

A PIVOTAL DECADE

1995–2005



For every child
Health, Education, Equality, Protection
ADVANCE HUMANITY

unicef 

In 2005, after 10 years of dramatic change, UNICEF is a dynamic, innovative agency challenging itself and the world to do more – ever more – for children; an organization incessantly striving, in the words of Carol Bellamy, *“to do better than this for children.”*

All quotes in this publication are taken from Carol Bellamy’s speeches during her tenure as UNICEF’s Executive Director, 1995–2005.

A pivotal decade

The past decade has seen UNICEF take the very best practices from its long and productive history and apply them in the service of today's children who live in a world previously unimagined. A complex world marked by intractable poverty, pervasive political instability, serial conflicts, HIV and AIDS. A world where there are few, if any, single causes, easy solutions or quick fixes.

At \$1.7 billion in 2004, UNICEF's income almost doubled in 10 years. The money, all voluntary contributions, was invested in programmes that prioritized early childhood, immunization, girls' education, improved protection and HIV and AIDS.

Global progress on many fronts has been phenomenal.

- Mortality rates for children under five have dropped by around 15 per cent since 1990
- Deaths from diarrhoea, one of the major killers of children under five, have been cut in half since 1990
- Polio, once a deadly killer, is nearly eradicated
- Measles deaths dropped by nearly 40 per cent
- More children are in school than ever before
- National laws and policies to better protect children have been enacted in dozens of countries

And, perhaps most profoundly of all, nearly every country in the world has ratified the Convention on the Rights of the Child.

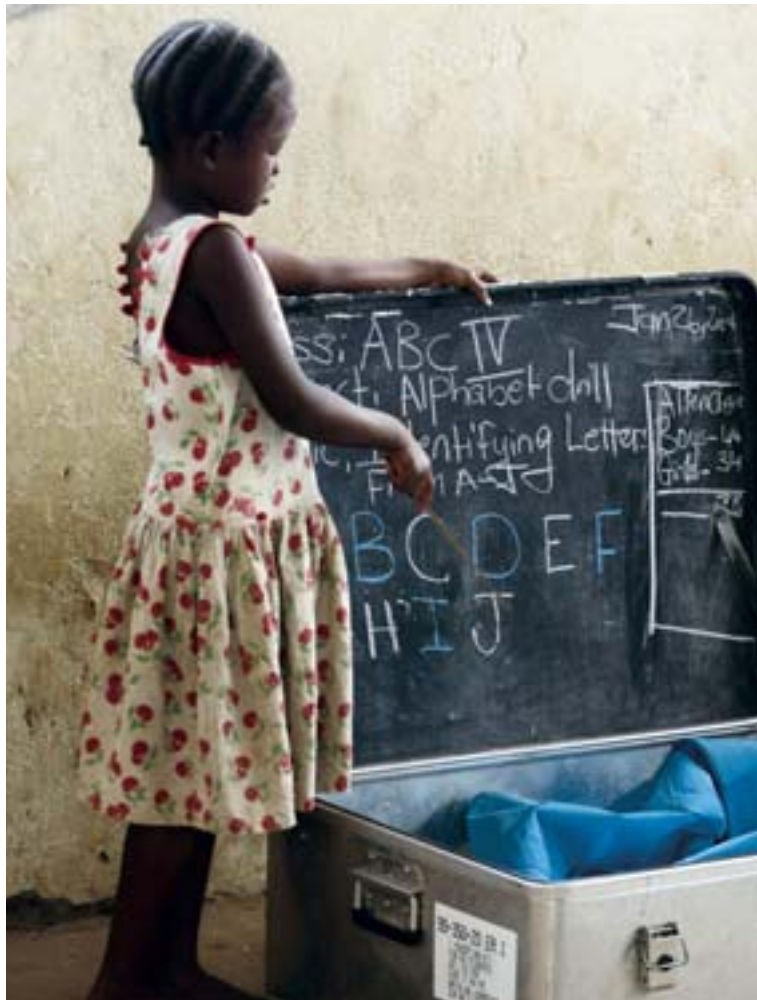
The Convention has proved to be a touchstone for UNICEF programmes, reinforcing an ethic that values every child and placing rights at the centre of all work. Together with the Convention on the Elimination of All Forms of Discrimination against Women, it transformed UNICEF to a rights-based organization. In the process, UNICEF worked with a widened network of partners not only to beat back child mortality and child diseases, but to address their root causes, effecting lasting improvements in country after country and ensuring the survival of millions of children who would have been otherwise lost.

Increased investment in children



“Creating a world that is truly fit for children does not imply simply the absence of war. It means having the confidence that our children would not die of measles or malaria. It means having access to clean water and proper sanitation. It means having primary schools nearby that educate children, free of charge. It means changing the world with children, ensuring their right to participate, and that their views are heard and considered. It means building a world fit for children, where every child can grow to adulthood in health, peace and dignity.”







