

unite for children



50+ years helping children in Malaysia survive and thrive

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“ ... every child born should be brought up in a healthy environment, provided with all necessary protection against diseases, receive proper nurturing, care and affection, receive general and higher education as far as possible, receive appropriate skills in necessary fields, imbued with cultural and human values. ”

Malaysia's Vision 2020

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# UNICEF IS THE UNITED NATIONS CHILDREN'S FUND.

We are unique among world organisations and unique among those working with children, adolescents and young people.

We have the authority to influence decision makers and the diversity of partners to turn the most innovative ideas into reality.

Around the world, we use our expertise to meet the challenges facing children and those who care for them.

Our history of more than 60 years gives us a profound understanding of development and how important children are to progress.



While Malaysia's achievements are impressive, new challenges, such as growing disparity, the thr

# A HEARTFELT APPEAL

CHILDREN are the single greatest asset of a country's future.

Malaysia has done well for her children, standing shoulder to shoulder with many industrialised nations in fulfilling the needs and rights of children. For many a Malaysian child, growing up is a time of fun and freedom.

However, disparities remain in the lives of many other children, who go to bed with empty stomachs and wake up to seemingly hopeless futures. Impoverished and without the benefit of an education, these children remain trapped in poverty and are far more vulnerable to abuse, neglect, violence, exploitation and HIV.

UNICEF's mission is to overcome these challenges for children. Our success in Malaysia and globally is made possible because of partnerships — with governments, NGOs, young people, celebrities and the media, as well as support we receive from companies and individuals who care about what happens to children, no matter who they are or where they live. UNICEF works with our partners to channel resources into quality social services that promote child survival and provide opportunities for children to succeed in life.

Today more than ever we know that building a brighter future begins with children – ensuring that every child is healthy, educated, protected and cherished. I invite you to join us, and be a part of on-going and dedicated efforts that are making a real difference for children.

Let us UNITE for Children!



**Youssouf Oomar**  
UNICEF Representative, Malaysia

ments in promoting the rights of the child over the last 30 years  
challenges have emerged in contemporary Malaysia. These include  
great of HIV and AIDS and violence against children.

## BORN WITH RIGHTS

The United Nations Convention on the Rights of the Child (CRC) guides all that UNICEF does in the world. The CRC establishes that:

**Every child is born with rights.**

**Every child has the right to an education, the right to health and proper health care, the right to a name and a nationality.**

**Every child has the right to participate in matters that affect them, and the right to be treated equally.**

**Every child has the right to be protected from harm.**





“ The true measure of a nation is how well it attends to its children – their health, safety, and material security, their education and socialisation and their sense of being loved, valued and included in the families and societies into which they are born. ”



## 50+ YEARS HELPING CHILDREN IN MALAYSIA SURVIVE & THRIVE

UNICEF has been working with the Government and people of Malaysia since 1954, to create lasting solutions that give children the best start in life and help them realise their full potential.

Malaysia's commitment to her children has translated to a number of national development goals which coincidentally cover essential elements of the Millennium Development Goals. These achievements owe a great deal to the ground-breaking policies and strategies introduced more than 40 years ago.

UNICEF is proud to have been part of Malaysia's journey to improve health, nutrition, water and sanitation, formal and non-formal education, as well as welfare services for children in rural as well as poor urban areas.

Our mission today, as then, remains the same: to enhance the nation's capacity for continuous and progressive realisation of children's rights.

Working with partners from Government, civil society, private sector and the media, we seek to support the Ninth Malaysian Plan to ensure access to quality care, education and social protection services for all children in Malaysia.

We also facilitate knowledge exchange within our global network and capitalise on our presence in more than 150 countries worldwide to export best practices and technical know-how to and from Malaysia.



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# EDUCATION

## QUICK FACTS

- 4 in every 100 children are not enrolled in primary school.<sup>i</sup>
- In rural areas of East Malaysia, less than 8 in 10 children can read or write.<sup>i</sup>
- Some 115,000 school children have not mastered writing, reading and counting skills.<sup>ii</sup>

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**Children who cannot read and write are easy victims for drug and criminal gangs. Girls can be exploited for sex work.**

*i. Ministry of Education Malaysia - EFA Mid-Decade Assessment Report 2000 - 2007*

*ii. Ministry of Education Malaysia - Education Development Masterplan 2006 - 2010*



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## Giving our children a chance to learn

The ABCs are the beginning of a brighter future for children.

