

# UNICEF...FOR EVERY CHILD

April 2004

video	audio	
Title card: <b>The United Nations created UNICEF after World War II to provide emergency relief to children in need</b>		
Title card: <b>Today, UNICEF fights for <i>every</i> child's right to survive and thrive into adulthood</b>		
Introductory 'best of' slo-mo montage	<b>Every child is born with fundamental human rights: the right to health care and education. The right to be treated equally, and protected from harm.</b> 8.5 secs	1
UNICEF logo animates on screen For every child animates on	<b>UNICEF is the unifying force that helps build a world where these rights are realized, for every child.</b> 6.5	2
	<b>Yet today, conflict, disease, exploitation and poor education keep millions of children from reaching their full potential. And when children are held back, so is our world.</b> 12	3
	<b>UNICEF's mission is to create a <i>better</i> world, by advocating for the protection of children's rights.</b> 6 <b>To do this, we bring people together: governments, donors, humanitarian agencies, businesses and children themselves.</b> 8.5	4
Montage builds, tempo change	<b>Health, Education, Equality, Protection. <u>This</u> is what</b>	5

	<p><b>we do.</b></p> <p>6.5</p>	
<p>'Advance Health' animates on</p>	<p><b>Child survival is the cornerstone of our mission. UNICEF works to make sure mothers get the healthcare they need, so their children get the best start in life.</b></p> <p>8.5</p>	6
	<p><b>To survive and thrive, children must be well nourished, and protected against preventable diseases.</b></p> <p>5.5</p> <p><b>We deliver the vaccines to immunize more than 100 million children every year.</b></p> <p>5</p> <p><b>To prevent the spread of deadly illnesses, we help make sure communities have basic sanitation and safe drinking water.</b></p> <p>7.5</p> <p><b>When children are healthy and well nourished, they are ready to learn.</b></p> <p>3</p>	7
<p>'Advance Education' animates on</p>	<p><b>Educating every boy and every girl is the key to breaking the cycle of poverty, yet more than 120 million children are left out of school. And most of them...are girls.</b></p> <p>12</p> <p><b>Bringing down the barriers that keep girls out makes education more accessible to all.</b></p> <p>5</p>	8
	<p><b>UNICEF works with governments to abolish school fees and train teachers. We developed 'School-in-a-Box' to keep children learning in times of war and disaster.</b></p> <p>11</p> <p><b>We believe an educated child becomes a healthier, more productive citizen, and that without education, there can be no equality.</b></p> <p>7.5</p>	9
<p>'Advance Equality' animates on</p>	<p><b>Regardless of ethnic origin, gender, or religion, of physical or learning ability, all children have equal rights.</b></p> <p>7</p> <p><b>But there are millions of children who are marginalized, forgotten, or discriminated against.</b></p>	10

	5.5	
	<p><b>UNICEF reaches out to the unreached, and counts the uncounted...in everything we do.</b></p> <p>5.5</p> <p><b>We promote the participation of all children in family and community life. We encourage children to speak out...and adults to listen.</b></p> <p>8</p>	11
'Advance Protection' animates on	<p>Wilmot: Help stop the war for the sake of the children.</p> <p><b>In times of war children are forced to fight, they are driven from their homes, and many ...are wounded or killed. UNICEF is there to help...before, during and after an emergency.</b></p> <p>12</p> <p><b>But war is not the only time when children are at risk.</b></p> <p><b>Every day, thousands are trafficked into the sex trade ...or forced to work long hours in dangerous conditions.</b></p> <p>9</p> <p><b>UNICEF trains police and border guards, and lobbies for tough laws to stop exploitation.</b></p> <p>5.5</p>	12
	<p><b>We support children who have lost parents to AIDS, keeping them in school and out of harm's way.</b></p> <p>5</p> <p><b>We provide treatment to prevent transmission of HIV from mother to child.</b></p> <p>4</p> <p><b>And we give young people the knowledge they need to stop the spread of AIDS.</b></p> <p>4</p>	13
Gfx transition to conclusion, music change		
	<p><b>Today UNICEF is the most influential advocate for children in the world, yet we are funded entirely by voluntary contributions, from everyone from governments, to people like you.</b></p> <p>12</p> <p><b>We don't do <u>everything</u>. But we do work with <u>everyone</u> who is committed to the well-being of children.</b></p> <p>5.5</p>	14

	<b>We are UNICEF, the United Nations Children's Fund.</b>	
Split-screen montage of brand faces, gradually speeds up	<b>Join us...and help create a better world...</b>	16
End tag animation, logo, url	<b>for every child. 9.5</b>	