

1. EXECUTIVE SUMMARY

Most Important Achievements:

1. Heightened UNICEF advocacy, technical and financial support contributed to withdrawal of Thailand's reservation on Article 7 of the Convention on the Rights of the Child (CRC).
2. Adoption of legislation for compulsory iodization of edible salt as a means to eliminate iodine deficiency.
3. Approval for US\$ 42 million GFATM (Round 10) funding for Thailand to strengthen support for children affected by HIV/AIDS and for other orphaned and vulnerable children. UNICEF contributed technical and financial support and its convening role (approximately US\$ 150,000 including staff-time) for preparation of the proposal.
4. Achievement of annual income of US\$ 9.04 million (in addition US\$ 508,000 for global emergencies in Haiti and Pakistan) from in-country private sector fundraising almost exclusively based on individual monthly pledge donors (numbering 49,700).

Most Significant Shortfalls:

1. Getting all children into school remains a major challenge. Some 600,000 primary school-age children do not attend school. There is a need for heightened awareness of the situation of out-of-school children and for this to become a national agenda priority.
2. There is a need for greater awareness and understanding of the extent and impact of violence, exploitation, neglect and abuse on children among the public and decision-makers and for a more holistic approach to building a national child protection system.

Most Important Collaboration Relationships:

1. National Child and Youth Committee (NCYC) – a national body chaired by the Prime Minister: The Committee was very active in 2010 on issues including early childhood development (e.g., IDD, development standards), birth registration, and the national consultation "Visioning for Children 2027" exercise.
2. National Economic and Social Development Board (NESDB): collaboration in relation to national five-year planning, social protection policy (South-South sharing of experiences regarding major social action for children, feasibility study of child benefit).
3. Sansiri (a corporate partner): a new partnership which proved to be successful in accelerating progress towards the adoption of legislation for USI.
4. National Health Security Office (NHSO), one of the main national health bodies: partnership includes extending coverage of paediatric care for HIV/AIDS-affected children, and piloting a new national birth registration system.

2. COUNTRY SITUATION AS AFFECTING CHILDREN AND WOMEN

In 2010, the country experienced some violent social unrest with more than 90 deaths and over 1,800 injuries. Inequality of opportunity and outcome, persistent poverty and uneven national development, and a sense of disempowerment among a substantial part of the population have been reported as major contributing factors.

This renewed focus on equity presents a major opportunity to put children's rights at the centre of national reconciliation. The government has launched an initiative to assess the scope and feasibility of moving towards a welfare society by 2017 that would include guarantees of a minimum standard of living through various social protection measures and transfers, possibly including a child allowance.

Thailand's 2010 UNGASS Report was released in April, and data from the report have been included in major international publications including the United Nations' biannual HIV/AIDS Universal Access Report, and the UNICEF-led annual Children and AIDS

Stocktaking Report. Data from these reports show that while Thailand has taken considerable measures to halt and reverse the spread of the HIV/AIDS epidemic and has met MDG 6 in advance of the 2015 deadline, the country is still experiencing a generalized epidemic.

In November, media coverage of some unfortunate foeticide-related incident sparked a national debate on women's and girls' reproductive health issues in general and teenage pregnancy in particular. Rates of teenage pregnancy have been increasing for several years. Inadequate and/or ineffective sex education by parents and schools along with changing social habits that result in more sexual experimentation by the young are held to be the main causes of teenage pregnancy. UNICEF is helping address some of the underlying issues through its adolescents and youth directed education, child protection and HIV/AIDS and Communication for Advocacy programmes with some positive outcomes reported in later sections.

In a major breakthrough in 2010, Thailand's Cabinet made the decision to lift its reservation to CRC Article 7 (rights to birth registration, name and nationality). Thailand maintains its reservation to Article 22 (rights of refugee children). The final draft of the combined Third and Fourth Periodic Reports to the Committee on the Rights of the Child was completed in 2010. The report will be submitted to the CRC Committee in 2011 but as yet no date has been set for its review. Thailand submitted its reports on the two Optional CRC Protocols in October 2010 and they are due to be reviewed in 2012. In October 2011, Thailand is required to submit its first Universal Periodic Review to the Human Rights Council.

The armed violence in the Far South of the country continued in 2010. Since January 2004 till date, over 4,500 people have been killed with substantial impact on children's life, among others, in terms of their family situation (loss of parents and relatives), access to essential services (education, health etc.), and anxiety and stress due to the daily fear of violence.

Annual floods in Thailand were particularly severe in 2010 and by the end of the rainy season it was estimated that over 600,000 families had been affected and 255 people had lost their lives. The duration of the rainy season was longer than usual and extended into the academic year closing schools and affecting the education of many thousands of children, especially in rural areas. Despite the unusual severity of this year's flooding, the response was handled entirely by the government and no requests for assistance from the international community or the UN were made. UNICEF provision of essential humanitarian assistance to approximately 5,000 Lao Hmong refugees ended in 2010 when the shelter in central Thailand where the population has been living since July 2005 was closed and its residents were repatriated to Lao PDR.

3. CP ANALYSIS & RESULT

3.1 CP Analysis

3.1.1 CP Overview:

In 2010, main priorities were to: a) implement conclusions of the Mid-term Review in 2009; b) contribute to formulation of the UN Development Assistance Framework 2012-2016; c) formulate the UNICEF Country Programme strategy 2012-2016; d) pilot the revised programme structure; e) continue "upstreaming" of the Country Programme; and f) accelerate achievement of the current Country Programme results.

Main results to which UNICEF was associated include: a) lifting of reservation on Article 7 of the CRC; b) adoption of new legislation for Universal Salt Iodization; c) new National Health Assembly Resolution for effective legislation to better regulate marketing of breastmilk substitutes; d) new national language policy promoting mother tongue as medium of instruction in schools; e) adoption of new early childhood development standards; f) granting of US\$ 42 million from GFATM for children affected by HIV/AIDS and orphaned and vulnerable children; g) piloting of a new national on-line birth

registration system; and h) establishment of a National Evaluation Society.

Regarding the status of equity-focused results included in the "Equity Tracker":

- 1) Greater progress towards universal birth registration. IT and internet connectivity are being used to make birth registration faster and simpler by linking hospital data on the births of children with local civil registration data held by local government offices. This is expected to expand nation-wide by 2012.
- 2) Support to a feasibility study on cash allowance for children.
- 3) Less progress was made to reduce the 600,000 children not attending primary school. Alternative approaches will be needed, especially more strategic use of communication to elevate the issue to a national priority.

During the "Strategic Moment of Reflection" in August 2010, it was agreed that UNICEF will pursue a set of strategic shifts to go more "upstream" in programming backed up by adjustments in its human resources development and internal processes.

Overall, the country programme was fully funded. The total allotment for the year was US\$ 9.0 million and the expenditure US\$ 8.59 million. The overall expenditure rate is estimated to be near 100 percent. Sixty-six per cent of total programme OR spent was from locally raised funding.

3.1.2 Programme Strategy

3.1.2.1 Capacity Development:

The Mid-term Review in November 2009 confirmed the need of more systematic approach to building national capacities for greater and more sustainable results for children.

In response, in 2010, improved performance in capacity development was ensured by: a) placing greater emphasis on national capacity development and taking opportunities to incorporate this into planning; b) applying more of an institutional capacity development approach rather than an individual capacity building approach; c) further reducing stand-alone/project-type approaches across all components of the country programme; d) better harnessing regional and international collaboration for capacity development; and e) better analysing underlying capacity gaps to guide planning.

Good examples of capacity development during the year to which UNICEF made significant contributions were: a) establishment of Thailand Evaluation Network, which is expected to lead to establishment of a Thailand Evaluation Society; b) development of a national HIV/AIDS evaluation strategy and plan for 2012-2016; c) building national capacities for social protection planning through technical assistance and international exchange of experiences; and d) undertaking an institutional capacities assessment in collaboration with an academic institution focusing on underlying causes of unmet children's rights.

In 2010, the country office applied South-South collaboration more frequently as critical inputs to national capacity development and this trend will continue. Further review of the existing partnerships and phase-down of "project" type cooperation likewise will be continued..

Analysis of performance identifies areas of shortfall, which if addressed could improve overall performance. These require UNICEF to ensure: a) greater national ownership by counterparts to lead the process for commitment and quality outputs; b) better strategic analysis of issues and capacities gaps before determining final actions; c) the use of medium- to long-term institutional collaboration agreements rather than the sole use of short-term individual consultants; and, d) stronger UNICEF and government staff capacities for planning and monitoring institutional capacity development.

In 2011, the office will develop a plan to help strengthen a set of critical capacities of the concerned national partners in a phased manner as agreed in the Strategic Moment of Reflection (SMR) exercise in August 2010.

3.1.2.2 Effective Advocacy:

The Mid-term Review in November 2009 concluded that there needs to be more systematic advocacy planning based on greater use of data and "evidence"; strengthening communications for development; stronger involvement of media and other actors as an advocacy ally; and capacity development/strengthening of the staff and the concerned partners.

In response, the following actions were taken in 2010: a) ensuring that staff better understand advocacy and its importance and know the good practices in successful advocacy; and b) demonstrating successful advocacy by applying good advocacy practices to selected priority issues and ensuring sharing of progress and lessons.

Good examples of effective advocacy during the year to which UNICEF made significant contributions were: a) advocacy on legislation for USI; b) advocacy for lifting of Thailand's reservation on CRC Article 7; and c) advocacy for breastfeeding legislation. Advocacy as a strategy was employed more frequently across all programme components, including on child pornography and violence against children in schools.

One of the most successful examples is the advocacy undertaken for USI that was based on a) systematic use of data/evidence; b) identification of strategic partnerships and alliances beyond traditional technical domains - such that advocacy was initially UNICEF-led but later was nationally-led; c) application of more strategic communications through multiple channels which generated wide awareness and urge for action; d) very systematic planning and frequent reviews / updated of plans; and e) the high priority given to this issue and the time and resources committed to it across the whole office with good coordination between programme, communications and the Representative.

