations and allow UNICEF to deliver its message to transcontinental potential supporters.





As part of a UNICEF project supported by the European Community Humanitarian Aid Office, a female health worker counsels women and children in Sindh Province, Pakistan, in 2014.

© UNICEF/UNI167598/ZAIDI

FOR EVERY CHILD, HOPE

DIEGO

Diego Ramirez, age 9, lives in a San Salvador suburb considered one of the most dangerous areas in a country that has a high rate of homicide, largely because of gang-related violence. UNICEF supports a local arts and culture programme where children in the municipality are encouraged to express themselves through workshops in a local park. This is one of the few safe public spaces for children in the area. Diego credits the programme with building his self-esteem and helping him to perform better at school: "I'm more confident," he says. "When I take part in the workshop, I feel happy."

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Some of UNICEF's most enduring partnerships have been with its sister agencies in the United Nations, where a system-wide reform effort has been working in recent years to increase coherence and coordination – and to achieve sustainable results more efficiently. This basic principle still guides UNICEF's approach to engagement in United Nations Country Teams and country programme planning. At the country, regional and global levels, UNICEF collaborates with other United Nations agencies on development and humanitarian initiatives that advance children's rights.

UNICEF has participated, as well, in a range of multilateral partnerships encompassing the public and private sectors, NGOs, civil society organizations and others.

One such alliance, the Global Partnership for Education, was established in **2002** to galvanize global and national funding for education in low- and middle-income countries, with a focus on the poorest and most vulnerable children and youth. And UNICEF's Supply Division works closely with another broad-based partnership – GAVI, the Vaccine Alliance – to procure life-saving vaccines and immunization equipment. Created in **2000**, GAVI brings together the public and private sectors with the shared goal of creating equal access to new and underused vaccines for children living in the world's poorest countries.

UNICEF's partnership with the global health alliance UNITAID is another example of collaboration generating results for children – in this case, young children affected by HIV and AIDS. Since **2012**, UNICEF, UNITAID and the Clinton Health Access Initiative have jointly supported the introduction of Point of Care Diagnostics for early HIV diagnosis, monitoring and treatment

of infants in seven countries in sub-Saharan Africa. Implemented with national Ministries of Health, the project is currently expanding to two additional countries.

At the same time, UNICEF is actively courting new relationships through its Innovation Fund, which identifies and invests in scaling up projects that show promise to aid vulnerable children. By opening its doors to start-ups and entrepreneurs, UNICEF aims to apply new solutions to old problems – and to build a future of fruitful partnerships.

But from the start, UNICEF's partnerships with governments have been among the most fruitful of all. Governments and intergovernmental organizations still provide the majority of resources for its programmes. In terms of total contributions, the top five resource partners in this category in **2015** were the United States, the United Kingdom, the European Commission, Germany and Sweden; in terms of per capita contributions based on population size, the top five were Norway, Sweden, Luxembourg, Iceland and Denmark.

UNICEF thanks these and all of our partners for their dedication to a better future for children everywhere.

**BY OPENING ITS DOORS TO
START-UPS AND ENTREPRENEURS,
UNICEF AIMS TO APPLY NEW
SOLUTIONS TO OLD PROBLEMS.**

A girl plays at an event celebrating
Convention on the Rights of the Child
Week at Zilla Parishad Upper Primary
School in Maharashtra, India, in 2014.

© UNICEF/UNI177643/SINGH





AFTERWORD LOOKING AHEAD

UNICEF's 70th anniversary is an opportunity to celebrate what this organization has achieved over the years, together with many exceptional partners. But it also reminds us of all that remains to be done in advancing the rights of every child.

Around the world, millions of girls and boys are still denied their rights solely because of who they are or where they live – because of their gender, race, religion or disability, or because they live in remote villages or urban slums. The inequities they face do more than violate the rights and imperil the futures of individual children. They perpetuate intergenerational cycles of disadvantage.

That's why UNICEF believes that an equity-based approach – with accelerated progress for the children left behind – is not only a moral imperative, but also a strategic requirement. While equity has always informed our work, it gained momentum in **2010** with a ground-breaking UNICEF study, *Narrowing the Gaps to Meet the Goals*. The study provided evidence that equity-based programming is the most effective means of achieving sustainable development and global stability.

UNICEF's next steps will depend on our ability to adapt to a changing world. This means infusing equity throughout our programmes and reaching the most excluded children.

How can UNICEF do this? We can rely on the strengths that have helped us for 70 years to pioneer low-cost, high-impact interventions. We can forge links between humanitarian action and development work, and build bridges between public-sector capacity and private-sector innovation. We can harness the power of digital technology and social media. We can muster political will and secure material


resources to help countries ensure a 'first call for children' in all aspects of society.

UNICEF was born from the devastation of war. We are still working in some of the world's toughest places. We remain on the front lines of the fight to provide a fair chance for every child and to maintain our presence before, during and after humanitarian emergencies. We know that when communities are strong and empowered, they are better able to bounce back from shocks – including shocks caused by natural disasters, armed conflict and, increasingly, the impact of climate change.

From the beginning, UNICEF has been keenly attuned to the vulnerabilities of children who are forced to flee violence and conflict. From the ashes of war in the **1940s** to the global migrant and refugee crisis that affects millions today, UNICEF has consistently protected and advocated for children on the move – and for all children at risk of violence, disease, malnutrition and discrimination.

Seventy years on, UNICEF is working harder than ever to ensure a fair chance in life for every child. We have taken this moment to look back and learn from our accomplishments and our challenges. And now we look ahead, with hope and determination, to a better future for the world's children.

UNICEF'S NEXT STEPS WILL DEPEND ON OUR ABILITY TO ADAPT TO A CHANGING WORLD AND REACH THE MOST EXCLUDED CHILDREN.



Gambian asylum seekers discuss their journey together while looking at a map on the wall of a reception centre in Sicily, Italy, in 2016.

© UNICEF/UN020011/GILBERTSON VII PHOTO

ADDITIONAL READING

The Children and the Nations: The story of UNICEF

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