The opportunity to learn and benefit from development must be the right of all children, regardless of gender, ethnicity, economic background, disability, geographical location, citizenship or HIV status.

Only when every single child in Malaysia is able to read and write, can we truly begin to ensure a healthy nation, reduce poverty and guarantee true human progress for the country.

UNICEF works with the Government, civil society and communities to reduce disparities and give every child in Malaysia fair and equal access to quality education. We help children realise their dreams through technical assistance and capacity development, research and designing and testing programmes which can be replicated nationwide.

Our vision is for every child to complete their primary education by 2015.

## Five year old Junaida can read and write today.

While dropout rates for *Orang Asli* children have dramatically fallen in the last 15 years, about 30 per cent of them do not enter secondary school.<sup>iii</sup>

*Orang Asli* preschooler Junaida Juni lives deep in the ancient forests of Johor's Endau Rompin National Park. Living in an isolated community however is not a barrier for her to learn.

Thanks to the Ministry of Rural and Regional Development and UNICEF's Reach Out and Read (ROAR) programme, Junaida is one of 2,400 preschool children from the rural and remote areas across Malaysia who can read and write today.

ROAR helps children like Junaida master six key learning components: communication and language, creativity, cognitive development, morale and spirituality and social-emotional development.

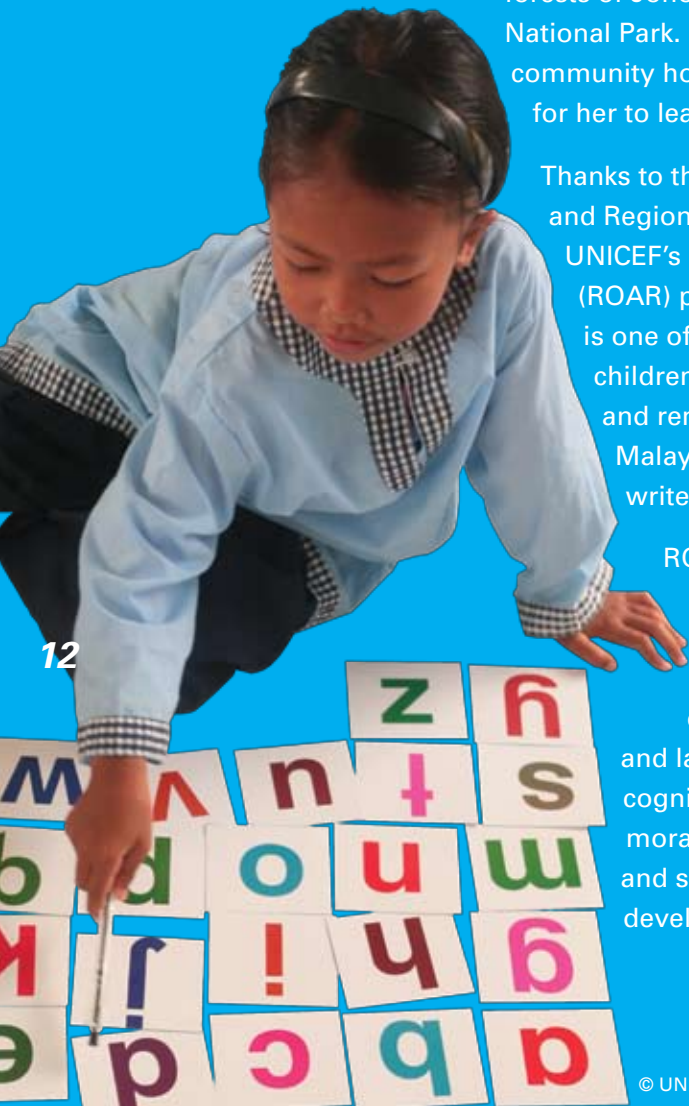
ROAR is one of many programmes introduced by UNICEF to improve learning for children in Malaysia. Others include the "Drop Everything and Read" for primary school students in Sabah and Sarawak as well as the "Folklore Literacy" for *Orang Asli* children, both in partnership with the Ministry of Education.