Analysis of performance identifies several areas of shortfall as well, which if addressed properly could improve overall performance. More time taken for systematic advocacy planning with in-depth analysis of the issue and clarity of advocacy objectives and messaging, before taking any action, appears to be the key to enhancing performance. This aspect will be further examined in early 2011 and its results will be integrated into the relevant plans for follow-up action in 2011. Also "advocacy capacities plan" will be developed to further strengthen individual staff capacities and the office advocacy function.

3.1.2.3 Strategic Partnerships:

In 2010, performance in strategic partnerships was strengthened by; a) programme sections reviewing their NGO partnerships and cooperation agreements to ensure they are in line with the evolving strategic direction; b) more strategic partnership planning linked to specific advocacy initiatives; c) reinforcing partnership with media to harness their reach and to broadcast public service messages on children's rights; and, d) formulation of a new corporate sector engagement strategy, which stresses programmatic corporate partnership rather than corporate fundraising.

Good examples of strategic partnerships during the year were as follows: a) intensive advocacy for Universal Salt Iodization (USI) with a corporate entity, harnessing the concerned company's resources to generate awareness and encourage actions for USI; b) partnerships with several NGOs, legal professionals and children's rights activists to successfully advocate for lifting of CRC Article 7; c) partnership with a research institution on "Children Left Behind" research and for later advocacy for action; d) renewed international partnerships with CDC on HIV early infant diagnosis; and e)

partnership with a NGO National Child and Youth Development for the national "Visioning for Children 2027" exercise. Other partnerships are captured in Part 3.1.1 under each programme component

Based on the mid term review (MTR) 2009 the following were emphasised in 2010: a) further review of planned results and bottlenecks to see if alternative partnerships may accelerate progress; b) reconfirmation whether the existing partnerships, including with specific government bodies, NGOs, media, corporate and academic institutions are still relevant; and, c) review of planned results and mapping of corporate sector partnership potential. The MTR had highlighted potential missed opportunities for non-funding private sector partnerships. An initial review of CSR in Thailand followed by dialogue with the Stock Exchange 100-Club (the top-listed companies with interest in CSR) revealed some possibilities of partnership in education, HIV/AIDS and in child protection.

In 2011, further steps will be taken to increase performance and these will be integrated into annual management plans, programme workplans and into new Country Programme preparation in 2011. This will include building staff capacity and knowledge on the corporate community and engagement with them on results for children.

3.1.2.4 Knowledge Management:

The MTR had highlighted the importance of knowledge management and urged greater emphasis for it over the remainder of the cycle, starting with staff orientation / training to ensure a fuller understanding of steps that could be taken both internally and through our programme cooperation. During 2010, however, little progress was made to strengthen performance in knowledge management and this will be given high priority in 2011 within management plans and programme plans. Internally, revised arrangements will be put into place to capture more systematically; a) key data and documentation; b) key lessons, best practices from programmatic components as well as cross-cutting lessons; and, c) strengthening the Integrated Monitoring and Evaluation Plan (IMEP). Externally, knowledge management will be built into all aspects of current work towards key results rather considered a stand-alone strategic approach.

3.1.2.5 C4D Communication for Development:

Communication for Development (C4D) continued to be highlighted as an important component of UNICEF cooperation with significant contributions made through the Local Capacity Building Programme and the Advocacy and Social Mobilization Programme.

Good examples of where C4D was applied included; a) IDD/USI; b) breastfeeding promotion; c) H1NI preparedness; and d) the national consultation exercise 'Visioning for Children 2027' exercise which involves participation by children and young people, families, government officials, media, religious leaders and the corporate sector.

During 2010, the importance of more closely linking media communications, fundraising communications and C4D, all using the same channels of communication, became apparent. This "strategic communications" approach will be a key contribution to achievement of greater programmatic results. Analysis of bottlenecks for around one-third of current and planned results also showed that C4D was being underutilised as a strategy. Major bottlenecks in increasing access to HIV/AIDS services for the most disadvantaged are high levels of stigma and discrimination, and in protection of children from violence is the general tolerance and acceptance of it in society. In 2011, C4D will be applied towards overcoming these underlying constraints to results for children. Further steps to improve programme and C4D outcomes will be integrated into annual management plans, programme workplans and into new country programme preparation in 2011. This will include building staff capacity and knowledge on the strategic communications approaches and C4D and revised staffing and management arrangements to increase the C4D resources available to the office.

3.1.3 Normative Principles

3.1.3.1 Human Rights Based Approach (HRBAP) to Cooperation:

Good progress was made in applying HRBAP across all programme areas as detailed in Part 3.2. Notable examples of its application were in: a) programmatic adjustment to ensure a focus on the most disadvantaged children by adjusting contributions to refugee camp activities and increasing resources for programmes for children in the Far South province; b) gender review of the situation analysis; c) analysis of children and migration; d) better emphasis on disaggregated data (currently in-process); institutional capacities assessment to better understand underlying determinants of unmet children's rights; e) incorporation of HRBAP into the capacity building programme for child-centred planning for local officials and community members in disadvantaged provinces.

In 2010, special attention was given to messaging in communications and advocacy, highlighting disparities, stressing the need to address inequities. This included fundraising communications as well as other corporate and programme communications.

UNICEF's contribution to the UNDAF process emphasised disparity reduction at all stages and the draft country programme strategy for the next period of 2012-2016 will directly contribute to UNDAF priorities for "Social Reform for Equities and Empowerment" and contribute to national priorities of "creating a fairer society".

3.1.3.2 Gender Equality and Mainstreaming:

Increased attention was given to the use of gender-disaggregated data especially from the MICS, by both UNICEF and its partners. In HIV/AIDS, the government took a stronger lead in ensuring availability and use of gender-disaggregated data.

Following up on the 2009 staff survey, staff training on gender and gender programming, further steps included a full gender review of the updated situation analysis.

In early 2011, the process of designing the new Country Programme will be a further opportunity to apply gender review to new strategy and results setting.

3.1.3.3 Environmental Sustainability:

Thailand is a country that has been increasingly affected by natural disasters possibly resulting from global climatic changes. Bangkok is one of the world's top 20 port cities at risk of climate change-induced coastal flooding as noted in a report published in 2008. Not surprisingly, 2010 saw the occurrence both of widespread drought and flood at different times during the year.

For a defined approach to climate change issues, an office-wide orientation of the staff was organised in 2010 on climate change issues, their manifestations in and implications for Thailand, which later led to the drafting of an internal discussion paper. This approach will be crystallized in 2011 in the run-up to development of the next Country Programme 2012-2016.

3.2 Programme Components:

Title: *Advocacy and social mobilization*

Purpose:

The Advocacy and Social Mobilization Programme supports increased awareness of and respect for the rights of children at all levels of society. The programme employs a mix of advocacy, social mobilization and media strategies and approaches to promote widespread and sustained support in government, civil society and the private sector for the survival, protection, development and participation of all children in Thailand. The

programme increases awareness of the UNICEF mission in Thailand among the public, and supports the design of information materials for easy adaptation and use by the Future Cooperation Entity Programme for fundraising. The programme ensures quality corporate communication including support for international media, National Committee and other donor missions.

The following are key expected results:

- In 25 high disparity/vulnerability provinces – families, communities and key decision makers are aware of children’s rights and their implications for daily life and work.
- Nationally – (a) local media regularly and ethically report on development challenges for children; and (b) 60 per cent of the public is familiar with UNICEF and its work in Thailand.

This programme is cross-cutting and directly contributes to the following:

- MDGs: All, especially Goal 2 – Achieve universal primary education; Goal 3 – Promote gender equality and empower women; Goal 4 – Reduce child mortality; Goal 5 – Improve maternal health; Goal 6 – Combat HIV/AIDS, malaria and other diseases; Goal 7 – Ensure environmental sustainability. Millennium Declaration Section VI, Protecting the Vulnerable
- UNDAF outcomes: Protect against abuse, exploitation and violence; Increased access to and utilization of quality basic social services and protection, especially for vulnerable groups and in certain geographic areas, resulting in reduced disparities; Increased access to and utilization of comprehensive prevention, treatment, care and support services for HIV and AIDS.
- WFFC goals: All
- UNICEF MTSP priority areas: Policy advocacy and partnerships for children’s rights.

In 2010, two workplans were agreed with partners. Main partners included the Ministry of Public Health, the Isra Institute (press development institute of Thailand), Foundation for Education and Development, Radio Thailand and the Faculty of Journalism and Communication of Thammasat University.

Resources Used:

| Programme Budget 2010 | Planned (US\$) | | Available funds (US\$) | | |
|-----------------------|----------------|---------|------------------------|---------|-----------|
| | RR | OR | RR | OR | Total |
| Allocation | - | 775,000 | 162,336 | 926,106 | 1,088,442 |
| Commitments | | | 152,923 | 866,256 | 1,019,179 |
| % commitment | | | 94% | 94% | 94% |

The programme was fully funded. The following table shows the funding sources for this project. Locally raised funds were the sole source of funding for this component.

Donors Funds = Thailand (PSFR) 926,106 US\$

Result Achieved:

Overall approximately 85 per cent of activities were completed by the end of the year. Highlights were related to elimination of iodine deficiency and in protection and promotion of breastfeeding.

Main Activities undertaken and the Specific Results

More concretely, the following results were achieved:

Advocacy and awareness-raising for rights and goals:

- Intensified advocacy efforts by UNICEF that targeted the highest levels of government, as well as a significant new partnership with and advocacy support from a major corporate sector entity, helped lead to the government adopting Universal Salt Iodization (USI) as the framework for the sustainable elimination of iodine deficiency disorders (IDD). Four new Ministerial Regulations requiring iodization of all salt used for human consumption, including salt used by the food industry, were adopted by the government in September and will take effect on 31 December 2010. Once fully implemented and enforced, these new regulations should lead to a significant reduction in the level of IDD

in Thailand.

