

# **COUNTRY OFFICE ANNUAL REPORT for: Malaysia, EAPRO Status: Finalised**



## **1 EXECUTIVE SUMMARY**

Striving to support the Government of Malaysia in identifying the most critical issues pertaining to children and analyzing constraints to their well-being, UNICEF is identifying and addressing gaps in policy and legal frameworks, programmes and services, and resource utilization for improved outcomes for children. The Country Office advocates for underprivileged and marginalised children in Malaysia in its partnerships with the Economic Planning Unit (EPU), Ministry of Women, Family and Community Development (MWFCD), Ministry of Education (MoE), Ministry of Health (MoH) and various other government agencies as well as other actors like the Companies Commission of Malaysia (SSM) and individual private companies, media corporations and NGOs.

UNICEF forged an innovative partnership with the SSM, the regulatory body for small-medium enterprise companies, reaching out with a series of Guidance Notes on Child Friendly CSR with SSM and a tool kit for the establishment of a Child Care Centre at the Workplace. The collaboration will continue in 2011 with further child related advocacy to Malaysian companies.

The Country Office launched a digitally driven campaign to stop child abuse in Malaysia, a first in the region. The campaign engaged the general public as activists for UNICEF and children through social media and in support of government action. Fifty thousand individuals signed up.

2010 has been a prolific year for UNICEF Malaysia's private sector fundraising. New frontiers in the areas of digital and telemarketing have been tested and rolled out in addition to traditional direct mail marketing and Face to Face fundraising activities. The CO managed to raise USD 5 million during 2010, surpassing the USD 3.8 million target. Pledge donor recruitment achieved a 9 percent increase over initial targets. As of October 2010, UNICEF's pledge donor base is 33,000 donors.

## **2 COUNTRY SITUATION AS AFFECTING CHILDREN AND WOMEN**

Since becoming Prime Minister in April 2009, Dato' Sri Najib Razak's public support has been growing, with ethnic minorities in the country beginning to warm –up to his racially inclusive 1Malaysia programme. For the first time since the March 2008 general election, BN scored a large victory at two by-elections in November 2010 and regained a seat from the Pakatan Rakyat alliance. Speculation has intensified that the Prime Minister will call for early elections in 2011.

The global financial crisis continues to impact Malaysia. While lack of data preclude an in-depth analysis of the impact of the crisis on women and children, adverse effects were likely buffered by the government's generous provision of universal benefits to its citizens, including free education and healthcare services, as well as subsidies on key food items. It is still unclear whether the removal of subsidies in 2010 on main commodity products like sugar and oil had an adverse effect on poor families.

The Tenth Malaysia Plan (10MP) 2011-2015 is the key development strategy and planning instrument of the Government. It sets out to create an environment that is conducive to rapid economic growth, including a move towards inclusive human development in which equity and disparity reduction are prioritised. The 10MP is based on need and targets the bottom 40 percent of households and disadvantaged groups. For children, the 10MP highlights the importance of protecting and providing for the well-being of the nation's children, ensuring every child can succeed and thrive. Together with the launch of the Government Transformation Programme and Economic Transformation Programme, Malaysia has mapped out the pathway towards becoming an inclusive and sustainable high income economy.

Malaysia is well on track to meet the Millennium Development Goals, with overall aggregate social indicators approaching similar levels to those of developed countries. However, Government data confirms that disparities remain and social indicators for marginalised groups and regions continue to lag. Published figures reveal trends directly related to the well-being of women and children:

- Under-5 mortality has increased slightly, to 8.1 per 1,000 live births.
- Exclusive breastfeeding rate of infants aged 0 to 6 months remains low in Malaysia at 14.5 percent
- While more than 90 percent of the population have access to safe drinking water, only 61 per cent of poor households had piped water inside the house
- Primary school enrolment rates continued to be high at more than 96 percent since 1990. Completion rates increased. However, enrolment rates of 86.5 percent for lower secondary and 77.2 percent at upper secondary level indicate that children's schooling is inconsistent.
- The number of reported new HIV infections – including mother-to-child transmission have dropped, while new infections among women and girls increased in 2009 to an estimated 18 percent, from 5 percent in 1996.
- The number of reported cases of abused children has continued to increase from 1,800 in 2005 to 2,789 in 2009, with the number of reported cases of girls more than double that of boys.

Lack of documentation and statelessness of children remain issues of concern especially in East Malaysia with its large migrant population. The issue also affects indigenous groups throughout the country. Undocumented, migrant and street children remain vulnerable to trafficking and are also unable to access basic services.

In 2010, three reservations to the CRC (1, 13 and 15) were removed, leaving 5 remaining reservations. The concluding observations from the UN Committee on the Rights of the Child have to be further addressed through a rigorous review of Malaysia's dual legal system.

There is clear commitment from the Government to address child protection issues in Malaysia and utilise the National Action Plan for Children and Child Protection Policy as the main framework for this. Challenges remain in implementing a solid systems approach, which incorporates a continuum of preventive, early intervention and rehabilitation services.

## **3 CP ANALYSIS & RESULT**

### **3.1 CP Analysis**

#### **3.1.1 CP Overview:**

The last year of the 2008-2010 country programme had two components: 1) Partners in Development and 2) Quality Social Policies. Significant progress was made in strengthening children's rights in Malaysia, and in introducing and developing private fundraising. UNICEF's role and visibility as the key knowledge leader for children was further defined and the agency's value-added input towards evidence-based policy making was well-received. However challenges remain in carrying out rigorous analysis of the evidence. There are remaining data gaps including in child protection indicators. Therefore, there is a continued need to support government agencies and civil society organisations in capacity building and evidence based policy making.

Several policy provisions for marginalised children have been strengthened as a result of evidence-based advocacy efforts. One notable milestone is the provision of quality education for undocumented and stateless children in Sabah, East Malaysia. A strategic partnership between the Ministry of Education, Sabah Federal Taskforce and NGOs resulted in the first school ever with official government involvement for this vulnerable group of children.

UNICEF is engaging with a committed but under-resourced civil society and is developing successful resource mobilisation based on public engagement. This is a middle-income country model of engagement that can serve as an example to other country offices.

Many of the communication initiatives in 2010 explored C4D by identifying key target audiences and empowering individuals, civil society organisations, media, government and private sector to use a child rights approach in their activities. Efforts focused on sharing knowledge and creating awareness using strategic events, UN and UNICEF action dates through both traditional and new/social media to reach a broad cross-section of the Malaysian public. Key messages targetted social acceptance of harmful practices towards children, as well the adoption of positive societal values towards child well-being.

