

UNICEF Thailand Annual Report 2022

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for every child







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1

Update on the context and situation of children

The year 2022 was significantly marked by the lingering effects of the COVID-19 pandemic and the outbreak of the war in Ukraine. Across the globe, this combination of shocks, compounded by pressures from climate change, has resulted in rising food and fuel prices, and a sense of greater uncertainty and insecurity for many. By the end of 2022, the world stood on the edge of a global recession, further delaying the post-pandemic recovery for many regions and countries. The effects on both economy and society laid bare pre-existing imbalances, inequalities, vulnerabilities, and risks. It is no surprise that progress towards the Sustainable Development Goals (SDGs), poverty reduction, inequality reduction, or improving quality of education, has suffered.

In 2022, the picture in Thailand was mixed. As the global Human Development Index value declined two years in a row over 2021 and 2022, Thailand slipped only two spots to 66 of 191 countries.¹ On the economic front, Thailand showed relatively strong resilience to these global shocks. By end 2022, Thailand returned to pre-COVID levels, with growth of 3.2 per cent for the full year, and a projected growth in 2023 of 3.0-4.0 per cent.² The labour market continued to improve as the rate of unemployment in Q3 2022 dropped to 1.2 per cent of the total workforce, the lowest level since the pandemic broke out in early 2020.³ In real terms, however, labour incomes fell 3.1 per cent year-on-year while household debt increased to meet expenditure needs.^{4,5} According to data from the National Economic and Development Council, the poverty rate among children

1 <https://hdr.undp.org/data-center/human-development-index#/indicies/HDI>

2 https://www.nesdc.go.th/ewt_dl_link.php?nid=13218&filename=QGDP_report

3 https://www.nesdc.go.th/nesdb_en/article_attach/Press_Q365_271125_Eng.pdf

4 <https://www.nso.go.th/sites/2014en>

5 <https://www.worldbank.org/en/country/thailand/publication/thailand-economic-monitor-june-2022-building-back-greener-the-circular-economy>

stood at 9.9 per cent in 2021, significantly higher than that of the overall population at 6.3 per cent.

Beyond headline economic statistics, UNICEF's High-Frequency Surveys (HFS) in 2022 fleshed out the lived story of how households were recovering from COVID-19 and other shocks, specifically increases in food and energy prices. In general, while the economic recovery has continued to pick up in 2022, not all segments of the economy and groups of people were recovering equally. In terms of employment recovery, the trends were uneven. For example, households with children found it more difficult to start working again than households without children (68 per cent and 84 per cent respectively started working again).⁶ Household debt was an issue, especially for families with children; one third of households with children said they had to delay debt payments. Social assistance remained an important protection mechanism, as over 68 per cent of households with children reported receiving social assistance payments, with 86 per cent having received tops-ups during the last 12 months. At the same time, in-kind social transfers over 2022 declined by 9.9 per cent, after Thailand had led the region early in the pandemic by scaling up child support and disability grants.

On education, the surveys pointed to higher dropout rates and lower school enrolment for poorer households post COVID-19, particularly in the northeast of Thailand, with the lowest rate of return to education (of children aged 7-17) at 81 per cent compared to a national average of 94 per cent. Other research undertaken in 2022 found that school closures and other strains had led to mental health challenges in an estimated 1 in 14 children aged 5-9 and 1 in 7 adolescents aged 10-19.^{7,8}

Over recent decades, Thailand's economic and social progress has been accompanied by high levels of environmental degradation.⁹ A key Impact Assessment in 2022 of Climate Change and Environmental Degradation on Children in Thailand – developed in partnership with the Thailand Development Research

Institute (TDRI) – found the Northeastern and Southern regions faced the highest risks from climate change after incorporating children-related factors, including increasingly extreme swings from increased floods during the rainy season (affecting some 4,377 villages in 25 provinces in late 2022 alone) to severe drought during the dry season.