- Continued advocacy and support from UNICEF, WHO and other partners resulted in the Ministry of Public Health (MoPH) proposing the development of legislation that would strictly regulate the marketing of breast milk substitute products; mandate six months of maternity leave for working mothers; and require all workplaces with 10 or more employees to have areas set aside for mothers to breastfeed or express their breast milk. The MoPH proposal for the "Control of the Marketing of Infant and Young Child Food Act" was adopted by the National Health Assembly (NHA) which passed a resolution at its December 2010 assembly. Legislation must now be developed within three years with inputs from the MoPH and public breastfeeding alliances.

Child-friendly media mobilization:

- A major advocacy effort was the launch of a 60-second public service announcement (PSA) focusing on the needs of the country's poor and unreached children. The PSA, entitled "Some Children's Voices You Never Hear", was aimed at building public awareness of the difficult challenges still facing many children in Thailand. PSA-related advocacy messages are also being disseminated to hundreds of thousands of True TV customers via SMS and billing envelopes, as well as to True TV employees via the company's newsletter.
- To build awareness of children's rights and ethical reporting on children among media, a series of child rights sensitization workshops were conducted for working media, journalism professors and journalism students.

Constraints and lessons learned

- Advocating for positive policies and legislation for the benefit of children is extremely time consuming and requires the development of carefully considered and consistent advocacy strategies. In the case of IDD, once a thorough analysis was carried out and a more strategic advocacy approach developed, it was possible to identify the remaining bottlenecks, mobilise key partners/alliances and achieve results relatively rapidly.

Summary of monitoring, study and evaluation methods

With high priority given to advocacy for USI, studies and evaluations mainly focused on that issue. This included a feasibility study on sustainable elimination of IDD through salt iodisation legislation measures, and a study on appropriate technology for the salt iodization process. Both studies were carried out by the Food and Drug Administration (FDA) with financial support from UNICEF.

Key partnerships and inter-agency collaboration

Partnerships were broadened among some key Government partners, including the Food and Drug Administration, as well as the Institute of Nutrition, various international and local NGO partners and local media outlets. The programme also worked closely with the Isra Institute, Thailand's media development foundation, and the Faculty of Journalism and Mass Communication at Thammasat University, on projects related to media and child rights. Relations were either developed or strengthened with various media outlets and some corporate partners, including True TV, several national TV networks, Thai Airways and Tops supermarket. A new programme (non-funding) partnership was developed with 'Sansiri', a private sector real-estate company, on advocacy for USI with great success (see above). This is the major programme partnership with a corporate-sector partner. The new country programme strategy for the next programming cycle 2012-2016 will expand its corporate sector engagement around specific programmatic results.

Future Workplan:

In 2011, priorities will include: strengthening monitoring and implementation of the new salt iodization regulations and continued support for monitoring and reporting on violations of the BMS code; further develop corporate sector engagement focusing on partnerships that will contribute to programmatic results including through advocacy; promote changes in corporate sector business practices to enhance and support the well

being of children; increase child rights awareness building with media that focuses on those specific media personnel/sections/broadcasts (crime reporters/crime news) that are most likely to violate children's rights; and, stronger use of social media and other new media outlets for general advocacy efforts and promotion of specific policies and programmes that will benefit children, as well as to provide new channels for building partnerships for children and generate additional local resources for the country programme. Another priority will be to agree with national counterparts on the key results to be achieved for children during the next 5-years period of cooperation during 2012 to 2016, ensuring national ownership and full commitment to their achievement. Planned funding for 2011 is US\$775,000 from Other Resources. US\$400,000 is still to be identified for 2011 activities and is expected to be raised from local funding.

Title: *Future cooperation entity*

Purpose:

The programme focuses on consolidating and increasing local fundraising. The private sector leveraging resources (PSLR) project consolidates and expands individual and corporate partnerships contributing to funding for the country programme and for increasing awareness of children's rights. The project helps to increase awareness of the situation of children in developing countries and to pave the way for future financial contributions to UNICEF work in those countries.

- during 2007-2011, US\$ 30 million is raised locally as a contribution to the Other Resources component of the country programme; and
- contributions to UNICEF's work for children in other countries through contributions to global regular resources) initiated during 2010-2011 and gradually increase annually.

This programme is a cross-cutting programme which is expected to fund around 70 per cent of the planned annual country programme funding. It contributes indirectly to all the MDG, UNDAF, WFFC and UNICEF's MTSP goals and targets outlined against each programme component above.

The programme is managed by UNICEF Thailand in cooperation with the Ministry of Foreign Affairs / Thailand International Cooperation Agency. Close consultation is maintained with the UNICEF Consultative Committee chaired by the UNICEF Thailand Goodwill Ambassador Mr. Anand Panyarachun.

Resources Used:

| Programme Budget 2010 | Planned (US\$) | | Available funds (US\$) | | |
|-----------------------|----------------|-----------|------------------------|-----------|----------|
| | RR | OR | RR | OR | Total |
| Allocation | 5,000 | 1,840,000 | 542 | 1,757,700 | 1,758,24 |
| 2 | | | | | |
| Commitments | | | 542 | 1,735,880 | 1,736,42 |
| 2 | | | | | |
| % commitment | | | 100% | 99% | 99% |

The programme was fully funded with allocations from locally-raised income and PFP/global.

The following table shows the funding sources for this project.

Donors : Thailand (PSFR) = 1,757,700 US\$
 Excluded from Country Programme Funding
 FDP fro HQ (for investment) 1,490,000

Result Achieved:

Overall performance in local fundraising was excellent. Locally-raised income through PSFR activities, compared to 2009, increased by 40 per cent to around US\$ 9 million (not including US\$508,000 additionally raised for emergencies in Haiti and Pakistan). A second highlight was the achievement of self-reliance for staffing and recurrent costs. In

2010, all local fundraising costs, including salary and activities for maintenance and retention of existing donors, are now covered from country-level fundraising income, while PFP continues to provide funds for investment in expanding the fundraising operation, with the major focus on recruitment of new monthly pledge donors.

Main Activities undertaken and the Specific Results

Increasing total income

- Total income through local fundraising in 2010 is expected to be around US\$ 9 million compared to US\$ 6.02 million raised in 2009 - a 40 per cent increase year-on-year.
- The net contribution from private sector fundraising for programme activities after deducting PSFR fundraising costs is forecasted to be around US\$ 6 million.

Face-to-Face fundraising successfully scaled-up

- The face-to-face fundraising strategy was successfully scaled up. A cumulative total of 49,700 pledge donors are expected to be recruited through this technique by the end of December 2010 compared to only around 12,800 active pledge donors recruited in the previous ten years using a direct mail technique.
- At the end of 2010, the Face-to-Face technique is expected to be contributing around 80 per cent of total income (over US\$ 6 million) and growing each year.
- Donor attrition reduced from 27 per cent in 2007 to 8.4 per cent in 2010 (drop-out within 12 months).

Ambassadors for Youth

- The profile of UNICEF and its work and therefore its local fundraising continued to be boosted by the extension of appointment of two of Thailand's most popular entertainment personalities, Ms. Ann Thongprasom and Mr. Theeradej "Ken" Wongpuapan.

Greetings cards and gifts

- During the year UNICEF's in-house Product Line and Marketing Operations were closed. This followed close examination of market potential and costs and investment returns. UNICEF cards are still available in Thailand through a contracted distributor.

Constraints and Lessons Learned

No specific constraints were encountered. A review of internal fundraising operations has given recommendations for further cost-efficiencies which will be implemented during the course of 2011.

Summary of Monitoring, Study and Evaluation Methods

A review of corporate sector partnership potential (fundraising and programme) culminated in decisions to re-orient UNICEF's corporate engagement towards 'partnerships for programme results for children' based on careful analysis of the planned results for children, bottlenecks and the added value of corporate sector partnership.

Future Workplan:

In 2011, key priorities will be to:

- implement the digital fundraising / on-line donation
- obtain approval from the Ministry of Finance for contribution from locally-raised funds to UNICEF's Regular Resources and for tax exemption approval on these overseas donations.

Title: *Cross-sectoral costs*

Purpose:

The programme component covers costs of UNICEF's contribution to the UN Country Team coordination budget and costs of cross-cutting programme budget-related monitoring.

Resources Used:

US\$ 121,682 allocated for 2010 with 100% spent. Funding is from Regular Resources.

Result Achieved:

UNICEF financial contribution to Resident Coordination budget given.
Efficient programme budget monitoring and oversight ensured.

Future Workplan:

To be confirmed at annual management planning meeting January 2011.

Title:

Child protection

Purpose:

The programme focuses on strengthening family, community and institutional systems to better protect the most vulnerable children from violence, abuse and exploitation. UNICEF Thailand also works with UNICEF offices of the neighbouring countries to jointly address cross-border issues under this programme. The following are key expected results:

- In the 25 high disparity/vulnerability provinces – (a) provinces have functioning Child Protection systems that prevent and address cases of exploitation, violence and abuse; and (b) the births of vulnerable children are registered, and access to nationality is improved according to Thai law.
- Nationally – (a) children affected by conflict and violence are better protected through monitoring, reporting and improved service delivery; (b) a more appropriate, protective and child-sensitive justice system for child victims, offenders and witnesses is in place; and (c) awareness, behaviours and participation regarding Child Protection is improved among the general public, civil society and children.

This programme directly contributes to the following:

- MDGs: Millennium Declaration Section VI, Protecting the Vulnerable
- UNDAF outcomes: Increased access to and utilization of quality basic social services and protection, especially for vulnerable groups and in certain geographic areas, resulting in reduced disparities
- WFFC goals: Protect against abuse, exploitation and violence
- UNICEF MTSP priority areas: Child Protection from violence, exploitation and abuse

In 2010, four annual work plans were agreed under this component. Key partnerships included the Ministry of Social Development and Human Security, Ministry of Justice, and Ministry of Interior.