#### **3.1.2 Programme Strategy**

##### **3.1.2.1 Capacity Development:**

Malaysia is due to submit its next CRC report to the Committee in 2012 and for the first time, NGOs will also submit a shadow report. This undertaking will be used to build a strong coalition of children's NGOs who are able to complement the government's role in monitoring child rights and strengthening the child protection system in Malaysia. This will be done through training the NGOs in data gathering and also in CRC monitoring, which will increase their capacity to develop effective interventions and to advocate for children's rights with the government.

Reporting on the implementation of the CRC provides a good opportunity for NGOs to build their capacity. Cluster groups organised along the eight thematic areas in the Concluding Observations have been established. Ultimately these cluster groups can be developed to become an important resource for the government in supporting policy makers develop child protection strategies.

In further developing the capacity of civil society organisations dealing with child rights, UNICEF hosted a three-day media outreach workshop to enhance their communications strategy and effectiveness. Held in Kuala Lumpur between 26 to 28 July, the workshop brought together sixteen civil society organisations with media experts including the Regional Communication Specialist for UNICEF and an independent CRC specialist.

### **3.1.2.2 Effective Advocacy:**

UNICEF Malaysia had been advocating for national assessments of the child protection and juvenile justice systems in Malaysia and these were finalised in 2010. The purpose was to evaluate and redesign the organizational service delivery structure in a child friendly way and to provide competency-based welfare services in an appropriate and efficient manner. The strengths and weaknesses of the existing systems were highlighted and recommendations were made emphasising the need for Malaysia to embark on a reform process to achieve best practice programmes for children. The assessments have provided key inputs towards setting the reform agenda of child and family welfare and juvenile justice systems. In addition, the assessments have strengthened child protection-focused social policy dialogue and have also been the catalyst for the development of the following key initiatives:

- Drafting of the Social Workers Act, which aims to professionalise social work.
- Drafting of the Standards of Care and Protection Guidelines for Child Care Centres
- Study on Most-At Risk Women and Children in Kuala Lumpur

The CO continues to address disparities in education and advocate for the right to education for all children, including indigenous communities, children with special needs, those living in rural and remote areas in Sabah and Sarawak, refugees, undocumented and stateless children. The opening of the first school in Kota Kinabalu, Sabah with official government involvement is a result of sustained UNICEF advocacy with the MoE. In a strategic partnership involving UNICEF, MoE, the Sabah Special Task Force and the Teachers' Foundation (NGO) an education centre has been established, providing basic education for approximately 250-300 refugee, undocumented and stateless children. The project will in turn provide evidence and be used as an advocacy tool for MoE to pursue educational opportunities for out-of-school children throughout Malaysia.

### **3.1.2.3 Strategic Partnerships:**

UNICEF forged an innovative partnership with the Companies Commission Malaysia (SSM) that adds a new dimension to effective advocacy. The partnership seeks to work on delivering systematic results for children and women in a middle income country setting. The growth of corporate social responsibility (CSR) awareness is evident in the private sector and rapidly maturing with standards that have been put in place by regulators of business for private-listed and government-supported companies. In 2010, UNICEF and SSM collaborated to issue a Best Business Practice circular on the Establishment of a Child Care Centre at the Workplace by corporations and a related manual on how to do it.

The year 2010 saw UNICEF forging important media partnerships in two major areas; in raising funds for the Pakistan flood relief and in support of UNICEF's *Get on Board* campaign against child abuse. Collaborating with the media conglomerate Media Prima, the *Pakistan Disaster Relief Fund* was established in September and more than RM600,000 was raised from the general public and corporate donors. From October to December, UNICEF also worked with a host of traditional and new media partners, including Media Prima in the *Get on Board* campaign to mobilize the public to take an informed stand on child abuse in Malaysia.

### **3.1.2.4 Knowledge Management:**

UNICEF has been working with the Centre for Health and Policy Appraisal and Enhancement in MoH to develop and pilot the 'Malaysian Child Injury Database'. This database is aimed at providing evidence and data on risk factors and family and social history of children admitted to hospitals with injuries. Challenges have included limited

project monitoring and evaluation on-site by the implementing partner. Even though MoH is collecting the primary data at the hospital site, there is a need for better link-up with the Ministry of Women, Family and Community Development to feed the information to child protection services. Next steps require a thorough review and evaluation of findings and a proposal on how to integrate data collection with the strengthening of child protection services.

UNICEF also supported a study on most-vulnerable children in the Chow Kit area in the Kuala Lumpur city centre to understand the socio-demographic characteristics of most-at-risk children and women in Kuala Lumpur's disadvantaged areas. Researched and validated data is not available for this vulnerable group since many are without documents, are mobile and do not access basic government services. Information from local NGOs working in the area has indicated an increasing number of young people and children engaged in high-risk behaviour. One key challenge was the identification of key informants on the ground to help collect the data and engage with the most-at-risk groups.

UNICEF and the UNCT, in collaboration with the government of Malaysia, carried out an analysis of the incidence of child poverty as part of the assessment of the progress made in achieving MDG1. The rates of child poverty calculated are based on income and solidify the evidence for the disparity debate highlighted in the recent 10th Malaysian Plan 2011-2015. UNICEF, together with the Economic Planning Unit (EPU), worked to increase knowledge on children in Malaysia and start identifying the various deprivations of a poor child's needs to design effective social safety net policies.

#### **3.1.2.5 C4D Communication for Development:**

The Communication programme in Malaysia is designed to bridge the gap between knowledge and action to create an enabling environment that will help realise the rights of vulnerable, marginalised and hard-to-reach children in Malaysia.

Overall efforts were aimed at enhancing awareness and knowledge sharing around programme priorities linked to child rights, education for all, HIV prevention and stigma as well as protection from violence, abuse, neglect and exploitation. Entry points, when and where possible, were used to create new constituencies and engage with allies to influence and shift negative attitudes and discriminating practices at personal and societal levels, to behaviors and values which are positive, inclusive and non-harmful to children's wellbeing and development. To realise these strategic aims, communication tactics were applied to strengthen UNICEF's profile and visibility as a lead agency for children; promote the beliefs and values that inspire our agenda for change; link UNICEF more closely to other child rights organisations in Malaysia and mobilise financial support for UNICEF's mission, including for emergencies in Haiti and Pakistan.