UNICEF believes that every child must be given the chance to learn so they can realise their potential and transform their dreams into reality.

We work for children by advocating for quality basic education for all and by introducing innovative programmes and initiatives to eliminate disparities.

We lay the foundation for growth, transformation, opportunity and equality for children like Junaida so she too, like children in cities and towns, can craft her own choices for the future.

<sup>iii</sup>. Department of Orang Asli Affairs, Ministry of Rural and Regional Development (2005).





# UNITE FOR EDUCATION

**I myself have never been to school. I can't believe my daughter will have a chance to attend school. I hope her success will be an inspiration for other children.**

Lijas Jais, (27)  
*Orang Asli* mother

## ACHIEVEMENTS

- 2,400 preschool children from rural and remote communities can read and write as a result of the Reach Out and Read programme.
- 10,000 *Orang Asli* primary school children are learning to read through the *Orang Asli* folklore literacy programme.
- 13,000 students in Sabah and Sarawak are improving their English literacy through education enrichment and remedial activities.



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# PROTECTION

## QUICK FACTS

- **An average of 5 child abuse cases were reported daily in 2006 to Malaysia's Department of Social Welfare.**
- **International experience demonstrates that reported cases represent only 10 per cent of total cases.**
- **Children experience violence in homes, schools, streets and through the internet.**
- **Violence injures children not only physically, but also psychologically and spiritually.**

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## Protecting our children from violence

A safe and happy childhood is the right of every child.

Building a protective environment for children to prevent and respond to violence, abuse and exploitation begins at home with parents. Teachers and religious leaders also have their roles to play.

National child protection systems, protective social practices and children's own empowerment are other elements that will enable families and communities to prevent and respond to violence, exploitation and abuse.

UNICEF strengthens the protective environment for children in Malaysia in partnership with the Government, child psychologists, teachers, social workers, parents and the media.

Our vision is for every child to live lives free from violence so they may realise their full potential for themselves, their families and their communities.

## With support, Mohammad and Dinesh stand tall against violence.

**UNICEF believes that schools have an invaluable role to play in ending violence and helping children build their confidence.**

Memories of school days for most of us are often happy, sometimes bittersweet.

However, for those who have had to endure the traumatic experience of bullying and corporal punishment, school days are a memory much rather forgotten.

Fifteen-year old Mohammad has faced his share of taunts and name-calling. It was when he was 12 years old that the bullying got more serious and he was forced to give pocket money to his bullies.

"I felt afraid of going to school and even now I still feel scared," he remembers.

Bullying hurts not because of the bruises and cuts, but because of the emotional impact. Being kicked, beaten or hit hurts physically. Teasing and exclusion however can cause emotional scars that may never go away.

Although still fearful of being bullied, Mohammad is slowly but surely regaining his confidence from an anti-bullying programme piloted in his school.

In another school, Dinesh, 14 blossoms under the guidance of his Mentor and Big Brother Kok Wui. Through lessons in encouragement, both teens have embarked on a journey of discovery, learning to cope with the challenges of adolescence.

In partnership with the Ministry of Education and HELP University College, UNICEF is working to make schools safe in Malaysia.

The pilot Bullying Prevention and Teacher Education programme will equip teachers with knowledge and skills to conduct bullying prevention in their schools and to use positive discipline instead of corporal punishment as a means of disciplining students.

It is UNICEF's hope that the programme will help students like Mohammad and Dinesh spend their childhood gaining knowledge and developing their talents, feeling safe, confident and happy in their spaces of learning.





# UNITE FOR PROTECTION

**Responding to violence requires a lot of hard work, patience and time. But if it earns results, wouldn't all the hard work be worth it.**

Farah Fathiah, (15)  
*Student Participant,  
Bullying Prevention Programme*

## ACHIEVEMENTS

- 40 teachers have been trained to carry out bullying prevention for close to 4,000 students ages 14 to 17.
- Some 50 counselors, court advisors, social workers and child facilitators have been trained to recognise and respond to early warning systems for child abuse and neglect.
- 18,000 parents from rural and remote parts of the country have benefitted from positive parenting workshops.