Resources Used:

| Programme Budget 2010 | Planned (US\$) | | Available funds (US\$) | | |
|-----------------------|----------------|-----------|------------------------|-----------|-----------|
| | RR | OR | RR | OR | Total |
| Allocation | 210,000 | 1,900,000 | 413,464 | 2,173,670 | 2,587,134 |
| Commitments | | | 413,464 | 2,045,942 | 2,459,406 |
| % commitment | | | 100% | 94% | 95% |

The programme was fully funded. The following table shows funding sources for this programme in 2010.

| Donors | Funds OR (in US\$) |
|-------------------------|--------------------|
| United State Government | 22,637 |
| SIDA (Sweden) | 38,000 |
| Global Thematic Fund | 452,869 |
| UK Committee | 530,351 |
| Thailand (PSFR) | 1,129,814 |

Result Achieved:

Increased provision of statutory child protection services in four regions of Thailand for prevention, monitoring, reporting and response of children affected by abuse, neglect, exploitation and violence:

- More than 120,000 children surveyed and case records compiled and an information system for provincial level planning, installed in 9 provinces.

Universal access to birth registration and improved assistance for civil registration of children:

- Heightened UNICEF advocacy and technical and financial support to the Ministry of Interior and to the Thai Sub-Committee on Children's Rights contributed to withdrawal of Thailand's reservation on Article 7 of the CRC.
- Successful piloting (Phase 1) of a simplified birth registration system; UNICEF contributed technical and financial support to the Ministry of Interior for the piloting, financial support for related work in cooperation with NGO partners and its convening role to strengthen collaboration between the Ministry of Public Health and Ministry of Interior. It is expected that the new system will be expanded nationwide by 2012 effectively solving Thailand's problem on non-registration of new births. This will benefit some 50,000 children born each year who are not registered. Currently, non-registration of births is estimated at about 5 per cent nationally and as high as 15 percent in poverty families or remote areas.
- A set of legal and practical guidelines on solutions to the statelessness problem compiled and documented through the UNICEF supported Legal Assistance Center in Mae Ai district of Chiang Mai for replication in other parts of the country and for policy advocacy.

Community based child protection system for children affected by armed conflict and emergencies strengthened to promote prevention, monitoring, reporting and response in border provinces:

- Strengthened protection for more than 60,000 refugee children through consolidation of the Child Protection Referral System in the nine camps along the Myanmar border.

Strengthened juvenile justice system that promotes prevention, diversion, restorative justice and reintegration for children in contact with the law developed:

- Reintegration support services for selected juvenile offenders at Songkhla Juvenile Training Center continued. Experiences from such model services are being integrated fully into the work of Songkhla Juvenile Training Center and used for further evidence-based advocacy for the establishment of a functioning reintegration support system for juvenile offenders in other parts of the country.
- Increased public awareness on causes of juvenile offence and importance of community acceptance for successful reintegration of juvenile offenders through a production and broadcast of a 6-episode TV series on juvenile justice.

Constraints and Lessons Learned

The main constraint to progress in the child protection component is insufficient awareness of the extent of violence and its impact on children's development among decision makers and the general public. There is also a prevalent perception that violence, exploitation, neglect and abuse are 'family' issues, pointing to the need for heightened advocacy and more strategic communications to address the above constraints.

Summary of Monitoring, Study and Evaluation Methods

A study was completed on the Child Protection Information Management System as were two evaluations: a) Street Children in partnership with the NGO Friends International and b) evaluation of the Child Protection Referral System in the Thai-Myanmar Border Camps in partnership with the NGO COERR. Management responses were prepared for the two evaluations in consultation with the concerned partners. An evaluation on the Child Protection Monitoring and Response Model is planned for 2011.

Key Partnerships and Inter-agency Collaboration

The programme component continued to work in close partnership with the Sub-Committee on Law Reform, the National Child Protection Committee and a range of NGO and academic partners. UNICEF chaired the UN Working Group on Children Affected by Armed Conflict and coordinated with the UN Country Team in Myanmar for the Monitoring and Reporting Mechanism. UNICEF co-chaired the Child Protection Network on refugee children and co-chaired with UNESCO the working group on Birth Registration and Nationality which met on a monthly basis. As part of the new inter-agency approach to emergency preparedness and response, UNICEF led a child protection group within the broader protection cluster, significantly improving UNICEF and partner capacity to respond in any future emergency.

Future Workplan:

In 2011, priority will be given to advocacy for national expansion of the new online birth registration system, currently being piloted in all regions. It is anticipated that this will lead to national replication by the Ministry of Interior, Public Health and National Health Security Office in 2012 effectively addressing the issue of unregistered births. High priority will be given to contributing to the formulation of a longer-term vision for a more holistic national child protection system, building on international good practices and the many good local implementation initiatives. Another priority will be to agree with national counterparts on the key results to be achieved for children during the next 5-year period of cooperation from 2012 to 2016, ensuring national ownership and full commitment to their achievement.

Planned funding for 2011 is US\$210,000 from the Regular Resources, US\$1,600,000 from Other Resources. Other Resources worth US\$ 1.1 million still need to be raised for activities in 2011 and are expected to come from locally raised funding.

Title: *Education*

Purpose:

This programme focuses on reducing disparities in access to early childhood, primary and lower secondary learning at the appropriate age, and on education quality. It aims to reach children and young people both in and out of school, emphasizing gender, ethnic minority education, innovative teaching methods such as bilingual and multi-grade education, life skills, school readiness and learning achievements. Special attention is given to education for children who are disabled, orphaned and affected by HIV/AIDS. The programme stresses linkages between education and other programme areas. The following are key expected results:

- In 25 high disparity/vulnerability provinces – (a) 40 per cent of primary and lower secondary schools in 25 selected districts implement Child-Friendly School (CFS) quality standards; (b) 50 per cent of out-of-school primary school-age children in these districts are enrolled in either formal or non-formal schooling; (c) the number of children benefiting from quality early child care and development services is increased by 30 per cent; and (d) early child care centres and primary schools in the most vulnerable communities are provided with adequate water and sanitation.
- Nationally – adoption and implementation of policies and strategies improving access and quality education for the most disadvantaged children.

This programme directly contributes to the following:

- MDGs: Goal 2 – Achieve universal primary education; Goal 3 – Promote gender equality and empower women; Goal 6 – Combat HIV/AIDS, malaria and other diseases; Goal 7 – Ensure environmental sustainability
- UNDAF outcomes: Increased access to and utilization of quality basic social services and protection, especially for vulnerable groups and in certain geographic areas, resulting in reduced disparities.

- WFFC goals: Provide quality education, Promote healthy lives.
- UNICEF MTSP priority areas: Basic education and gender equality

In 2010, three work plans were agreed under this component. Main implementation partners were the Ministry of Education; at the national, provincial and sub-provincial levels, the Office of the Permanent Secretary, the Office of Education Council, and the Office of Basic Education Commission. Universities including; Chulalongkorn, Khon Kaen, Taksin, Kasetsart, and Mahidol. UNESCO, as well as NGOs such as Group for Children, Life Skills Development Foundation, and ZOA

Resources Used:

| Programme Budget 2010 | Planned (US\$) | | Available funds (US\$) | | |
|-----------------------|----------------|-----------|------------------------|-----------|-----------|
| | RR | OR | RR | OR | Total |
| Allocation | - | 1,000,000 | - | 1,150,127 | 1,150,127 |
| Commitments | | | - | | |
| 1,007,248 | 1,007,248 | | | | |
| % commitment | | | - | 88% | 88% |

The programme was fully funded. The following table shows the funding sources for this programme in 2010.

| Donors | Funds US\$ (OR) |
|------------------------|-----------------|
| Netherlands Government | 70,000 |
| Hong Kong Committee | 144,524 |
| Thailand (PSFR) | 385,795 |
| Global Thematic Fund | 549,808 |

Result Achieved:

Continued progress was made to further scale up the Child-Friendly School (CFS) Initiative through mainstreaming its concept into national education plans, policies and standards, and by strengthening the initiative in selected schools and communities. Of note was the agreement to take into consideration lessons learned in education provision for disadvantaged children and incorporate them in the second education reform policy that is now under development. UNICEF and partner's advocacy for mother tongue as a medium of instruction in the classroom contributed to adoption of a new language policy.

Main Activities undertaken and Specific Results

40% of primary and lower secondary schools in 25 priority disadvantaged districts practise child-friendly school national quality standards, lesson learned documented, and external and internal quality assurance systems reflect child friendly school core components and indicators.

- CFS concepts infused into national education system through integration of the CFS framework into the 'Lab School' project. This increased the number of schools applying CFS concepts to more than 1,500 covering over 240,000 children.
- The 'bilingual education project' in 4 southern provinces, designed and implemented by a consortium of partners including UNICEF, informed a new national language policy allowing mother tongue as the medium of instruction in classrooms.

50% of the out-of-school children in 25 priority disadvantaged districts enrolled in formal or non-formal schools; priority projects evaluated, lessons learned documented and shared with high executive members of the Ministry of Education for policy formulation.

- Expansion of EFAInfo as the core database for monitoring out-of-school children through capacity building for education officials and a national out-of-school tracking system has set up at the Ministry of Education / Office of Basic Education Commission. This is the first step in scaling up to national scale a series of UNICEF-supported local initiatives during 2006 to 2009.
- Progress continued in demonstrating alternative approaches to ensuring access to education for disadvantaged children in various community settings. In total, over 1400

disadvantaged children in the Northern provinces are benefiting from these initiatives which have all served to highlight inequities in education provision and demonstrate possible solutions. These include: in the northern region, with the help of ethnic minority teachers, some 600 Karen and Lahu ethnic minority children taught in a bilingual multi-grade setting; mobile teachers in Mae Hong Son served some 300 children in remote areas; and, in Fang District of Chiangmai province, alternative forms of education were provided to migrant children and their families.

- Further progress in support for multi-grade teaching as another approach to ensure all children have access to and remain in school. Integrated lesson plans developed for 550 schools.

30% more children in 25 priority districts use quality early child care and development services, national policy adopted ELDS (0-5)

- Early childhood learning development standards (ELDS) or Early childhood behavioral competencies were officially adopted for 0 to 5 years old children and the National Committee on Early Childhood Development, chaired by the Prime Minister, adopted the ELDS as the guiding framework for early childhood development for Thailand's children.