We continued to anchor our stakeholder engagement on the Convention on the Rights of the Child (CRC), building on opportunities created in 2009 following the 20<sup>th</sup> Anniversary of the Convention on the Rights of the Child. Strategic events, key UN and UNICEF action dates as well as traditional and social media were amongst the tactics used to reach out to, engage, influence and mobilise the Malaysian public, while the UNICEF Representative and key local personalities were positioned to deliver messages to our target audiences which included national leaders, policy makers, parents and youth.

Efforts were also geared to strengthen UNICEF's position with the media as a knowledge leader and a resource for information on issues relating to children. Media were kept abreast of strategic issues through news releases, news alerts, written interviews and media kits shared through multiple channels, almost all of which capitalise on the immediacy and reach

of digital and social media tools such as the UNICEF Malaysia website, e-bulletins and the 'closed door' UNICEF Malaysia Berita Facebook account dedicated for media members only.

### **3.1.3 Normative Principles**

#### **3.1.3.1 Human Rights Based Approach to Cooperation:**

The CO's social policy advocacy is entirely human rights based. Focussing on indigenous populations, the CO, with UNDP and EPU, has prepared for a joint study and review of the socio-economic status of indigenous people (Orang Asli) in Peninsular Malaysia aimed at addressing persistent socio-economic inequities and improve the standard for life in this community.

The CO also organised a CRC based media workshop for local NGOs and CBOs to build capacity for human rights based advocacy.

In the first UNCT Human Rights Day dialogue held among government agencies and civil society in December 2010, UNICEF organised a specific session on violation of child rights that concluded with a set of recommendations for collaboration to strengthen children's rights in Malaysia.

#### **3.1.3.2 Gender Equality and Mainstreaming:**

UNICEF continuously highlights issues affecting women in Malaysia, such as the increasing effect of HIV/AIDs on women and child abuse of girls. UNICEF also embarked on a desk review of 'Why Boys Do Poorly', to obtain a better understanding of the current trend of girls performing better academically than boys.

With UNFPA as the lead agency for women's rights and gender equality, UNICEF is actively involved in the UNCT on gender. In 2010, UNICEF co-organised the Roundtable Discussion on the Implementation of the CEDAW.

#### **3.1.3.3 Environmental Sustainability:**

### **3.2 Programme Components:**

#### **Title:**

*Partners in development*

#### **Focus Area:**

Focus Area 5

#### **Key Result Area:**

FA5 KRA1,FA5 KRA2,FA5 KRA3

#### **Purpose:**

#### **Purpose of the Programme Component:**

- Strengthen the knowledge base on children in Malaysia
- Share Malaysia's development experience and "best practices" internationally
- Creating a new tripartite sustainable funding model for UNICEF

The Programme is comprised of three projects (AWPs): (1) Child Monitoring; (2) Creating the Knowledge Base; and (3) Sustainable Partnership with Malaysia.

Key Partners: Ministry of Women, Family and Community Development, Department of Social Welfare, Ministry of Health (Family Health, AIDS/STD Unit, Research and Technical

Support, Institute of Health Management) AG's Chambers, Malaysian Child Resource Institute, Economic Planning Unit.

### **Resources Used:**

Source of Funds and Expenditure of the Programme

2010	Total budget as per CPAP	Total Regular Resources	Total GoMY	Total Other Resources	Total
Obligated	1,305,825	90,100	326,000	338,710	754,810
Spent		83,140	316,392	332,077	731,609

### **Result Achieved:**

#### (1) Child Monitoring

##### *Child Poverty*

UNICEF supported a pilot study on most vulnerable children in the Chow Kit area of Kuala Lumpur to understand the socio-demographic characteristics of most-at-risk children and women in Kuala Lumpur's disadvantaged areas. A key challenge in initiating the study was the identification of key informants on the ground to help collect the data and engage with the most-at-risk population groups. Research capacity and expertise among national consultants and academicians is still developing; therefore, formulating the study's goals, objectives and framework was a challenge.

UNICEF, together with the Economic Planning Unit (EPU) of the Prime Minister's Department, worked to increase knowledge on children in Malaysia and started to identify the various deprivations of a poor child's needs to help design effective social safety net policies.

UNICEF and the UNCT, in collaboration with the Government of Malaysia, carried out an analysis of the incidence of child poverty as part of the assessment of the progress made in achieving MDG1 in the MDG progress report for Malaysia due to be published in 2011.

##### *Malaysia Child Index*

The Malaysia Child Index (MCI) was developed to measure progress made on child welfare issues in the individual States. While the MCI 2008 report was completed in 2009, it underwent revision in 2010. The revised version included a more analytical perspective of the findings and renamed MCI 2009 to also reflect the fact that primary data was obtained in 2009.

Constraints included identifying a national consultant with a child rights background who was capable of identifying relevant dimensions for the MCI and lack of rigorous analysis of the data. Nevertheless, evidence collected can still provide valuable information to influence child well-being indicators in Malaysia.

#### (2) Creating the Knowledge Base

##### *Child Injury Database*

UNICEF has been working with the Ministry of Health's (MoH) Centre for Health and Policy Appraisal and Enhancement to develop and pilot the 'Malaysian Child Injury Database'. This database is aimed at providing evidence and data on risk factors and family and social history of children admitted to hospitals with injuries.

Challenges have included limited project monitoring and evaluation on-site by the implementing partner. There is also a need for a better link-up between the MoH and the Ministry of Women, Family and Community Development to feed the information to child protection services.

#### *Support for NGO Shadow Report on the CRC*

The first NGO Shadow Report is due to be submitted to the CRC Committee in 2012. UNICEF is assisting the Malaysian Child Resources Institute, which is leading a core group of NGOs in developing this report. This process has highlighted that most NGOs lack the ability to collect and analyse data and data gathering is generally not practised with the objective of influencing government policy. UNICEF intends to build the capacity of NGOs to become key children's advocates with the ability to collect and analyse data on the ground level.

#### (3) Sustainable Partnership with Malaysia

##### *Establishment of Tripartite Funding Model*

Through a collaborative effort between various units within the organization, the PFP team successfully raised USD 5 million, surpassing the Country Office's target of USD 3.8 million for 2010. UNICEF's pledge donor recruitment programme reached a total 15,000 donors, a 9 percent increase from the initially planned 13,580 donors. As at October 2010, UNICEF's pledge donor base is at 33,000 donors. In 2011, the PFP team will continue to focus on pledge growth while maximising on digital media. The successful PSFR cemented the Tripartite Funding Model, complementing funding from UNICEF and the Malaysian Government, what was established during the CP 2008-2010.