In March, the Human Rights Council adopted the outcome of Thailand's Universal Periodic Review (UPR). The UPR working group report noted that Thailand had made progress in protecting and promoting children's rights through a multidisciplinary approach as well as legislative updates. Positively, Thailand accepted recommendations on rights to nationality of stateless children, measures to promote the human rights of children, including those with disabilities, to redouble efforts to combat violence against children and young people, and to back up those commitments with adequate human and financial resources.

At the same time, Thailand agreed to examine recommendations to end arrests and prosecution of children under *lèse majesté* charges, and to ensure that children would not face severe criminal sentences. And yet, in November, the Central Juvenile and Family Court delivered its ruling in the first case of *lèse majesté* involving a minor, sentencing the then 19-year-old to two years' imprisonment for offences dating back to 2020.¹⁰ While popular protest may have somewhat abated in 2022, near to 300 protesters under the age of 18 have been charged with a range of offences since 2020, mostly under the (now repealed) Emergency Decree.

The military takeover and ongoing conflict in neighbouring Myanmar, and the intermittent cross-border influx of vulnerable persons, included children, youth, and families, refugees or migrants continued in 2022, albeit at a slower pace. This movement had direct implications for humanitarian needs, such as water, sanitation, and hygiene (WASH) systems, education needs, or provision of safe areas and child safeguarding.

6 <https://www.unicef.org/thailand/reports/high-frequency-survey-findings-first-round>

7 UNICEF, the Ministry of Public Health, the Institute for Population and Social Research and Burnet Institute

8 This echoes a 2021 Global School-based Student Health Survey results showing 17.6 per cent of 13-17 year olds in Thailand had recently seriously considered suicide.

9 Thailand ranked 9th globally for Climate Risk in 2021 [Global Climate Risk Index 2021] and remains among the highest per capita carbon emitters in the ASEAN region and ranks 28th most polluted country globally See: <https://worldpopulationreview.com/country-rankings/most-polluted-countries>

10 See Amnesty International <https://www.amnesty.or.th/en/latest/news/1057/>. The Ministry of Justice subsequently commuted the sentence to 'training' at a vocational and training centre.



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2

Major contributions and drivers of results

In 2022 UNICEF agreed a new Country Programme (CP) for 2022-2026 in coordination with the Royal Thai Government, deriving from the United Nations Sustainable Development Cooperation Framework (UNSDCF), a broad roadmap developed between Thailand and the United Nations System. The CP emphasizes cross-sectoral engagement, sustainable at-scale programming, and the cultivation of strong partnerships, including by promoting child friendly policies and practices by business; while also exploring emerging areas with significant impacts on children, including climate

change and online challenges faced by children.

Advancing the objectives of UNSDCF, the CP aims to create and encourage greater opportunities for children and young people to develop to their full potential, making the in-country human capital stronger, more resilient, and more productive. This will be achieved by putting more children, especially the most disadvantaged, developmentally on track, for example, by providing more inclusive and equitable education with improved learning outcomes or protecting children from violence and other rights violations; by encouraging more social protection

measures that are inclusive and responsive to real needs. To those ends, UNICEF Thailand will engage, connect, and help empower young people to co-create solutions towards building resilient, greener, and more inclusive societies.

In 2022, UNICEF Thailand was cognizant that the road to recovery, especially for the most vulnerable, would be challenging. The adoption of integrated programming to ensure alignment between sectoral approaches, encompassed in a One Plan, One Child philosophy, was a first step. Looking longer-term,

the Office laid the foundations, undertaking key research, and developing and agreeing integrated workplans prioritizing solutions around key child deprivations. Further, the approach continues to strengthen key state institutions' ability to deliver and scale up quality services to all children, while also fulfilling the rights of every child and addressing inequalities, worsened by the pandemic. In these and other ways, such as targeted change strategies and development of deeper partnerships, UNICEF Thailand is now well positioned to help support a better future for every child across the life cycle.