Constraints and Lessons Learned

Despite Thailand's stage of development, getting all children into school remains a major challenge. The government, NGOs, and concerned UN agencies have coordinated efforts to address issues of migrant, displaced, disadvantaged, and vulnerable children but renewed and greater efforts are needed to address these issues in a more holistic way. There is a need for heightened awareness of the situation of out-of-school children and for this to become a national agenda priority.

Summary of Monitoring, Study and Evaluation Methods

A strategic review of UNICEF's contribution in education was completed with regional office support and has guided future cooperation in education. Findings and recommendation of the Evaluation of Child-friendly Schools practice (final report received in 2010) are now being reviewed.

Key Partnerships and Inter-agency Collaboration

Universities including Chulalongkorn, Khon Kaen, Taksin, Kasetsart, and Mahidol are main partners for research-based approaches in education and integration of innovations into pre-service teacher training programmes and curricula. Close collaboration with UNESCO in the field of gender, Human Rights in Education and EFA has accelerated progress and helped to avoid duplication of efforts. For the first time, partnerships are being explored with private-sector companies which have an interest in contributing to national efforts to ensure the rights of all children to education access and to quality education.

Future Workplan:

In 2011, priority will be given to heightening public and decision-maker awareness of the numbers of children not in school and its impact on children, but also on the economy and society and to advocate for stronger, accelerated action to address this. Access to education for excluded children (stateless, ethnic minority, migrant, refugee, poor, HIV/AIDS-affected, disabled) remains an overriding priority for UNICEF cooperation. Another priority will be to make an even greater contribution to strategically important education issues such as ensuring education opportunities in the conflict-affected provinces in the Far South, and substantial improvement in quality of education and actual learning levels of children. In cooperation with the Child Protection Programme Component, strengthening child protection in schools will be another priority with new study data on the extent of violence against children in institutional settings including schools available in March 2011. Another priority will be to agree with national counterparts on the key results to be achieved for children during the next 5-year period of cooperation from 2012 to 2016, ensuring national ownership and full commitment to their achievement.

Planned funding in 2011 is US\$ 1 million from Other Resources. Other Resources worth US\$ 500,000 still need to be raised for activities in 2011 and are expected to come from locally raised funding.

Title: HIV/AIDS

Purpose:

This programme focuses on the prevention and reduction of HIV transmission among young people, from mothers to children, and on ensuring essential care and support for children who are living with or affected by HIV/AIDS. At the national level, the programme supports policy development and advocacy for universal prevention, care, support and treatment and for changes in awareness, understanding and attitudes. At the sub-national level, the programme develops effective models, establishes standards and helps encourage demand from beneficiaries in the 25 high disparity/vulnerability provinces in order to draw down resources and support policymaking. The programme builds capacities of inter-provincial and regional young people’s networks. The following are key expected results:

- In 25 high disparity/vulnerability provinces – (a) children affected have increased access to and utilization of health, education and social services including life skills; (b) all children and young people have access to information, skills-based education, counseling and testing services and ARV medicines; and (c) all women have access to services for the prevention of mother-to-child transmission of HIV including at a minimum voluntary counseling and testing, antenatal care, ARV coverage during delivery, and information on breastfeeding;
- Nationally – a) improved awareness, behaviours and participation among the general public, civil society and children regarding HIV/AIDS.

This programme directly contributes to the following:

- MDGs: Goal 4 – Reduce child mortality, Goal 5 – Improve maternal health, Goal 6 – Combat HIV/AIDS, malaria and other diseases
- UNDAF outcomes: Increased access to and utilization of comprehensive prevention, treatment, care and support services for HIV/AIDS
- WFFC goals: Promote healthy lives; Combat HIV/AIDS.
- UNICEF MTSP priority areas: HIV/AIDS

In 2010, four annual work plans were agreed under this component. Main implementing partners were the Ministry of Public Health, Ministry of Social Development and Human Security, the United States Centers for Disease Control and Prevention’s Global AIDS Program, civil society (NGOs, people living with HIV/AIDS networks, youth networks) and members of the UN Theme Group on HIV/AIDS.

Resources Used:

| Programme Budget 2010 | Planned (US\$) | | Available funds (US\$) | | |
|-----------------------|----------------|-----------|------------------------|---------|---------|
| | RR | OR | RR | OR | Total |
| Allocation | 210,000 | 1,080,000 | 186,182 | 615,995 | 802,176 |
| Commitments | | | 186,182 | 612,940 | 799,122 |
| % commitment | | | 100% | 100% | 100% |

The programme was fully funded. A number of NGO project cooperation agreements were not renewed during the year and re-prioritisation of plans together with national counterparts resulted in some other activities being cancelled. As a result, the programme under-spent compared to that originally planned. The following table shows the funding sources for this programme in 2010. Locally raised funds were the single largest source of funding.

| Donors | Funds US\$ (OR) |
|-------------------|-----------------|
| Swedish Committee | 5,160 |

| | |
|---------------------|---------|
| Australia Committee | 39,882 |
| Thailand (PSFR) | 570,953 |

Result Achieved:

Overall progress in implementation was good. There was an increased focus on upstream activities, particularly in assistance towards resource leveraging, national evaluation capacity strengthening, and exploration of the use of innovation to improve HIV/AIDS-related outcomes for children. One highlight was the approval of US\$ 42 million funding to Thailand from the GFATM Round 10.

Main Activities undertaken and the Specific Results

Strengthened care and support to children and families affected by HIV/AIDS:

- Successful advocacy for children infected and affected by HIV, including stateless/minority group children and children of non-Thai migrants through UNICEF's contribution to successful submission of a proposal to the GFATM. UNICEF contributed technical, financial support and its convening role for preparation of the proposal for submission for GFATM Round 10 funding of US\$ 42 million. The preparation process led to increased commitment of participating partners to continue to strengthen services for all marginalized and vulnerable children, including those directly marginalized or made vulnerable due to HIV/AIDS. The process strengthened collaboration between the Ministry of Public Health and the Ministry of Social Development / Human Security on the issue of orphaned and vulnerable children.
- Formal launch of results from a legal review of national policies focusing on human rights and HIV. A parallel study focused on prevalence and effects of stigma and discrimination on people living with HIV/AIDS. Results of this initiative are in process of being translated into future programming to routinely monitor stigma and discrimination against people with HIV and identify appropriate mechanisms to combat it.
- Completed development of a comprehensive HIV pediatric care model, implemented by Khon Kaen University in partnerships with civil society. The model has been considered well-suited for national scale up and has received government funding for expansion to 19 provinces.

HIV among children and young people prevented:

- Further progress to strengthen life skills-based education for HIV prevention for young Muslims through development of a curriculum to be used in Muslim schools and communities, particularly in the far South and for street children who have high levels of vulnerability to HIV infection.

Mother to children transmission of HIV prevented:

- Assessment completed of potential for use of information, communication technology (ICT) to improve HIV-related outcomes completed in Thailand and other countries in the region. Report conclusions found a high level of potential for ICT in Thailand to further improve quality of HIV-related care.

Strengthened national capacities:

- Strengthened national programme monitoring and evaluation on HIV/AIDS. A comprehensive monitoring and evaluation framework developed with the help of 16 national monitoring and evaluation working groups created to review national data for different HIV/AIDS focus areas.

Constraints and Lessons Learned

Important challenges remain in access to prevention, care and treatment for un-registered migrants, non-Thai speaking populations and vulnerable young people. HIV prevalence appears to be rising in young MARPs and will need to be further addressed in subsequent programming.

Summary of Monitoring, Study and Evaluation Methods

More joint initiatives were undertaken with UN partners this year within the framework of the UN Theme Group on AIDS including studies on stigma and on rights policies, as well as joint approaches to strengthening national capacities for monitoring.

Key Partnerships and Inter-agency Collaboration

Key partners included the Department of Disease Control, and Bureau of Health Promotion, Department of Health, under the Ministry of Public Health; the Ministry of Social Development and Human Security, the Volunteers for Children's Development Foundation, and the Paediatrics Department, Faculty of Medicine, Khon Kaen University. Key civil society partners included the National Thailand Network of People Living with HIV/AIDS (TNP+), Thailand NGOs Coalition on AIDS (TNCA), the AIDS Access Foundation, Foundation for AIDS Rights and the Young Muslim Association of Thailand (YMAT). UN Theme Group participation included joint activities with UNAIDS, WHO, UNFPA, UNDP, World Bank, and UNESCO.

Future Workplan:

In 2011, priorities will be to: support implementation of HIV evaluation agenda on areas focused on children and young people infected with or affected by HIV/AIDS; assess the feasibility of incorporation of adolescent-friendly services into existing health care service delivery; assess the feasibility of using ICT to improve HIV care and treatment for young people; evaluate the national HIV early infant diagnosis programme and make recommendations for programme strengthening; increase attention to combating stigma and discrimination - an important underlying cross-cutting constraint to improved outcomes for children. Another priority will be to agree with national counterparts on the key results to be achieved for children during the next 5-year period of cooperation from 2012 to 2016, ensuring national ownership and full commitment to their achievement. Planned budget for 2011 is US\$ 175,000 from the Regular Resources and US\$ 1,200,000 from Other Resources. Other Resources worth US\$ 600,000 still need to be raised for activities in 2010 and are expected to come from locally raised funding.

Title: *Local capacity-building*

Purpose:

This programme focuses on strengthening the capacities of local government, families and communities for planning and action for children in the 25 priority provinces with substantial social disparities. It develops model approaches to reducing disparities in the realization of the rights of vulnerable children and women. It also shares lessons learned and best practices identified in Thailand's development process in various areas with other countries in the region and beyond through South-South cooperation activities.

The following are key expected results:

- In 25 high disparity/vulnerability provinces – (a) 25 vulnerable districts operate new approaches to planning and action for children's rights with involvement of government, NGOs and civil society; (b) families practice positive behaviours for child development and protection including child safety and the prevention of avian influenza; and (c) best practices are shared within Thailand and beyond through South-South cooperation.