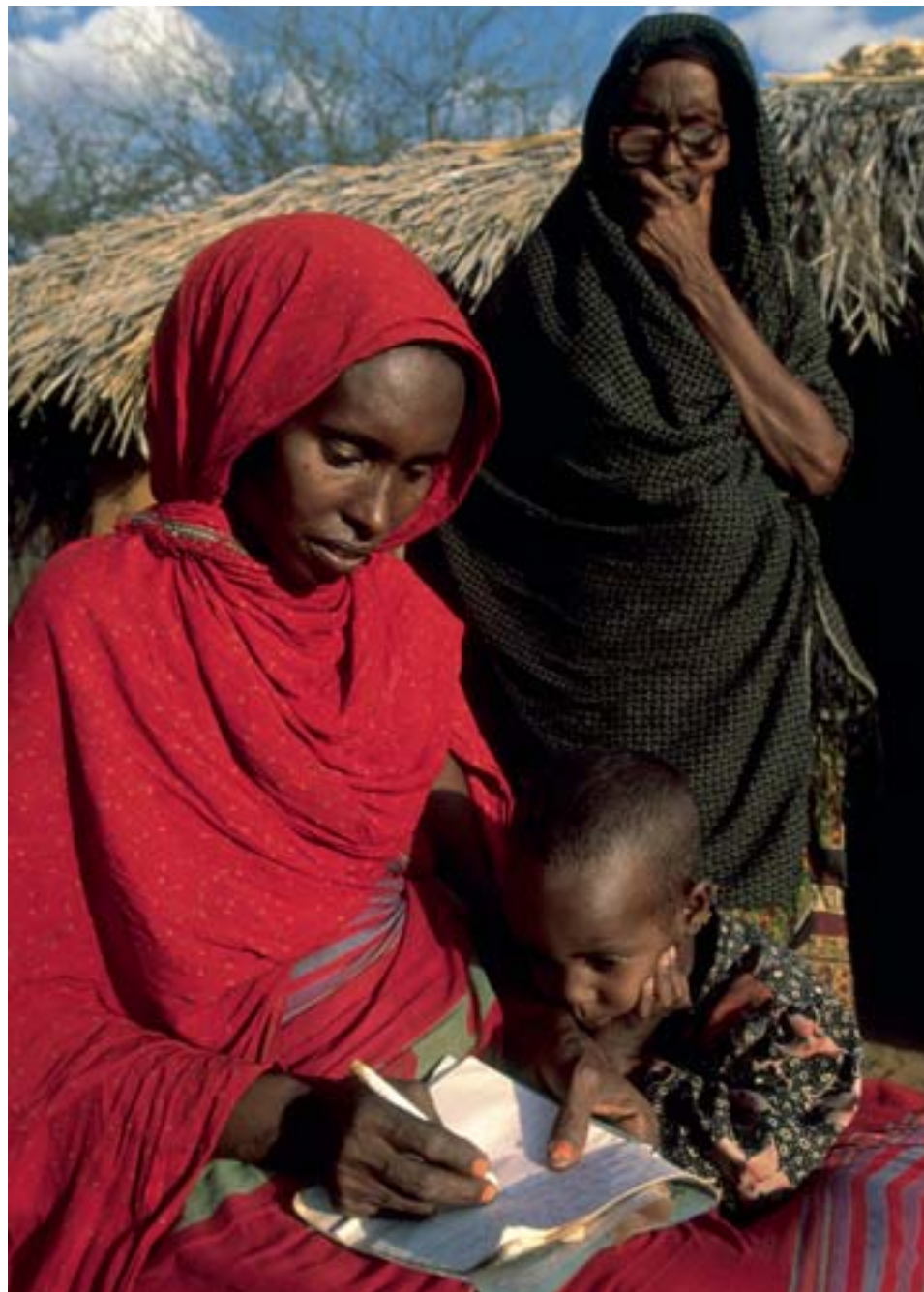
"...our development partners and our dedicated National Committees are reaching far beyond traditional sectors and arms of government to include, as equal partners, groups that have a genuine concern for human progress, including private sector entities, community-based organizations, people's movements and other diverse elements of civil society."



“The economic benefits of investing in children have been extensively documented. Investing fully in children today will ensure the well-being and productivity of future generations for decades to come. By contrast, the physical, emotional and intellectual impairment that poverty inflicts on children can mean a lifetime of suffering and want – and a legacy of poverty for the next generation...”

Sustainable results







"...One hundred and ninety-one countries acknowledged as much when they ratified the 1989 Convention on the Rights of the Child, which commits States parties to take all appropriate measures, using all available resources, to ensure the survival, protection, and full development of every child."





Effectiveness in the field

“...our determination [is] to reaffirm the centrality and priority of programmes and programme delivery – to ensure effective evaluation of programme results and achievement of Summit goals – to mobilize increased support for regular resources from both existing and new sources at a time of declining ODA – and to provide a continued high level of response to the spread of humanitarian crises...”



“...We stand on the brink of a historic opportunity to alter the course of human development by devoting the national resources necessary to ensure the well-being of children and families...”