##### *Sharing Malaysia's best practices*

Malaysia shared its experience on childhood education at the Early Childhood Development conference in Moscow and also at the regional SEAMEO seminar to address issues, policies and strategies related to girls' education.

UNICEF facilitated a series of study visits and exchanges to and from Malaysia, with the intent to gain knowledge on international best practices in the area of education, health and social protection for 2010.

##### *Engaging Private Corporations to Achieve Child Well-being*

UNICEF formed a formal partnership with the Companies Commission of Malaysia (SSM), which regulates corporate and business affairs. This led to the launch of the first Best Business Practice Circular and toolkit on the establishment of child care centres at private workplaces, developed with UNICEF support.

#### **Future Workplan:**

The overarching programme strategy for 2011-2015 focuses on assisting all vulnerable children, aimed at reducing disparity and promoting equity. Priorities under this programme for 2011 are as follows:

- 1. Partnership to Improve Knowledge Generation and Management, Use and Dissemination of Child-Focused Information:** UNICEF, in collaboration with the Government and other partners, will ensure that child-related programmes and policies are enhanced by improved data collection and analysis. This will also involve enhancing the monitoring, evaluation and impact assessment capacities of child related government departments.

**2. Resource mobilisation:** UNICEF will continue to build on its successful private fundraising initiatives in Malaysia from the public, individuals and private sector through developing innovative communication and resource mobilisation strategies for promoting children's rights. UNICEF will also continue to nurture its relationship with SSM and use their business network to promote a range of CSR policies aligned to the CRC.

**3. CSO National Capacity Building:** Given CSO's capacity in organisational development is weak, UNICEF aims to support targeted capacity-building and professionalisation of national CSO partners to ensure that these organisations have the skills to play a critical role in national dialogue and policy consultation with both the government and private sector.

**Title:**

***Quality social policies and services***

**Focus Area:**

Focus Area 5

**Key Result Area:**

FA5 KRA1,FA5 KRA3,FA5 KRA4

**Purpose:**

**Purpose of the Programme Component:**

- To increase the quality of the government's social, legal and protective provisions for children in Malaysia through key "grassroot to pilot" projects and the provision of high-level technical expertise.
- To ensure that underserved groups of children to benefit from enhanced policies, strategies and partnerships to reduce gaps in social indicators and improve access to health, education and social services.

The programme comprises three projects: (1) Quality protection for vulnerable children; (2) Quality education and health for vulnerable children and adolescents; and (3) Healthy lifestyles and HIV & AIDS.

**Key Partners:**

Attorney General's Chambers, Ministry of Women, Family and Community Development (Department of Social Welfare Malaysia – Children's Division), Ministry of Foreign Affairs, Suhakam, Malaysian Child Resource Institute, Ministry of Education (Schools Division, Teacher Training Department and Curriculum Development Centre), HELP University College.

**Resources Used:**

**Source of Funds and Expenditure of the Programme**

2010	Total budget as per CPAP	Total Regular Resources	Total GoMY resources	Total other resources	Total
Obligated	1,022,000	162,300	193,920	456,130	812,350
Spent		149,791	163,376	445,180	758,347

## **Result Achieved:**

### **Quality Protection for Vulnerable Children**

1. Reform of the Juvenile Justice System; and
2. Reform of the Child and Family Welfare System

The following steps were taken in 2010:

- Drafting of the Social Workers Act, which aims to professionalise social work
- Development of the Standards of Care and Protection Guidelines for Child Care Centres
- Conclusion of the Study on Most-At Risk Women and Children in KL

#### *Child Protection Capacity-Building among Members of Parliament*

In 2010, UNICEF collaborated with the Selangor Council of Welfare and Social Development to increase child protection awareness and advocacy among community members as well as policy makers, through the development of a Child Protection Advocacy Pack for state assembly representatives in Selangor. It is envisioned that this Advocacy Pack will be adopted for use in other States by parliamentarians and will become a key advocacy tool for child protection.

#### *Implementation of Social Work Competency Standards*

In 2010, UNICEF supported the Department of Social Welfare (DSW) to professionalise social work in Malaysia through the implementation of national competency standards and the drafting of the Social Workers Act. It is targeted to be passed in 2011.

### **Quality Education and Health for Vulnerable Children and Adolescents**

#### *Adoption of Mandatory Flour Fortification*

The CO, together with the Flour Fortification Initiative (FFI), worked closely with Ministry of Health, Ministry of Trade and Consumers Affairs, as well as the milling industry to advocate for mandatory wheat flour fortification of folic acid and iron, to further reduce the incidence of neural tube defects and anaemia. The adoption of mandatory flour fortification entered its final Cabinet approval stages in 2010.

#### *Reaching the Unreached in Education*

The CO continued to work in partnership with the MoE to address disparities in education. Vulnerable groups of children include the Orang Asli, children with special needs and those living in rural and remote areas in Sabah and Sarawak.

In 2010, for the first time in Malaysia, the Country Office in collaboration with MoE, the Sabah Special Task Force and the Teacher Foundation initiated a process of building an education centre that will provide basic education for approximately 250-300 refugee, undocumented and stateless children in Kota Kinabalu, Sabah.

The Country Office worked closely with MoE to develop a database to track out-of-school children. The database, which is linked to the Educational Management Information System (EMIS), will provide information about students who have dropped out from school, as well as those who have never engaged in any formal education.

The web-based Individual Education Plan (IEP) for children with special needs was developed and piloted in 62 schools. The IEP will benefit over 20,000 students with special

needs. With the IEP, each child can learn at his/her own pace according to his/her skill base and individual capacities. In 2010, 160 teachers and teacher trainers were trained in IEP.

In addition to working with the government, UNICEF had provided support to Borneo Child Aid, an NGO working in Sabah to provide quality primary level education for 1000 children living in the palm oil plantations. At present, Borneo Child Aid provides education opportunities to more than 8000 children. The country office will continue to advocate for education to be provided to all children in plantation estates throughout the country.

#### *Healthy Lifestyles and HIV & AIDS*

Identification and development of a strategy on MARYPs into the National Strategic Plan 2011-2015 on HIV and AIDs.

Together with the members of the UN Theme Group on HIV and AIDS, evidence was presented on the need to generate data and target interventions as a main strategy in the National Strategic Plan on HIV and AIDS for 2011-2015 (NSP). Technical support from UNICEF provided insight into the situation on the ground and the rising social ills.

#### *Support the Establishment of Women and Girls Taskforce on HIV and AIDS.*

The Government of Malaysia established the Taskforce on Women, Girls and HIV/AIDS. UNICEF provided technical guidance on its establishment and convened the various government agencies and civil society organisations to share the new findings, recorded observations and current information concerning the increased proportion of heterosexual transmission in HIV.