This programme is cross-cutting and directly contributes to the following:

- MDGs: Goal 2 – Achieve universal primary education; Goal 3 – Promote gender equality and empower women; Goal 4 – Reduce child mortality; Goal 5 – Improve maternal health; Goal 6 – Combat HIV/AIDS, malaria and other diseases; Goal 8 – Develop a Global Partnership for Development
- UNDAF outcomes: 1. Increased access to and utilization of quality basic social services and protection, especially for vulnerable groups and in certain geographic areas, resulting in reduced disparities. 2. Sub-national administrations effectively respond to people's rights in a participatory and transparent manner based on quality data and evidence-based planning. 5. Thailand has increased its South-South cooperation engagements.
- WFFC goals: Promote healthy lives; Protect against abuse, exploitation and violence;

Provide quality education; Combat HIV/AIDS.

- UNICEF MTSP priority areas: Policy advocacy and partnerships for children's rights

In 2010, three annual work plans were agreed under this component. Key partnerships included the Ministry of Interior, Ministry of Social Development and Human Security, Ministry of Public Health, Ministry of Education, Ministry of Foreign Affairs / Thailand International Cooperation Agency, and several universities.

Resources Used:

| Programme Budget 2010 | Planned (US\$) | | Available funds (US\$) | | |
|-----------------------|----------------|---------|------------------------|---------|---------|
| | RR | OR | RR | OR | Total |
| Allocation | 90,000 | 800,000 | 72,150 | 731,064 | 803,214 |
| Commitments | | | 71,589 | 720,355 | 791,944 |
| % commitment | | | 99% | 99% | 99% |

The programme was fully funded. Locally raised funds were the sole source of funding.

| Donors | Funds OR (US\$) |
|-----------------|-----------------|
| Thailand (PSFR) | 731,064 |

Result Achieved:

Good progress was made with more than 90 per cent of planned activities completed. The programme expanded to all 25 target provinces involving all 2,800 sub-districts with an estimated child population of some 5 million. In 2010 greater emphasis was given to measuring progress towards planned results. A survey in 12 provinces, the first provinces to implement new approaches to local planning and action for children in 2008 and 2009 confirmed that good institutional capacities are being built and budget allocations for children are increasing. A pilot that started in 2009, in Mae Hong Son province, a poor northern province, continued during the year and results of a formative evaluation are now being analysed.

Main Activities undertaken and the Specific Results

By 2011, all sub-districts in 25 priority provinces operate new approaches to planning and actions for children's rights (assessed against four core indicators)

Survey results (Mahidol University-UNICEF) in the 12 provinces in the North and the South regions, showed that:

- 80% of sub-districts have established multi-sectoral teams for children, but only 65% are functioning adequately.
- 85% of sub-districts have prepared Child and Youth Plans.
- 85% of sub-districts have integrated their Child and Youth Plans within their Local Development Plans.
- Between 10 per cent and 30 per cent of the total budget of the local authorities is allocated for actions for children.

Increased capacities of local authorities/multi-sectoral teams to plan and act for local children:

- A pilot continued in Mae Hong Son to test an approach to capacity building for nineteen local authorities and the Provincial Local Authority in cooperation with the NGO Life Skills Development Foundation.
- In addition, 26 provincial training workshops on rights-based planning, implementation and monitoring and evaluation of results for children organized in the 25 priority provinces including Bangkok, for all local multi-sectoral teams for children from 2,800 local authorities, with more than 5,000 local officers/workers as the target participants. They will later, play a catalyst role in local planning and actions for children, especially at the local authority/community level.
- Good practices of local authorities shared through an annual review process with selected local authorities.
- Establishment of new Advisory Committee on Children's Rights involving the Ministry of

Interior / DLA, provinces and local authorities, will ensure a more integrated and sustainable approach.

During 2007-2011, good practices are shared within Thailand and within the region and beyond, through south-south cooperation.

- Within the Local Capacity Building programme, the "Technical Cooperation among Developing Countries" (TCDC) project supported the sharing of Thailand's experiences and best practices with neighbouring countries and beyond. It did this through formal courses of short study, comprising theory and practice as well as study visits on topics relating to children. In 2010, two TCDC training courses on PMTCT and Child-Friendly School Initiative were organized with over 50 participants from 15 developing countries in Asia and Africa.

Constraints and Lessons Learned

No major constraints were encountered. The main challenge was the coordination among central ministries to put into place a more coherent cross-cutting approach to supporting local authorities in their work for children. In the nation-wide process of decentralization, all ministries are now redefining their relationships and modalities of support to local authorities.

Summary of Monitoring, Study and Evaluation Methods

During the year, greater emphasis was given to ensuring availability of data on progress towards overall objectives and this will continue. Within this, budget-related work, on spending for children at the local level will continue to be a priority. Studies, evaluations are outlined under results above.

Key Partnerships and Inter-agency Collaboration

Main partners are the Ministry of Interior; Ministry of Public Health; Ministry of Social Development and Human Security; Ministry of Education; academic institutes Chulalongkorn University, Mahidol University and the Prince of Songkhla University; and selected other UN agencies.

Future Workplan:

Key priorities for 2011 include: a) strengthening leadership and coordination role of the Ministry of Interior as it relates to increasing capacities of local authorities for planning and action for children. This is to help overcome some of the competing and duplicating actions across the central ministries; b) launching model / demonstration sites in ten provinces in all regions - in line with MTR agreed adjustments, and integrating C4D as a component; c) full analysis of the evaluation of the Mae Hong Son pilot; d) complete the updating of Facts for Life as a reference source for local authorities, families and others; and, e) further developing the capacity of local training institutes to deliver the TCDC courses and enabling phase-out of UNICEF support by end 2011. Another priority will be to agree with national counterparts on the key results to be achieved for children during the next 5-years period of cooperation during 2012 to 2016, ensuring national ownership and full commitment to their achievement.

Planned funding for 2011 is US\$ 75,000 from the Regular Resources, US\$ 800,000 from Other Resources. Other Resources worth US\$ 400,000 still need to be raised for activities in 2011 and are expected to come from locally raised funding.

Title: Social policy analysis and monitoring the goals

Purpose:

This programme focuses on providing support to ensuring responsiveness to the situation of vulnerable children and women in national and provincial socio-economic planning. The programme carries out social policy analysis and policy advocacy, and

supports improved availability of data and information. The following are the expected results:

- social policies are analyzed and their impact on children is known by policymakers and the public;
- national and sub-national systems involving government, civil society and children, are in place to monitor and evaluate the situation of children and women, especially the most vulnerable;

This programme is cross-cutting and directly contributes to the following:

- MDGs: All, especially Goal 2 – Achieve universal primary education; Goal 3 – Promote gender equality and empower women; Goal 4 – Reduce child mortality; Goal 5 – Improve maternal health; Goal 6 – Combat HIV/AIDS, malaria and other diseases; Goal 7 – Ensure environmental sustainability. Millennium Declaration Section VI, Protecting the Vulnerable
- UNDAF outcomes: 2. Sub-national administrations effectively respond to people’s rights in a participatory and transparent manner based on quality data and evidence-based planning. It also makes cross-cutting contributions to other UNPAF outcomes as they relate to children and women, especially outcome 1: Access to quality social services and protection; and, outcome 3: Access to comprehensive HIV/AIDS prevention, treatment, care and services.
- WFFC goals: All
- UNICEF MTSP priority areas: Policy advocacy and partnerships for children’s rights.

In 2010, two annual work plans were agreed under this component. The main partners are the National Statistical Office (NSO), the National Economic and Social Development Board (NESDB), the Ministry of Social Development and Human Security (MoSDHS) and the Ministry of the Interior (MoI/DLA).

Resources Used:

| Programme Budget 2010 | Planned (US\$) | | Available funds (US\$) | | |
|-----------------------|----------------|---------|------------------------|---------|---------|
| | RR | OR | RR | OR | Total |
| Allocation | 210,000 | 600,000 | 187,145 | 515,261 | 702,406 |
| Commitments | | | 187,078 | 468,039 | 655,117 |
| % commitment | | | 100% | 91% | 93% |

The programme was fully funded. The following table shows the funding sources for this programme. Locally-raised funds were the main source of regular programme funding.

Donors Funds OR: Global Thematic Funds (US\$) 90,011 and PSFR 425,249

Result Achieved:

In 2010, the programme continued to focus on the generation of evidence for social policy analysis through support to partners to conduct studies, research and evaluations. Major achievements were raising the issue of the impact of internal migration on children on the national research agenda, and promoting the key role of evaluation in development planning by proactive support to the establishment of a National Evaluation Society.

Main Activities undertaken and the Specific Results

Social policies relating to children analyzed:

- Greater knowledge and deeper understanding of the impact on children left behind by their parents’ migration - a key issue affecting the lives of millions of children in Thailand. UNICEF provided technical and financial support to The Institute of Population Research (IPSR) at Mahidol University for a study which examines issues on health-related quality of life, education, degree of life satisfaction, migratory information on parents, remittances, risk behaviors of children left behind, mental health, and household socio-economic status of both children and their caretakers. Both the MoSDHS and the NESDB will be involved in assessing the policy implications of the study findings
- Government planning towards establishing a welfare society by 2017 was strengthened

in a number of areas relating to children. UNICEF supported research assessing the role of social transfers in combating child poverty, including a possible child allowance. In 2010, preparations for the study included extensive stakeholder discussions with government and academics, the development of a concept note and the setting up by the NESDB of a research Steering Committee consisting of relevant ministries and selected NGOs. UNICEF supported a visit from a senior official responsible for the Child Support Grant in South Africa to explain to the Steering Committee the policy and implementation of that scheme. UNICEF supported the strengthening of government technical capacity in social protection by sponsoring participation by government officials from NESDB, DLA and MSDHS at an international training course on "Designing and implementing social transfer schemes".