"...Together let us build the global alliance to realize that goal, secure in the knowledge that in serving the best interests of children, we serve the best interests of all humanity."





Core commitments for children in emergencies





“UNICEF’s constant presence [on the ground] explains why we have been able to combine humanitarian relief efforts with long-term development work, ensuring special protection for children in situations of high risk; reducing under-five and maternal mortality while focusing on preventative health and nutrition interventions like immunization, hygiene, sanitation and micronutrient supplementation; and contending with scourges like HIV/AIDS and malaria...It is why UNICEF continues to stress how important it is to assert the right to education in countries that are struggling to recover from humanitarian emergencies.”





Education...

in emergencies



“Schools and learning are vital to the immediate well-being of children, and are also key to their long-term recovery and development. For one thing, getting children in school keeps them safe, focuses them on constructive activities, and gives their families a little extra peace of mind. Providing children with this kind of normalcy makes a huge difference in their emotional healing, and in their sense of hope for the future...”





"...Schools also provide a place where services can be offered, be it immunization campaigns, health checks, distribution of clothes or other supplies, hygiene education, trauma counselling and so on. And being in school gets children back on track toward their own futures, ensuring that the disaster does not hold back a whole generation of children."



...for girls as well as boys



"Educating girls on an equal basis with boys, addressing the needs of all, is not an optional investment. None of the world's wealthier countries developed without making a significant investment in education. That's a lesson we need to keep in mind if we're serious about really doing things differently in this world. This is a test for us. Whether we pass or fail will have major and lasting consequences."







Protection





“When the lives and the rights of children are at stake, there must be no silent witnesses.”



Girls and women





"... I would argue that it is not UNICEF that places special emphasis on women and girls. It is those who deny more girls than boys a seat in the classroom that have placed that emphasis. It is those who allow 500,000 women to die in childbirth every year who place that emphasis. It is those who turn away as HIV spreads ever more rapidly among women and girls that place that emphasis. And it is those who allow the systematic rape of women and girls as a weapon of war who are sending the loudest message.

UNICEF has a deeply vested interest in combating this reality. We know that women are the primary caretakers of children around the world. The better off women are, the better off their children are. There is also a mountain of studies that shows that when women are educated, when they are moderately empowered to earn an income and generally healthy, their children are more likely to survive, go to school and grow to become productive citizens themselves."

Participation

“What is needed now are increased efforts to promote youth participation and commitment; more services aimed at youth; more parental involvement; more education and information, using schools and other sites; more protection for girls, orphaned children and young women; and more partnerships with people with HIV and AIDS.”





“Despite the threat of global terror hanging over all of us, there is only one path: to pursue the Millennium Development Goals with fresh resolve – confronting violence, bigotry and hatred with the same determination that we attack the causes from which they spring – conflict, ignorance, poverty and disease.”

The work of the UN

The world we seek, where every child can grow to adulthood in health, peace and dignity – in short, a world fit for children – has remained a dream for more years than we can count. But we at UNICEF are convinced that working together with committed partners, and with an appropriate plan of action and a commitment to resources, we can make that dream a reality for each and every child on earth.”





Today, UNICEF continues to call the world's attention to the millions of children who die unnecessarily before their fifth birthday each year, to the toll that HIV and AIDS is taking on children and young people, and to the unacceptable number of children caught in war, separated from their families, forced from their homes and sexually abused.

Much more to do



On 26 December 2004, when a devastating tsunami struck the Indian Ocean, killing more than 250,000 people, more than a third of whom were children, UNICEF was quick to respond. The scale of the disaster was unprecedented. More than a million people across 11 countries were affected.

UNICEF was better poised than at any time in its history to respond swiftly and efficiently to this kind of disaster. Managing its response from its emergency operations centre in New York and its main supply warehouse in Copenhagen, UNICEF was able to dispatch life-saving supplies to the disaster-struck zones and support its country offices to deliver basic assistance to those affected, create mechanisms to identify children and trace their relatives and launch longer-term rehabilitation projects in water and sanitation and education.

The immediacy and efficiency of UNICEF's response are largely due to changes made during the previous 10 years when emergency interventions became a core and well-defined part of UNICEF's mission, accounting for roughly one third of its budget. When disaster struck the Indian Ocean, there was little confusion about what UNICEF should, could or would do to help. The organization had a clarity of purpose and system-wide readiness that would not have been found 10 years earlier. A clarity and readiness that permeate its ongoing programmes.

A clarity and readiness from which to build, since, when it comes to the world's children, there is so much more to do.



"...at the end of the day, it is governments who remain the primary actors in development – and it is they who must lead. It is governments that have thought long and hard about the development imperatives. It is they who have set the goals and made the commitments. It is governments that sit on the executive boards of multilateral agencies. It is governments that think about development as a matter of social policy, who have development ministries and foreign ministries that fashion the world's humanitarian and political agendas.

And I need hardly remind you that it was governments that declared, on 30 September 1990 [at the World Summit for Children] that there is no task nobler – or more important for this generation and for all the generations to come – than to give every child a better future."

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