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Building an evidence base

Data collected and evidence generated in 2022 will prove invaluable to inform advocacy, policy areas and approaches and design interventions over the course of the coming years. Notably, UNICEF Thailand HFS results on the socio-economic effects of COVID-19 and recovery trajectories highlighted trends across a variety of population groups, helping to target interventions where most needed. Further, UNICEF provided technical assistance to the National Statistical Office (NSO) for the design and implementation of the 2022 Multiple Indicator Cluster Survey (MICS), and the National Disability Survey.

Targeted research helped to steer the learning recovery agenda, including for mother tongue based – multilingual education (MTB-MLE) in ethnic minority settings and a renewed case for improving migrant education. Separately, a feasibility and risks assessment of humanitarian cash transfers for displaced populations from Myanmar was undertaken. Results of a study on the impacts of Climate Change on children conducted with Thailand Development Research Institute, led to recommendations for child-and gender sensitive climate and environmental actions to address child rights and will pave the way for UNICEF programming in the coming year.

Advocating for results

UNICEF advocacy delivered results in 2022, notably helping to ensure a priority position for children in the 13th National Economic and Social Development Plan (2022-2026), with particular focus on human capital and social protection. Results from the HFS will continue to underpin the case for continued and better government investment in key social services.

Aiming to strengthen national and subnational government capacity on child-sensitive planning and budgeting, UNICEF shared analysis on sustainable financing of social protection at a high-level round table with the Bank of Thailand, the National Economic and Social Development Council (NESDC) and the Fiscal Policy Office (Ministry of Finance). In parallel, strategic partnerships with the Budget Bureau to build ministerial capacity on public finance for children (PF4C), and with the Parliamentary Budget Office (PBO) to generate a PF4C capacity assessment, were initiated to incorporate a child rights lens in key



bodies. In the same vein, collaboration with the Local Personnel Development Institute (LPDI) will lead to integration of an evidence- and results-based planning and budgeting curriculum for staff training.

In response to concerns around falling social sector spending, UNICEF analysis on sustainable financing for the social protection sector stimulated debate around fiscal stability and investments, underpinning the promotion of future human capital investments.



A Lifecycle approach

First Decade

With a view to making a child's right to the best start in life a reality for every child, UNICEF continued to advocate for a universal Child Support Grant (uCSG) as a 'birth-right' for all children under-6 in Thailand, ensuring no child left behind in Thailand's COVID-19 recovery. Assessments on the Disability Grant underpinned calls for improving inclusion and benefit level for children with disabilities, while results of the National Disability Survey will inform policy in the coming years.

In partnership with the Department of Health, UNICEF successfully promoted maternal and child health literacy, with the Early Moments Matter on Mobile delivered parenting messages to over 120,000 parents and caregivers and 4,000 health workers. Online breastfeeding counselling was successfully trialled with 602 young mothers benefitting, and advocacy plans developed for its inclusion in national health insurance. UNICEF and partners initiated the testing of certification of the ECD workforce, with over 100 caregivers for children below three enrolled for training in the newly finalised ECD curriculum.

Coordination and improvement of early childhood education services across agencies and at scale remained a priority for 2022. In co-operation with the Department of Local Administration (DLA), building on the previous experience of ECD demonstration centres, UNICEF expanded its support to Mae Hong Son, a remote and underserved province, targeting training of 34 teachers across 18 centres. Early reading promotion to advance school readiness was designed

to reach all 278 ECD centres in Bangkok, serving over 14,000 children. UNICEF also facilitated agreement among key actors including the Thai Health Promotion Foundation to review and integrate the available training content across organizations in a standard tailored training manual for teacher professional development of ECE teachers for use at scale.

Education Recovery

UNICEF and partners successfully advocated to prioritize the education recovery agenda in the annual Thailand Education Situation Analysis and the Transforming Education Summit commitment. It introduced pulse surveys and assisted national consultations and learning events to create awareness and action. Violence against children and mental health gained prominence as policy issues during the pandemic, and UNICEF worked with the Ministry of Education to promote understanding of “Safe to Learn” as a normative approach to inclusion, safety, and well-being in schools, including showcasing Thailand’s efforts during the regional Education Ministers meeting.