- Understanding of the impact of poverty on children was increased by policy analysis conducted in 2010. Activities included the updating of child deprivation indices developed by TDRI, a national economic think tank. TDRI uses a non-income child deprivation model to assess absolute and relative poverty of children. In 2010, they were able to use data from the national Child and Youth Survey to complement a similar analysis of the 2006 MICS3 data. The results of the study are useful for policy makers in designing policies that go beyond the traditional income poverty concept; a clear advocacy strategy for the use of this research will be needed in 2011 to ensure maximum impact. The Thailand Child Well-being Study (part of UNICEF's global Child Poverty Study), analyzing child-related government policies and key development indicators, was completed at the beginning of 2010. The study has been included in the Regional Child Poverty Study and further advocacy opportunities related to it will be explored in 2011.

Data collection and monitoring systems strengthened:

- The capacity of government counterparts in evaluation was strengthened by UNICEF support to a country-led evaluation of the Basic Minimum Needs (BMN) survey, a major annual data collection exercise that has a number of important child-related indicators. The findings of this evaluation will be used by the National Committee led by NESDB that develops key indicators for national planning in the formulation of a new set of community development indicators.
- National evaluation capacity was strengthened through UNICEF's promotion of an initiative to create a national evaluation network. National ownership of the idea was promoted by establishing a new partnership with two key organizations, the Thailand Research Fund and the Knowledge Network Institute of Thailand. The partnership jointly organized a national evaluation network workshop bringing together over 150 evaluators, managers and officials from civil society organizations; more than 40 of these participants have formed a working group committed to the creation of the first Thailand Evaluation Society.
- Youth participation in monitoring the implementation of the CRC was promoted by UNICEF support to a report by children and youth, and by training on child rights for youth representatives from the conflict-affected southern provinces.

Future Workplan:

2011 priorities will include: a) research contributing to the national policy debate on establishing permanent mechanisms for social protection for children, including a component on the feasibility of cash transfers to families with children will continue in 2010, including the development of an advocacy plan; b) in-depth analysis of data from the research on the impact of migration on children will be carried out and the policy implications and recommendation assessed. An advocacy and dissemination plan for the finding will be developed; c) the policy implications from the national survey on violence against children completed in 2010 will be developed along with an advocacy strategy for harm reduction; d) UNICEF support to a nationwide MICS survey as a major contribution to the equity analysis of the situation of children in Thailand. The methodology of the survey will allow comparison with the 2006 MICS to assess progress for children during the course of the current UNICEF country programme; e) a study to examine some of the causes of the rise in teenage pregnancy was planned in 2010 but could not be

completed due to competing priorities. However, the increased national attention to this issue will make this work a priority for 2011. Another priority will be to agree with national counterparts on the key results to be achieved for children during the next 5-year period of cooperation from 2012 to 2016, ensuring national ownership and full commitment to their achievement.

Planned funding in 2011 is US\$ 210,000 from the Regular Resources and US\$ 600,000 from Other Resources. Other Resources worth US\$ 400,000 still need to be raised for activities in 2010 and are expected to come from locally raised funds.

4. OPERATIONS & MANAGEMENT

4.1 Governance & Systems

4.1.1 Governance Structure:

Effective governance structure

The CMT met and reviewed a standard set of management indicators regularly. These include management indicators on implementation status of programme budget (funding availability against planned, requisition and expenditure rates), outstanding DCT, private sector fundraising performance and donor reporting. In 2010, it was agreed to add status of evaluation management response as an item for periodic review. Also the Performance Appraisal System/PER compliance, outstanding audit issues, IT, staff security and other staff issues were discussed/reviewed as necessary.

The Programme group met at least monthly on issues including programme planning, progress towards results, organisational change initiatives and for staff learning. In 2010, Chair of the Programme Cooperation Agreements (PCA) meeting was transferred to the Deputy Representative (formerly chaired by Chief of Operations) and the process strengthened by introducing a peer review process as per organisational policy. The new process has strengthened office performance in managing partner cooperation and improved information flow within the programme group. As a result of changes to the travel business process new mechanisms for monitoring outstanding trip reports were put into place to ensure trip reports are prepared for every trip within a reasonable time (15 days after travel). In 2011, the implementation status of risk control self-assessment actions will be added as a CMT agenda item.

4.1.2 Strategic Risk Management:

A risk control self assessment exercise was carried out in November 2010 involving all staff. The country office developed its Risk Profile and Risk and Control Library using the UNICEF Risk Reference Guide attached to the ERM Policy as the starting point. The focus was on identifying the risks to the achievement of the office's planned results for the last year of the current cycle 2007-2011 and for the planned results for the first year of the new cycle 2012-2016. The effectiveness of the current risk responses was assessed and the residual risks were identified, analyzed and assessed in terms of the likelihood of the risk occurring and its likely impact. The significance of each residual risk was then determined taking into consideration the likelihood and impact of the risk.

Most significant risk areas for action by the Thailand country office

High:

- Results-based management and reporting of results
- Ability to change

Medium to High:

- Knowledge management
- Organisational competencies.

Actions to address these risks will be incorporated into the 2011 annual management plan.

In terms of emergency preparedness, the country office increased its preparedness through; a) fully participating in the national inter-agency emergency contingency planning exercise; and b) being a member of the steering committee and leading in

cluster areas for child protection (part of protection cluster), nutrition (part of health and nutrition cluster), education and water and sanitation. UNICEF's own emergency preparedness and response plans (EPRP) and the Business continuity plan will be reviewed in 2011.

4.1.3 Evaluation:

Evaluation was highlighted as a strategic priority given its importance for evidence-based programming and advocacy. A new workprocess for designing and approval of evaluations was agreed. Evaluation planning through the use of the IMEP was made more strategic and programme components drew upon the evaluation expertise of the Monitoring and Evaluation Officer much more frequently this year than previously. The programme group agreed that management responses would be prepared for all evaluations, including building a management response into nationally-led/partner-led evaluations, although only management responses for the major evaluations would be uploaded to the UNICEF web portal.

Evaluation is identified as an area for further strengthening in 2011 by: a) reorganizing tasks to increase proportion of dedicated staff time to evaluation; b) reinforcing the workprocess for evaluation; and c) even more strategic use of the IMEP.

4.1.4 Information Technology and Communication:

Internally, the office upgraded its IT systems and equipment and made staff training available in support of the planned organisation-wide changes in its programme management and business operating systems.

Programmatically, the use of social media as a means of communicating children's rights issues for advocacy increased this year and is expected to increase exponentially from now on. One example was the use of Facebook and Twitter in support of public dialogue on the need for action to combat IDD. Piloting a new national birth registration system involved linking Ministry of Interior and Ministry of Public Health on-line systems on a trial basis with good success, and it is expected that a new, nation-wide on-line birth registration system could be implemented by 2012 which will contribute to solving the problem of unregistered births. A review of potential use of mobile phone technology to improve HIV/AIDS outcomes was completed with potential follow-up action in 2011. Online learning modules on child rights were made available to government officials in all 7,000 sub-districts countrywide through the websites of the Ministry of Interior.

Staffing was strengthened in fundraising communications and use of digital media for fundraising is being considered.

4.2 Fin Res & Stewardship

4.2.1 Fund-raising & Donor Relations:

Fundraising and donor relations

In 2010, some 66 per cent of Other Resources were raised locally through the private sector fundraising operation (see Part 3.2.7 Future Cooperation Entity / Local Fundraising programme component). This ratio is expected to rise to around 80 per cent in 2011. Being a middle-income country, it has gradually become increasingly difficult to raise Other Resources funds from bilateral donors or UNICEF National Committee sources while at the same time local fundraising opportunities have increased significantly.

In response to this, the country office fundraising strategy now places reliance on local fundraising rather than seeking funding from sources external to Thailand. In future, external sources of funding will only be sought where it is strategically important to do so, for example if funding is linked to a multi-country international collaboration initiative or would contribute to making critical technical assistance available to Thailand.

Over the past two years this shift in funding sources has had major implications for programme staff time.

It also means that donor relations are focused on relations with private sector donors within Thailand, mainly individuals and a small number of corporate sector donors. Feedback to donors on progress for children and the work of UNICEF is now provided through communications via media channels and direct mail new letters. Donor relations are vitally important to ensure continued relationships with and support from existing and future donors. In 2010, staffing was reinforced to ensure greater performance in fundraising communications and in customer retention.

4.2.2 Management of Financial and Other Assets:

The Operations Manager, Common Services Unit, continued to participate in meetings of the UN Operations Managers Team organized in conjunction with EAPRO/APSSC, UNESCAP and other UN agencies. The members of the OMT promote information sharing among agencies and ensure optimization of resources by reviewing relevant opportunities for common services.

As part of the HACT framework, UNICEF led the bidding, selection and contracting processes on behalf of the three Ex-com Agencies (UNDP, UNFPA and UNICEF) to contract an institution to conduct micro-assessments and spot checks of implementing partners under the HACT guidelines. As a result, a common LTA was signed into effect for a period of two years.

In 2010, the office efficiently planned and managed cash flows and funds. This year, US\$690,000 was requested from NYHQ for fund replenishment, compared to US\$3.09 million in 2009. The success of local fund raising efforts throughout the year was sufficient to cover office needs, hence minimizing replenishment requests from NYHQ.

4.2.3 Supply:

The supply component of the country programme was US\$271,798 in 2010, consistent with the procurement level in 2009 of US\$257,290. This represents around 3 per percent of total country programme spending. Around half of the supply spending was on printing of direct mail and other campaign materials related to fundraising activities.

The strong capacity of local suppliers in Thailand, especially printers, has contributed to the effectiveness of local procurement, resulting in reliable and high quality products. The establishment of long terms arrangements for standard items and services (i.e., office supplies, computer consumables and graphic design) has proven to be an effective way to simplify administrative processes and reduce transaction time.

4.3 Human Resource Capacity:

Staffing was strengthened in local fundraising, especially relating to fundraising communications and donor relations. The Product Line and Marketing (PLM) operations (cards and gifts sales) were closed with the office's resources re-focused on local fundraising operations.