UNICEF Malaysia/2006/Nadchatram

# HEALTH

## QUICK FACTS

- An average of 12 people test HIV-positive daily. They include mothers and fathers.<sup>iv</sup>
- In 2007, 3 in 10 new reported HIV cases were amongst young people ages 13—29.<sup>iv</sup>
- New mother-to-baby HIV transmission cases increased from 0.2% in 1991 to 1.5% in 2007.<sup>iv</sup>

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Children remain stigma's most vulnerable victims. Stigma can limit their access to health care, education and protection.

*iv. Based on statistics from AIDS/STI unit, Ministry of Health Malaysia (2007)*





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## Ensuring an AIDS-free generation

Children and young people have a right to live in a world free from the harm of HIV.

Adolescents must have youth-friendly information, skills and services for the prevention, treatment and care of HIV and AIDS. Infected mothers-to-be must also be given proper treatment to safely deliver their unborn babies free of HIV.

Under the banner of “Unite for Children, Unite against AIDS” campaign, UNICEF is influencing change to limit the harm of HIV for children and young people through partnerships, advocacy, research and capacity building on a national level.

We work with the Government, private sector, celebrities and the media for an effective response to the epidemic.

By taking bold and decisive actions today, we hope to ensure an AIDS-free generation for the future.

# Protecting children and women from HIV, one conversation at a time.

**HIV infections amongst women and girls have swelled four-fold with females making up 16 per cent of new cases in 2007.<sup>v</sup>**

For 12 year old Imran and 8 year old Mei-Mei, death has visited their home more than once in their young lives.

Imran and Mei-Mei's mothers were both infected with HIV by their injecting drug user fathers. Their mothers died first, then their fathers. Both have also lost siblings to AIDS.

Impoverished and without parents to educate and protect them, orphans and affected children face every kind of abuse and risk, including HIV infection.

A few hundred miles up north, grandmother Sahrela Putri (47) is determined to protect her grandchildren from HIV's misery.

She joined Prostanita, a pilot women's peer-to-peer programme by the Ministry of Health and UNICEF, to learn more about the virus and how to protect against it. She shares all that she learns with her daughter-in-law Faloziyah Mohd Uri (20) and other women in her neighbourhood.

"We need to empower ourselves to make wise decisions," says Sahrela. "If we are better informed, we can protect our families. We can talk to other women and teach them as well. Children need not be born with HIV. Mothers and fathers don't have to die!"

Education, UNICEF believes, is critical to halt and reverse the spread of HIV.

In addition to Prostanita, UNICEF is introducing education to young people and the media as well as efforts to strengthen the Government's prevention of mother-to-child transmission programme.

Through these efforts, we hope that Malaysians like Sahrela will be empowered to make safe choices and be inspired to take their education to others, helping to save lives one conversation at a time.

<sup>v</sup> Based on statistics from AIDS/STI unit, Ministry of Health Malaysia (2007)





# UNITE AGAINST AIDS

**I have a clearer picture of HIV. Now at least I know how to protect myself. We need this workshop in all schools.**

Kavitha Nandarajah, (17)  
*Student Participant,  
UNICEF-3R Education Programme*

## ACHIEVEMENTS

- Close to 3,000 students from 20 schools in Kedah, both primary and secondary, received HIV education through a pilot Life Skills Based Education (LBSE) programme.
- Seven Youth Centres have been set up in Kedah and Perlis to provide safe spaces for some 10,000 children and teens to spend time, surf the net, meet their peers and obtain support and information on HIV and AIDS – without prejudice.

# WHATEVER IT TAKES TO SAVE A CHILD

UNICEF works for the world's children.

For over 60 years, UNICEF has been on the ground, saving children's lives more than any other organisation in the world.

Our efforts are dedicated particularly to children who need urgent attention for their survival and development: they include children mired in poverty, those living through famine and hunger and those trapped in conflicts.