Partnering with the Office of Education Council (OEC) UNICEF organized hybrid learning events on emerging issues in education, including mental health and psychosocial support in schools, 21st century skills, data analysis and use (including MICS), and migrant children’s education, engaging close to 8,000 stakeholders. Results from an ongoing pilot project with the Equitable Education Fund (EEF) to better understand and mitigate learning loss through accelerated and remedial learning in affected provinces, will inform a structured national approach to effective learning recovery.

UNICEF worked with partners to advance the digital transformation agenda and extended technical support to the Bureau of Information and Communication Technology (BICT) on fundamentals of digital learning to inform the development of the Education Master ICT Plan (2023-2027). The ‘one teacher network’ in the southern border provinces to support ICT know-how for teachers through peer learning was expanded to the north and engaged 4,300 teachers nationally. UNICEF also spotlighted children’s vulnerability to online violence, engaging 100 teachers and education supervisors on the ‘do’s and don’ts’ of online safety.

Prioritizing equity for all children in Thailand, the A Book A Week campaign and enhanced mobile libraries served 96,000 children in remote communities while UNICEF support in the northern border provinces ensured 1,038 children from linguistic minority households and 638 migrant children returned to school. UNICEF also increased access to learning materials at home in humanitarian contexts including to over 4,500 children affected by conflict along the Thai Myanmar border and to 329 migrant children.

Second decade

Enhancing participation

In 2022 UNICEF worked to address the lack of youth participation in policy making, and to strengthen capacities and platforms to overcome a sense among many young people that they are excluded from decision making that affects their lives. Three capacity building modules were developed in partnership with the Ministry of Social Development and Human Security (MSDHS), designed to encourage intergenerational partnership building. A partnership with the DLA was established to strengthen mechanisms for quality participation and representation of young people at all levels of governance through the Children and Youth Council (CYC) registration system.

The 62 members of UNICEF's Young People Advisory Board (YPAB) continued to inform the planning, implementation, monitoring and evaluation of UNICEF's supported programmes, and were engaged in 22 consultative processes including in the development of national policy. Together with Thailand Education Partnership (TEP), a public-private network committed to reforming Thai education, they organized a youth forum to reflect on the education recovery agenda for 2022.

Relatedly, over 56,000 young people were polled on various aspects of the situation of children and youth in Thailand, 58,130 young people participated in policy advocacy initiatives and 1,370 young people were engaged in online and offline consultations related to policies, services and studies, including the 13th National Economic and Social Development Plan, Thailand Professional Qualification Institute's (TPQI) E-Workforce Ecosystem (EWE) Platform, Thailand's Education Situation Analysis, the National Action Plan on Business and Human Rights (2023-2026).



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On January 14, 2023, four representatives from the UNICEF Young People Advisory Board (YPAB) joined Mr. Chadchart Sittipunt, the Governor of Bangkok, in National Children's Day celebrations. The YPAB members shadowed the Governor and Deputy Governor for a full day to learn about Bangkok Metropolitan Administration's operations. The activity started at the Bangkok Children's Museum and continued to Bangkok Youth Center. The team then joined the welcoming ceremony of the Governor of Fukuoka at Benjakitti Park, followed by the 'Gender Inclusivity for Every Child' event at Angoon Garden. At the end of the day, they joined in a speech on civil society networks and Bangkok's development direction.

YPAB was established in 2021 to ensure the systematic and meaningful participation of young people in UNICEF programmes and advocacy initiatives, as well as to provide a space and platform for young people to share their experiences and participate in decision-making mechanisms through collaboration with UNICEF and partners. Currently, the YPAB has 62 members.