#### **Future Workplan:**

The following are priorities for 2011:

**1. Child Poverty Reduction:** UNICEF will support high-quality studies including analysis of child poverty and the available social safety net. It will specifically identify underlying risk factors that can guide the design of targeted policies.

**2. Reform of Child welfare and Juvenile Justice System:** The CO will continue to support the development of a strong and well-resourced child protection system that provides a clear continuum of primary and secondary prevention and tertiary response interventions. This will include reform of the juvenile justice system. Additionally, UNICEF together with government agencies, CSOs and other UN agencies will seek to address the vulnerability of undocumented children and the need for registration.

**3. Reduction of Disparities for Increased Equity:** UNICEF, in partnership with the Government will continue to support innovative grassroots interventions in marginalised communities, to inform policy development. Additionally, UNICEF will assist in developing in-country knowledge of HIV/AIDs to develop a greater understanding of high-risk and marginalised groups. This aims to contribute to HIV and AIDs policy development and a reduction in new infections among MARPs. UNICEF will also prioritise the issue of stateless children and their need to access services.

## **4 OPERATIONS & MANAGEMENT**

### **4.1 Governance & Systems**

#### **4.1.1 Governance Structure:**

The Country Management Team (CMT) plays a key role in reviewing and laying out key strategies of the overall implementation of the Country programme. The CMT meets bi-weekly to review, discuss and decide on programme strategies, budget performance and implementation, operations, donor relations, recruitment, staff association matters, etc. Head of Staff Association is a full member.

The Exception Management Report provided by RO is a major source of information used in the CMT to monitor office financial performance; i.e. PBA requisitions and expenditure, DCT liquidations, donor reports, etc.

The Office as a whole continuously explores new opportunities to improve efficiency of the day-to-day management on the office and also reviewing workflow processes and elimination where there is necessity in order to increase efficiency and transparent of the office.

#### **4.1.2 Strategic Risk Management:**

In 2010, the country office underwent the Risk and Control Self Assessment (RCSA) as part of the UNICEF global policy initiative on Enterprise Risk Management (ERM). The office developed the office Risk Profile and Risk & Control Library including mitigating risk measures. With that, the CMT will monitor and update to ensure it is compliance for 2011. In 2011, the office will again review the Business Continuity Plan (BCP) in accordance with the new additions in workforce.

#### **4.1.3 Evaluation:**

In 2010, the CO did not undertake any specific evaluation projects. Evaluation of ongoing and concluded programmes have so far been conducted through follow-up of progress reports from counterparts and implementing partners. It is an area for further strengthening in 2011.

PME is highlighted as a priority in the new country programme and a PME Specialist is being recruited to complement the existing Monitoring and Evaluation (NOB) post. Evaluation planning, through the use of IMEP will be implemented in 2011 with RO support and integrated in programme planning.

#### **4.1.4 Information Technology and Communication:**

While ICT support till now has been outsourced, a new post has been created in 2011 to ensure in-house capacity.

To improve mobility and work life balance, remote access via Citrix has been provided to management and key staff. The office has recently upgraded all desktops for the staff to be compliant with the VISION roll-out. All machines are locally procured and compliant with UNICEF ICT standards and policy. The office has acquired an additional internet line to provide as a back-up line, which separates the Internet Explorer and Email connection which carries up to 1.5MB IPSEC. This replaces our old SITA connectivity.

ProMS 9.1 was successfully upgraded in November 2010 as part of the preparation for VISION and in time for the uploading of the PCRs, IRs, Programme planning and budget preparations for 2011.

## **4.2 Fin Res & Stewardship**

### **4.2.1 Fund-raising & Donor Relations:**

2010 has been both a challenging yet prolific year for UNICEF Malaysia's PFP. New frontiers in the areas of digital and telemarketing were tested and rolled out, in addition to the continuation of traditional direct mail marketing and Face-to-Face (F2F) fundraising activities. The office successfully managed to raise USD 5 million in 2010, USD 1.2 million above target. This made it possible to increase the contribution to UNICEF's regular resources to USD 2 million from the USD 1.6 million originally anticipated.

Malaysia's stable and conducive market environment continues to play a vital role in sustaining and increasing the donor base. The country office has had great success in acquiring monthly pledge donors through the F2F programme in the past year, reaching a total of 15,000 new donors in 2010, a 9 per cent increase of the initially planned recruitment of 13,580 donors. As of October 2010, UNICEF's pledge donor base was 33,000 donors, mainly recruited through Face-to-Face, direct mail and online channels.

A key focus for the country office's donor communication this year was increasing awareness on child rights, with an emphasis on the Convention on the Rights of the Child (CRC) and equity for children.

In January 2010, UNICEF Malaysia was called upon by the region to help respond to earthquake in Haiti. Through a commendable team effort, the country office was able to launch several activities within a short period of time: set up press ads; modify the online donation micro-site to highlight the Haiti campaign; send out email blasts; engage large corporate partnerships; and gain advertising spaces on high-traffic web portals (including MSN & Air Asia). Within 45 days, the team was able to raise USD300, 000. The enormous support from generous donors throughout the country demonstrates the Malaysian public's interest in supporting vulnerable children globally . UNICEF's e-commerce online donation site greatly assisted in generating more funds for the emergency, with almost 30 per cent of funds raised received via this channel.

In 2011, the PFP team will continue to focus on pledge growth while maximising on digital media fundraising.

### **4.2.2 Management of Financial and Other Assets:**

In 2010, the office started using the Business Information Reporting. The report is used in the CMT for monitoring performance and management targets.

Another change introduced this year concerned travel allowances of staff, reducing the number of steps of the transaction. In the new procedure, 100% of daily subsistence and terminals are issued up-front to the staff member, reducing the need for final payment, granted the trip has been conducted as planned.

With the rapidly increasing fundraising results, the finance unit has taken steps to improve the monitoring and tracking of incoming donations by reconciling the bank donation account weekly as compared to a monthly reconciliation.

The Country Office has actively prepared for the implementation of several key changes in the Simplified Result Structure prepared for the upcoming Programme Budget Review and

the CPD Peer Review. The office also rolled out ProMS version 9.1 in November 2010. Key staff took the IPSAS online courses before year end, as required.

#### **4.2.3 Supply:**

Malaysia Country Office does not provide emergency or other programme supplies, local or offshore. The office only provides office supplies to support the office operations.