The Mid-Term Review of the Country Programme 2007-2011 in November 2009 highlighted importance of strategic human resource development in support of programmatic "strategic shifts" and new organisational change initiatives. Office learning plan was based on careful analysis of global, regional and country office priorities. Key learning was in the following areas:

- Advocacy, Evaluations and other programmatic shifts
- Enterprise Risk Management including a risk control self assessment exercise
- IPSAS e-learning courses
- e-PAS improved performance appraisal system
- Competency Based Interviewing (CBI)
- Personal / professional development and peer support volunteers

Major security enhancements are being completed for the office premises. Staff training was given on the new Security Level System and Acceptable Risk and on Women Security Awareness.

4.4 Other Issues

4.4.1 Management Areas Requiring Improvement:

The country office continued to share one operations unit (Common Services Unit) with the East Asia and the Pacific Regional Office (EAPRO) and the Asia-Pacific Support Services Centre (APSSC), resulting in efficiency gains/cost savings over the costly alternative of each having its own operations unit.

In 2010, the office efficiently planned and managed cash flows and funds. This year, US\$690,000 was requested from NYHQ for fund replenishment, compared to US\$3.09 million in 2009. The success of local fund raising efforts throughout the year was sufficient to cover office needs, hence minimizing replenishment requests from NYHQ.

4.4.2 Changes in AMP:

The Annual Management Plan (AMP) was prepared at the beginning of the year and the concerned Annual Management Priorities were systematically reviewed twice a year - once in mid-year (June) and now in January 2011 for the year's review.

No changes to the CPMP were made during the reporting period.

The 2011 AMP will be prepared by end January. No significant changes are envisaged. Main priorities will be: a) continue implementation of MTR and MTMR outcomes including continuation of strategic shifts in cooperation and programming; b) preparation of a new country programme and UNDAF; c) strengthening HR capacities in critical areas including evaluation, advocacy and local fundraising.

A new country programme plan and CPMP for 2012-2016 will be prepared in early 2011.

5. STUDIES, SURVEYS, EVALUATIONS & PUBLICATIONS

5.1 List of Studies, Surveys & Evaluations:

- 1. Evaluation on Child Protection Referral System in Tham Hin, Mae La and Ban Mai Nai Soi refugee camps*
- 2. Evaluation Study on Child Friendly School practice in Thailand*
- 3. Study on Appropriate Technology for Salt Iodization Process*
- 4. Review of Child Protection Response in Emergency in Thailand*
- 5. Feasibility Study on Sustainable Elimination of IDD through Salt Iodization Legislation Measures*
- 6. Information, Communication and Technology (ICT) Assessment - Leveraging ICT Effectively for PMTCT*
- 7. Getting it Right: Case Studies on Paediatric HIV Treatment, Care, and Support in Thailand and Cambodia*
- 8. Evaluation of the Friends International Project in Thailand*

5.2 List of Other Publications

- 1. Child Participation Manual*
- 2. Consensus Recommendations: National Evaluation Agenda for HIV/AIDS in Thailand*
- 3. UNGASS Country Progress Report – Thailand: Reporting Period – January 2008 – December 2009*

6. INNOVATION & LESSONS LEARNED:

Title: *Advocacy for Sustained Elimination of Iodine Deficiency Disorders (IDD) in Thailand*

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Abstract:

IDD threatens the development of millions of children in Thailand. Despite a national programme in place for over three decades, less than 60 per cent of households consume iodized salt as of 2006. The advocacy objective was set to help enact compulsory USI legislation by the end of 2010. By employing a systematic advocacy approach based on a clear strategic intent, design and solid evidence base, a substantial breakthrough was made culminating in new legislation for mandatory iodization of all salt for human consumption with effect from 1 January 2011. Key lessons learned include (a) highlighting the issue in a larger context of national human development helped expand the circle of allies beyond the traditional technical domain; (b) quality data presented in an easy-to-understand manner can effectively mobilize wider and stronger support; and (c) corporate sector partnerships can add tremendous value to actions for children.

Innovation or Lessons Learned:

(a) Highlighting the issue in a larger context of national human development helped expand the circle of allies beyond the traditional technical domain – IDD in Thailand used to be considered a technical health issue affecting a minority of the population (ethnic minorities with severe and visible effects). The widespread and sub-clinical type of iodine deficiency was not well known. Placing the issue in the wider context (of national human resource development, children's learning capacity etcetera) helped attract the attention of far wider range of people (senior-most decision-makers of the government, media, academics, child right advocates and private sector) than previously and enhanced the understanding of what is at stake for the overall national development.

(b) Quality data presented in an easy-to-understand manner can effectively mobilize wider and stronger support – A review of the National IDD Control Programme was conducted by the International Council for Control of Iodine Deficiency Disorders (ICCIDD) mission with support from UNICEF. It verified that little progress had been made on it in Thailand since the last review held five years ago. Also data were collected to systematically compare the situation in Thailand with regional and global trends in progress towards Universal Salt Iodization (USI). These data, presented in an easy-to-understand manner, spoke for themselves and helped generate much more awareness and interest.

(c) Corporate sector partnerships can add tremendous value to actions for children – In the process of mapping wider range of partners on this issue, an opportunity arose to collaborate with a credible corporate entity (a major private company) in advocacy for USI promotion. The corporate partner quickly mobilized its resources including tremendous PR and communication capacity, creativity in presentation, public event organization capacity, and social networks including top-most decision-makers, to launch a high-profile advocacy campaign on this issue. The campaign took maximum advantage of sound content based on solid evidence (data and their analyses) of the issue provided by UNICEF, and the tremendous resources and capacity to communicate it effectively to the public provided by the corporate partner.

Potential Application:

In this case, a particular nature of the issue rendered itself more easily to evidence-based advocacy with very clear and "straightforward" solution (USI by law). The above-

mentioned lessons learned, however, are sector-neutral and can be deployed equally to other issues and other settings within the country, region or elsewhere.

Issue/Background:

Seventy-one per cent of pregnant women in Thailand have inadequate levels of iodine intake, as shown by data gathered between 2000 and 2007. Other data show that no province in Thailand is free from iodine deficiency. Access to iodized salt in Thailand decreased from 74 per cent in 1996 to 58 per cent in 2006. In terms of household access to iodized salt, Thailand ranks 10th among 13 countries in the East Asia and the Pacific Region. IDD is little recognised as a problem and Thailand did not have legislation mandating iodization of all salt.

Strategy and Implementation:

Starting in 2009 and continuing in 2010, introduction of legislation for mandatory iodization of all salt for human and animal consumption was made as an office-wide advocacy priority. UNICEF adjusted its advocacy strategy based on a review of best practices in advocacy. It used new data from the 2009 external evaluation of the national IDD control programme by ICCIDD and carried out a stakeholders' analysis. The primary goal for the revised advocacy strategy was to communicate to high-level policy- and decision-makers the need for and urgency of USI legislation based on informed understanding of the serious impact of this issue on the overall national human resources development of Thailand. Key messages and all advocacy and communication materials were revised accordingly and based on systematic analyses of quality data from Thailand as well as from the region and the global levels. Partnership was broadened beyond traditional technical domain to include key child right advocates, academics, media, WHO and other UN agencies and corporate sector. It also involved major national mechanisms related to child rights such as the National Child and Youth Development Committee, National Early Childhood Development Board, and the Sub-Committee on Law Reform for Children.

Progress and Results:

As a result of the above advocacy efforts, at the end of September 2010, the Ministry of Public Health for the first time endorsed USI as the best strategy to eliminate IDD. The ministry announced four new regulations mandating iodization of all salt for human consumption which will take effect on 1 January 2011.

IDD is now recognized as a major development challenge for Thailand, and the Prime Minister has discussed IDD and the need to iodize salt on several occasions during his weekly national television broadcasts. The Minister of Public Health too is fully conversant with the significance of this issue and his Ministry's commitment to it is reinforced by the greater support from the Prime Minister to address the issue.

Next Steps:

The above-mentioned development represents a great progress. At the same time, USI in Thailand needs to be brought fully in sync with the global best practices in terms of (a) focusing on salt iodization and use of iodized salt for processed food; and (b) inclusion of salt for animal consumption as a part of USI legislation. Also actual enforcement of the concerned legislation needs to be closely monitored by the government and the society as a whole. Evidence-based advocacy on these points will continue in 2011.

7. SOUTH-SOUTH COOPERATION:

Within the Local Capacity Building Programme, the "Technical Cooperation among Developing Countries" (TCDC) project supported the sharing of Thailand's experiences and best practices with neighbouring countries and beyond. It did so through formal courses consisting of theory and practice as well as study visits on topics relating to children. In 2010, two TCDC training courses on PMTCT and Child-Friendly School Initiative were organized with over 50 participants from 15 developing countries in Asia and Africa. Since 2002, more than 1,000 participants have attended TCDC courses from 27 countries.

This component of our cooperation in Thailand also contributes to the current UNDAF outcome on "Developing a Global Partnership". The TCDC programme is organised in cooperation with Thailand's Ministry of Foreign Affairs which identifies and funds around half of the participants. UNDP and UNFPA organise a similar course as a contribution to the UNDAF outcome. Since 2009, the TCDC courses have been organised on a full cost recovery basis, with costs of participation and delivery paid by the beneficiary countries. In 2011, two courses are envisaged and from 2012, courses will be offered by institutions directly and not by UNICEF Thailand on behalf of the institutions.

In addition to the formal TCDC courses described above, UNICEF facilitated a number of study visits from other regional countries as part of its contribution to South-South cooperation. In 2010, this included visits from the Philippines on early childhood education.

Further, in 2010, an initiative was taken to facilitate exchange of experiences related to major social actions for children among Thailand (law reform for children), Ecuador (social observatory) and South Africa (child support grant programme) under the name of "Visioning through Sharing". MTR and SMR exercises highlighted the importance of "mainstreaming" South-South cooperation in pursuance of planned programme results rather than stand-alone activities. This strategic direction will be pursued in coming years.