Supporting health and wellbeing

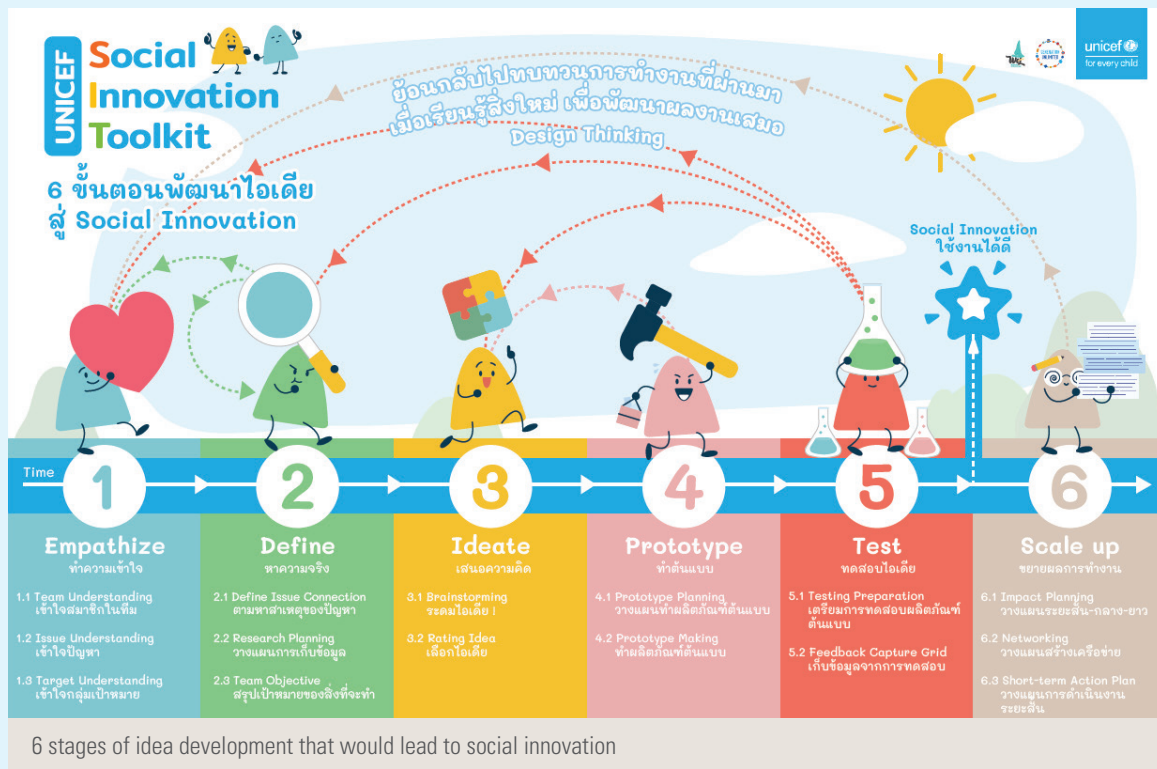
In 2022, it has become clear that the pandemic exacerbated mental health challenges, particularly among young people. In response, and to fill an evidence gap on this issue, a UNICEF and Ministry of Public Health (MoPH) study led to the initiation of an integrated Mental Health and Psychosocial Support (MHPSS) plan for children and adolescents. Strengthening national efforts, UNICEF's Every Day is Mind Day campaign promoting youth mental health had more than 21 million online engagements, reaching adolescents, parents, teachers, and caregivers.

Over 1.1 million users accessed sexual and reproductive health (SRH) and mental health information through UNICEF supported LoveCareStation and Teen Club online platforms; and over 14,000 young people received online counselling. Near to 10,000 toolkits on SRH and mental health were distributed to Youth Friendly Health Services, health offices, juvenile training centres, emergency shelters, and civil society organizations.

Preparing for the future

In 2022, UNICEF launched a systemic approach to promote youth employability. Results from the first in-depth research on youth not in education, employment, or training (NEET) in Thailand informed the development of partnerships with TPQI, Ministry of Labour, Office of the Ombudsman, and NESDC to design and pilot integrated services for NEETs in three provinces (Udon Thani, Mae Hong Son and Bangkok) in 2023.

In partnership with the Office of Vocational Education Commission (OVEC), UNICEF supported the mainstreaming of the Social Innovation Toolkit in the Thai Vocational Education and Training (VET) system. Aiming to reach 18,000 students by 2024, an initial 10,000 toolkits were distributed in 2022 across Thailand's 800 VET institutions.