#### **4.3 Human Resource Capacity:**

The new country programme 2011-2015 document was developed and submitted in 2010, with a Country Programme Management Plan (CPMP) reflecting the programme needs and expected results. The CPMP was approved at the Programme Budget Review (PBR) in May 2010, and generated a total of 26 posts with 5 posts abolished and 13 posts created.

In view of the increase in new staff, the Country Office has further developed the Staff Learning and Development Plan, shaped by global and regional priorities and taking into account the national programme context.

Considering specific working issues highlighted in the recent Global Staff Survey, the UNICEF Malaysia Staff Association (UMYSA) reconfirmed its commitment to staff welfare, training and the resolution of issues affecting working environment as a whole. The mechanism of Peer Support Volunteers (PSV) was introduced and volunteers were selected and trained. The UMYSA has made a special effort to ensure that staff members' voices are being heard, and has acknowledged an improved working environment in the office.

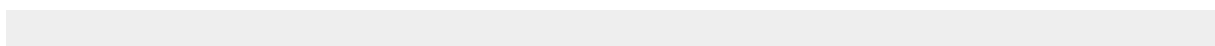
#### **4.4 Other Issues**

##### **4.4.1 Management Areas Requiring Improvement:**

The office continues to be part of the common services employed by the UN, namely travel unit, security and other premises-related services. The organisation continues to benefit from these common services in terms of cost and improved efficiency. An annual meeting among agencies is conducted to assess competitiveness of service providers in terms of cost efficiency and quality of service. The Country Office, together with participating UN Agencies, continues to share the maintenance costs proportionately based on the area space occupied. Additional space has been negotiated for UNICEF to accommodate the influx of new staff in 2011.

##### **4.4.2 Changes in AMP:**

The 2011 AMP will reflect on the new roll-out and effective implementation of the new Country Programme. It will indicate how office structure and human resource allocation can be adjusted to support the achievement of the programme results. The AMP will also revisit on the developed Enterprise Risk Management (ERM) profile and risk library as well as equity tracker.



## 5 STUDIES, SURVEYS, EVALUATIONS & PUBLICATIONS

### 5.1 Studies, Surveys & Evaluations:

Title

*Malaysia Child Index 2009*

Type of Report:

Studies

Year:

2010

Sequence Number:

001

Themes:

Child monitoring

Management Reponse:

Not Done

Report of Evaluation:

Not Uploaded

### 5.2 Other Publications

Title of the Publication:

*Video PSA: ICDB – Tune in to Me \* Children have a right to be heard (30 seconds)*

Year:

2010

Language:

English, Malay, Mandarin, Tamil (Revised – new version)

Intended Audience:

Public (sponsored airtime on RTM1, RTM2, TV3, NTV7, 9TV, 8TV); visitors to UNICEF Malaysia Facebook

Objectives:

To inspire the general public to champion children's rights in their everyday lives by upholding Article 12: every child's right to self-expression.

Quantities Printed:

12

Authors:

UNICEF Malaysia

Publication Type:

Electronic

Estimated total cost for UNICEF:

2,644.83

**Title of the Publication:**

*Website: Get on Board campaign [www.uniteagainstabuse.my](http://www.uniteagainstabuse.my)*

**Year:**

2010

**Language:**

English, Malay

**Intended Audience:**

Public

**Objectives:**

To create awareness about child abuse, provide prevention tips, mobilise action and promote the Campaign

**Quantities Printed:**

2

**Authors:**

UNICEF Malaysia

**Publication Type:**

Electronic

**Estimated total cost for UNICEF:**

29,483.85

**Title of the Publication:**

*Press Advert: Get on Board campaign*

**Year:**

2010

**Language:**

English, Malay, Mandarin

**Intended Audience:**

Readership for local news dailies: The Star, The Edge, The Sun, Berita Harian, China Press

**Objectives:**

To create awareness about the Campaign and promote the Campaign website

**Quantities Printed:**

12

**Authors:**

UNICEF Malaysia

**Publication Type:**

Print

**Estimated total cost for UNICEF:**

36,051.29

**Title of the Publication:**

***Video PSA: Don't Leave Me Alone (60 and 30 seconds)***

**Year:**

2010

**Language:**

English, Malay

**Intended Audience:**

Public (sponsored airtime on RTM1, RTM2, TV3, NTV7, 9TV, 8TV, Al Hijrah TV)

**Objectives:**

To create awareness and promote the Get on Board Campaign to stop child abuse. Aired for free on selected TV channels and on UNICEF Malaysia You Tube page

**Quantities Printed:**

3

**Authors:**

UNICEF Malaysia

**Publication Type:**

Electronic

**Estimated total cost for UNICEF:**

8,428.71

**Title of the Publication:**

***Radio PSA: Stop Child Abuse (20 seconds)***

**Year:**

2010

**Language:**

English, Malay, Mandarin

**Intended Audience:**

Public (sponsored airtime on 15 radio channels - RTM, Media Prima Radio Networks, AMP Radio Channels)

**Objectives:**

To create awareness and promote the Get on Board campaign to stop child abuse. Airtime sponsored by around 15 radio stations.

**Quantities Printed:**

3

**Authors:**

UNICEF Malaysia

**Publication Type:**

Electronic

**Estimated total cost for UNICEF:**

978.14

**Title of the Publication:**

*Web Banner Ad: Get on Board campaign*

**Year:**

2010

**Language:**

English

**Intended Audience:**

Internet Users (Online Media: Ad Max / Catcha / Innity / Purple Click)

**Objectives:**

To create awareness and promote the Get on Board campaign

**Quantities Printed:**

12

**Authors:**

UNICEF Malaysia

**Publication Type:**

Electronic

**Estimated total cost for UNICEF:**

23,690.32

**Title of the Publication:**

*Video: Message by the Representative on 20 Years of Innocenti Declaration (5 minutes)*

**Year:**

2010

**Language:**

English

**Intended Audience:**

Participants to the WABA conference to commemorate 20 Years of Innocenti Declaration, You Tube

**Objectives:**

To encourage renewed commitment to promote breastfeeding in Malaysia

**Quantities Printed:**

1

**Authors:**

UNICEF Malaysia

**Publication Type:**

Electronic

**Estimated total cost for UNICEF:**

806.45

**Title of the Publication:**

*Children's Storybook on Child Rights – Little Gittu*

**Year:**

2010

**Language:**

English

**Intended Audience:**

Children aged 8 – 12

**Objectives:**

To educate children aged 8-12 about the CRC, in particular children's right to a name and an identity.

