

CHECK AGAINST DELIVERY



## 'Tune in to Me' Launch

Monday, 9 November 2009 • Kuala Lumpur, MALAYSIA

SPEECH BY

**Mr. Youssouf Oomar**

UNICEF Malaysia Representative

**Mr Terence Ooi,**

**Global Brand Director, Leo Burnett Malaysia**

**Our friends and supporters from the media,**

**Ladies and gentlemen.**

This year, UNICEF and other organisations working for children have been making a lot of noise about children's rights, because it is the 20<sup>th</sup> anniversary of the Convention on the Rights of the Child.

For 20 years, UNICEF has been advocating for governments, parents, communities and other children to respect and work towards fulfilling children's rights.

We have come a long way and seen many achievements, for instance in laws and policies that better protect children, social services that improve children's lives, and attitudes of people who accept children as equal members of society.



THE CONVENTION ON  
THE RIGHTS OF THE CHILD





On the occasion of the 20<sup>th</sup> anniversary, we are making more noise than ever to remind people that our work is not done, because there are still children who are left behind.

We have been making noise on behalf of these children, who sometimes cannot make their voices heard because they are not given the opportunity or the platform to do so.

Yet children have the right to make themselves heard. They have the right to express their opinions in matters that affect them, and for those opinions to be taken seriously in decision-making processes.

When we do not give children the space to do this, we are violating their birthright. When we do not listen hard enough or respect their thoughts and feelings, we are failing in our duty to help them claim their rights.

The right to be heard and to participate is inalienable from all the other rights of a child. If we give a child the very best healthcare, but we deny her the right to speak, she is not a healthy child. If a child has never been physically harmed but is constantly told to shut up, that is a child who is being abused.

Today, I urge every one of us to stop and ask ourselves: have we been listening hard enough? Have we been giving credence to what our children have to say?

It is not too late for us to start doing so.



THE CONVENTION ON  
THE RIGHTS OF THE CHILD





And this is something that all of us can do, in our everyday lives. It doesn't matter whether we're parents, siblings, grandparents, teachers, politicians, CEOs, journalists or photographers

The launch of our campaign today marks a huge commitment from the media in Malaysia to give children a voice. We value your support because through your programs, we get millions more Malaysians to listen harder to children. I would like to take this opportunity to thank all the sponsors who have made this campaign possible:

1. AMP Radio Networks
2. Astro Awani
3. Astro TVIQ
4. BFM 89.9
5. Blu Inc
6. Catcha Digital
7. Citranet
8. ESPN Star Sports
9. Innity
10. Menara KL (KL Tower)
11. Media Prima Radio and TV
12. Pudding Media
13. RTM Radio and TV
14. Red FM and 98.8FM
15. The Star Publications
16. See Hua Daily (East Malaysia)
17. TM Bluehyppo

END.



THE CONVENTION ON  
THE RIGHTS OF THE CHILD