In times of peace or emergencies, UNICEF is there, doing whatever it takes to save a child.



## CHILD SURVIVAL AND DEVELOPMENT

What is a life worth?

Most of us would sacrifice a great deal to save a child. Yet, on a global scale our priorities have become blurred.


Daily, 26 million children die from preventable and treatable diseases even before their fifth birthday. Some are directly caused by illnesses such as pneumonia, diarrhea and malaria. Others because of malnutrition, poor hygiene and unsafe water.

Existing low-cost, low-technology and high impact interventions can save lives. These include vaccines, antibiotics, micro-nutrient supplementation, insecticide-treated bednets, improved breastfeeding practices and adoption of safe hygiene practices.

Children do not have to die unnecessarily.

More than sixty years of experience tell us that we can turn back child mortality and meet the Millennium Development Goals by 2015.

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War and natural disaster devastate children's lives. They threaten children's health and separate children from their parents.

UNICEF responds to emergencies in 24 hours or less.

Our first priority is to ensure the survival of children at risk by providing clean food, water, shelter, sanitation and health care. We help reunite parents with their children when they have been separated, and we make sure that children who are orphaned receive care and protection.

Once immediate survival is taken care of, UNICEF's focus shifts back to core development issues that include addressing poverty, child malnutrition, safe water, disease and education.

**UNICEF IN  
EMERGENCIES**



# TEAMING UP TO TURN PROMISES INTO ACTION

**UNICEF always works with others to make things better for children. Partnerships are essential because the challenges before us are too great to solve alone.**

**Governments** are our main partners. We work with everyone from Heads of State and ministers to mayors and community councils.

**Non-Government Organisations**, both international and national, youth, women and religious groups, community and family collectives are important to us. We work with all at one time or another.

**Young People** are deeply involved in what UNICEF does. When they have a voice in public debate, everyone benefits.

**Media** and **Celebrities** work with us to make change happen in the present and to plan for it in the future.

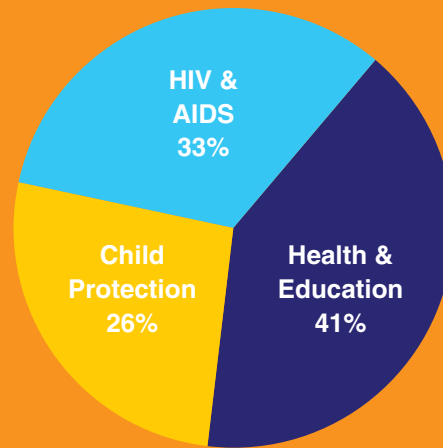
**Donors** support our people and programmes. UNICEF is funded entirely by voluntary contributions. While UNICEF gets the majority of its funds from governments, it also depends heavily on funds provided by the private sector and individual donors.

**Empowering people to manage for themselves is a significant part of what UNICEF does. Through cooperation and partnership, we share our global knowledge and experience to help others find local solutions.**

# SPENDING MONEY WISELY

**UNICEF saves and transforms children's lives by investing in them today — and we spend your money wisely and efficiently, targeting children most in need.**

- We keep our fundraising and administration costs to a minimum so that as much of your donation is spent to meet children's needs and protect their rights.
- We leverage every Ringgit we receive from corporations, businesses and individuals with additional contributions from governments and foundations.
- We work in close cooperation with local governments and agencies to ensure funds go where they are needed most.
- We ensure that local people are empowered to continue our work in their own community. We always try to work towards long-term sustainable solutions.
- Our projects are evaluated on a regular basis, and we report back to our donors on how their money is generating tangible results for children.



*The chart shows distribution of UNICEF's funds according to programme priorities in Malaysia (2008)*



**Become a UNICEF  
partner today to  
provide children in  
Malaysia and around  
the world with the best  
possible start in life and  
help them realise their  
full potential.**

**It's time we stand  
united for children.**

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*Cover Photo:* Five-year old Tani belongs to the Orang Asli's Temiar community. She lives with her family deep in the interior of Perak where she attends a community preschool by Malaysia's Community Development Department (KEMAS).

*Photo Credit:* UNICEF Malaysia/2007/Nadchatram