**Quantities Printed:**

2000

**Authors:**

UNICEF Malaysia

**Publication Type:**

Print

**Estimated total cost for UNICEF:**

3,161.29

**Title of the Publication:**

*Postcards: ICDB – Tune in to Me*

**Year:**

2010

**Language:**

English

**Intended Audience:**

Public

**Objectives:**

To create awareness about child rights and announce ICDB 2010

**Quantities Printed:**

10,000

**Authors:**

UNICEF Malaysia

**Publication Type:**

Print

**Estimated total cost for UNICEF:**

303.22

**Title of the Publication:**

***Press Ads: ICDB – Tune in to Me Children have a right to be heard***

**Year:**

2010

**Language:**

Malay, English, Mandarin

**Intended Audience:**

Readership for leading local news dailies: The Star, Berita Harian, China Press

**Objectives:**

To inspire the general public to champion children's rights in their everyday lives by upholding Article 12: every child's right to self-expression.

**Quantities Printed:**

3

**Authors:**

UNICEF Malaysia

**Publication Type:**

Print

**Estimated total cost for UNICEF:**

7,493.50

**Title of the Publication:**

***Flyer: Stop Violence Now***

**Year:**

2010

**Language:**

Malay

**Intended Audience:**

Public

**Objectives:**

To highlight the World Report on Violence Against Children and advocate for enhanced efforts and partnerships to challenge violence against children's lives.

**Quantities Printed:**

3,000

**Authors:**

UNICEF Malaysia

**Publication Type:**

Print

**Estimated total cost for UNICEF:**

381

**Title of the Publication:**

***Koleksi Cerita Rakyat Masyarakat Orang Asli Vol. 1 & 2***

**Year:**

2010

**Language:**

Malay

**Intended Audience:**

Pupils and teachers in 94 Orang Asli schools throughout Peninsular Malaysia

**Objectives:**

To support pupils and teachers in 94 Orang Asli schools throughout Peninsular Malaysia by providing support materials, training and capacity building to enhance their teaching and learning strategies

**Quantities Printed:**

6000

**Authors:**

Curriculum Development Division (CDD), Ministry of Education Malaysia

**Publication Type:**

Print

**Estimated total cost for UNICEF:**

8,903.23

**Title of the Publication:**

***Best Business Practice Circular 1/2010: Establishment of a Child Care Centre at the Workplace by Corporate and Business Employers***

**Year:**

2010

**Language:**

English

**Intended Audience:**

Private Sector

**Objectives:**

he preservation of the well-being and welfare of children within the corporate and business environment; To deliver the content and information contained in BBPC1/2010 during SSM various stakeholders' engagement programmes such as the Corporate Practice Consultative Forums (CPCF), Business Engagement Chapters (BEC) and Annual Dialogues.

**Quantities Printed:**

1000

**Authors:**

Amy Bala

**Publication Type:**

Print

**Estimated total cost for UNICEF:**

4,714

**Title of the Publication:**

*How to Setup A Child Care Centre in the Workplace*

**Year:**

2010

**Language:**

English

**Intended Audience:**

Private Sector

**Objectives:**

To develop a Tool Kit to complement BBPC 1/2010. The Tool Kit will contain detailed descriptions and explanations on the setting up of child care centres. It shall serve as an important document to further facilitate the understanding of the business and corporate employers on the aspects of setting up a child care centre.

**Quantities Printed:**

700

**Authors:**

Amy Bala

**Publication Type:**

Print

**Estimated total cost for UNICEF:**

15,662

**Title of the Publication:**

*Video PSA: Report Child Abuse (Neglect, Physical Abuse, Sexual Abuse) (20 seconds)*

**Year:**

2010

**Language:**

English, Malay, Mandarin, Tamil

**Intended Audience:**

Public (sponsored airtime on RTM1, RTM2, TV3, NTV7, 9TV, 8TV, Al Hijrah TV)

**Objectives:**

To educate the public (adults) about the difference forms of abuse and encourage them to report child abuse by calling 15999

**Quantities Printed:**

12

**Authors:**

UNICEF Malaysia and Childline Malaysia

**Publication Type:**

Electronic

**Estimated total cost for UNICEF:**

7,950

**Title of the Publication:**

*Video PSA: Report Child Abuse (20 secs)*

**Year:**

2010

**Language:**

English, Malay, Mandarin, Tamil

**Intended Audience:**

Public (sponsored airtime on RTM1, RTM2, TV3, NTV7, 9TV, 8TV, Al Hijrah TV)

**Objectives:**

To create awareness about the 15999 Childline hotline amongst children and to encourage them to use to report child abuse.

**Quantities Printed:**

12

**Authors:**

UNICEF Malaysia and Childline Malaysia

**Publication Type:**

Electronic

**Estimated total cost for UNICEF:**

7,950

**Title of the Publication:**

*UNICEF Annual Review 2009 : Our Achievements and Challenges*

**Year:**

2010

**Language:**

English

**Intended Audience:**

UNICEF Malaysia's Pledge Donors and all One-Time donor base

**Objectives:**

To update our pledge and one time donors on UNICEF's achievements both globally and here in Malaysia as well as report on our challenges for the year ahead. For the one time donor base, UNICEF also solicited for donations through this appeal.

**Quantities Printed:**

9300

**Authors:**

UNICEF Malaysia PFP Unit

**Publication Type:**

Print

**Estimated total cost for UNICEF:**

12,258.06

## **6. INNOVATION & LESSON LEARNED:**

### **Title:**

*Building institutional capacity in order to deliver quality child welfare services towards a system's approach to child protection*

### **Category:**

Innovation

### **MSTP Focus Area or Cross Cutting Strategy:**

Focus Area 5

### **Key Themes:**

Child protection, welfare services

### **Related Links:**

n/a

### **Contact Person:**

Maya Faisal

### **Abstract:**

In 2010, the country office worked closely with the Ministry of Women, Family and Community Development including the Department of Social Welfare, to build the foundation for human resource capacity in welfare services.

The collaboration and various initiatives aim to establish a systems approach to child protection services. UNICEF provided international best practices in the development of the Social Workers Act and technically supported the drafting of the national bill, which is due to be tabled in Parliament by early 2011. Technical expertise was provided at the highest level to the Minister to ensure that sustainable outcomes were achieved.

The Act proposes components on registration, licensing, professional practice and education for social workers, which seeks to develop a more professional social workforce, but more importantly, is part of a strategic move towards capacity development for achieving child well-being, including for the most vulnerable groups of children.

### **Innovation or Lessons Learned:**

Strategic approach towards building capacity of child protection services to ensure that a continuum of primary, secondary and tertiary services are delivered.

Importance of defining the roles and responsibilities of the government welfare services and the complementary role of civil society organisations, all of which are the foundational components of a systems approach to child protection.

### **Potential Application:**

The positioning of UNICEF as a leader in child protection made the Government utilise UNICEF's technical expertise as part of efforts to build national welfare services. In other possible middle-income country settings, where there are initiatives to build child protection services that have a functioning structure but are not yet equipped with professional staff, the country office's experience may be able to provide lessons learned in establishing the most suitable child protection system for a country, and in building professional social work practice.

### **Issue/Background:**

In Malaysia, the child protection sector is relatively new. The increasing number of reported child abuse cases has highlighted the need for the government to respond effectively. There is a great need to develop the capacity of the welfare staff to ensure that existing laws and

policies for the protection of children are implemented in standardised and professional practice. Currently, the social welfare officers in the system are dedicated and well-trained professionals, but there are fundamental concerns that need to be addressed in order to deliver effective and sustainable child protection and welfare services.

**Strategy and Implementation:**

Presenting the needs of children as a starting point in the government's reform of child and family welfare services enabled UNICEF to build the case for ensuring that the professional practice of social workers is in place. Evidence shared identified that children were the most vulnerable group, and that mapping of their welfare intervention needs would allow to create a replicable model for interventions with other vulnerable groups, such as the disabled, the elderly, HIV/AIDS-affected families and children, as well as single mothers. A secretariat funded by UNICEF was established and placed at the Ministry of Women, Family and Community Development to provide day-to-day guidance and support of the development of the Social Workers Act, and also to initiate the ground work in order for the Act to be enforced by early 2011.

**Progress and Results:**

Terms of Reference for the Steering Committee have been developed and endorsed by the Government, while members of the Steering Committee have been identified. However, due to scheduling conflicts, the Steering Committee has yet to meet to endorse the technical committee members.

The draft of the Social Workers Act has been completed and handed over to the legal unit of the Government to ensure that all provisions are in line with national law-making procedures. Allocation of resources is being reviewed to meet the target indicators in achieving child well-being under the 10th Malaysian Plan.

**Next Steps:**

Expansion of the secretariat, which provides support to the development of the Social Workers Act, to be co-funded by UNICEF and the government.

**Title:**

*Digital engagement with the public to catalyse change in societal values on child rights*

**Category:**

Innovation

**MSTP Focus Area or Cross Cutting Strategy:**

Focus Area 5

**Key Themes:**

child abuse,

**Related Links:**

n/a

**Contact Person:**

Selvi Supramaniam, [ssupramaniam@unicef.org](mailto:ssupramaniam@unicef.org), Bow Bow Choon ([bchoon@unicef.org](mailto:bchoon@unicef.org))

**Abstract:**

The country office launched a digitally-driven campaign called "Get on Board" to raise awareness and opinion to stop child abuse. The digital campaign involved disseminating

information and key messages on child abuse primarily through social media and a dedicated website, supported by several ground events. The campaign's objective was to mobilise individuals to be engaged in stopping child abuse, join UNICEF in that cause and eventually become future supporters of UNICEF. The campaign adopted an integrated approach to deliver key advocacy messages on UNICEF's role as a knowledge leader on children and at the same time provided an opportunity to raise funds from the general public. "Get on Board" concluded with a pledge by the Ministry of Women, Family and Community Development to collaborate with UNICEF in undertaking a study to better understand the underlying causes of child abuse

### **Innovation or Lessons Learned:**

Change and awareness on societal values with regard to child abuse was tested through the various digital media channels which continuously engaged users about the cause and encouraged them to take on the role of child advocates in their respective spheres of influences (i.e. blogs, community chats, tweets, facebook, and emails).

### **Potential Application:**

The digital campaign provided an opportunity to test various digital marketing platforms and other countries planning to engage digitally will be able to benefit from using these tried and tested platforms for marketing to widely spread their campaign message to the public.

### **Issue/Background:**

Malaysian media is quick to report on child abuse and their dramatic consequences, but Malaysians are generally not aware of what constitutes child abuse, how to identify symptoms and how to respond. This often triggers the reaction of turning a 'blind eye'.

In many cases Malaysians are also not aware that child abuse is a violation of a child's right to a safe and healthy childhood. Child abuse is widely regarded as a private family issue, which should not to be interfered with. These factors compound the uphill task of preventing child abuse.

### **Strategy and Implementation:**

UNICEF Malaysia created a dedicated website ([www.uniteagainstabuse.my](http://www.uniteagainstabuse.my)) to function as a resource centre on child abuse, targeted at individuals as well as organisations. Traditional and new media practitioners were also engaged to help promote the website as well as create awareness on what constitutes child abuse, how to identify the symptoms and how to respond at an individual level.

UNICEF also engaged celebrities and civil society organisations to come on board to speak on the issue of child abuse in the context of child rights. Several ground events were organised for face-to-face advocacy with members of the public.

### **Progress and Results:**

While the campaign itself ended in December 2010, the campaign website remains functional indefinitely and continues to be a one-stop resource centre for the public. At the end of the campaign, almost 50,000 supporters signed up on the campaign website. These supporters are currently being screened for the purpose of converting them to donors.

### **Next Steps:**

The Country Office will keep the website updated and continue to publicise the website as a one-stop resource centre on issues related to child abuse.

## **7 SOUTH-SOUTH COOPERATION:**

The High-Level Meeting on Cooperation for Child Rights in the Asia-Pacific Region, held in Beijing, China from 4-6 November 2010 provided an opportunity for Malaysia to share its lessons learnt and good practices in building an effective systems approach to child protection with other countries in the region. A three-member delegation from the Ministry of Women, Family and Community Development, led by the Deputy Minister, attended this high-level ministerial meeting. The meeting provided a platform for Malaysia to take the lead as a knowledge management leader for children not only within the country but for the region. Malaysia's suggestion to establish an online portal on child protection to serve as a depository for information exchange, and to share good practices on child protection initiatives, received a very positive response from all delegates. Additionally, Malaysia also offered to study the possibility of providing social work education and accreditation for the East Asia and Pacific region, enabling countries to increase the capacity of social workers as key providers for child protection services.

As a follow-up from this meeting, the Ministry is considering a proposal made by EAPRO to host a South and East Asia and Pacific Conference, including ASEAN and PIF countries and representatives to explore the range of issues in relation to child protection violations, responses and costs, among other related issues.