Child Protection

Thailand made solid progress towards achieving a common understanding on the need to develop a comprehensive child protection system, ensuring justice and protection for children in many settings.

Based on UNICEF recommendations, in May 2022 the Government amended legislation to raise the minimum age of criminal responsibility from 10 to 12 years, aligning more closely with the Convention on the Rights of the Child and International Covenant on Civil and Political Rights, immediately and directly benefitting over 500 children.



Based on a holistic, child rights approach, and responding to findings that 9 per cent of children aged 12-17 in Thailand (+/- 400,000 children) were victims of online sexual exploitation and abuse in 2021, UNICEF advocated for the formation of the Thailand Safe Internet Coalition to create a safer digital Thailand for all children. UNICEF led a nation-wide public advocacy campaign to support ending childhood statelessness reaching 12 million, and with 7 million online engagements.

Following a Child Protection System Visioning Exercise and Mapping coordinated by UNICEF, the Department of Children and Youth (DCY) shifted priorities towards a preventive approach with a focus on family strengthening. The development of the 2nd National Child Protection Strategy 2023-2027 and the rollout of the National Alternative Care Plan of Action (2022 – 2026) will require continued UNICEF engagement and expertise.

Moving from theory to action, and after 7 years in development with UNICEF support, the national child safeguarding policy was rolled out to over 3,000 children in more than 100 institutions and care centres run by DCY nationwide and will be adopted throughout Thailand in 2023. Close to 11,000 children were reached with UNICEF-supported health, justice, and social services, and 3,383 people benefited from the UNICEF-supported capacity building initiatives that included 70 public prosecutors, 163 immigration and child protection officers, police, social workers, paralegals, and community volunteers. 18,549 people were reached with psychosocial first aid and community-based psychosocial support services.

Improving access and responsiveness of child protection services for migrant and stateless children was a focus in 2022. A Monitoring, Evaluation, Accountability and Learning (MEAL) Framework developed by DCY with UNICEF support will enable the effective implementation of the 2019 Memorandum of Understanding on the Determination of Measures and Approaches Alternative to Detention of Children in Immigration Detention Centres. As a result, in 2022, over 305 migrant and stateless children and 62 mothers were released from immigration detention and received assistance and social support, guided by UNICEF supported SOPs for handling migrant children.



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Helping children and families in crisis

Emergency preparedness and response were mainstreamed throughout the programme in 2022, supporting existing capacities within government. Guided by the Inter-Agency Response plan for Influx Communities along the Thai Myanmar border, UNICEF strengthened local partners' preparedness and response capacities to create stronger systems and work force. With financial support from the US Bureau of Population Refugees and Migration, almost 19,000 children and families were reached with health and sanitation supplies and learning kits.

Partnership with the Government of Japan and USAID allowed for continued COVID-19 mitigation support. Focusing on addressing vaccine hesitancy, enhancing vaccine roll-out, and providing lifesaving information and supplies, almost 220,000 children and people in the most vulnerable and remote communities nationwide were reached.

Private sector support for vulnerable children

In 2022, the 2nd National Action Plan on Business and Human Rights incorporated UNICEF and YPAB recommendations on children in relation to Family Friendly Practices (FFP), employability, child protection and better services for children. Results of a survey on the state of FFP in Thailand's private sector revealed several gaps that will inform further research and private sector engagement.

The Building Social Impact platform was launched, containing toolkits for participating companies to pledge their commitment to children living in construction site camps. As a result, 1,400 children have accessed decent housing, education, healthcare, and child safeguarding support. Major internet service providers and mobile operators also came together with the Government in the Safe Internet Coalition.



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3

Partnerships and UN collaboration

In 2022, the first year of the new Country Programme, UNICEF Thailand developed eight MoUs with key strategic partners including the National Human Right Commission, the Office of the Ombudsman and the PBO. UNICEF managed 48 strategic partnerships with 12 government departments and 36 civil society and private sector groups, including partnering with 16 CSOs to provide humanitarian support.

Collaboration with UN agencies continued. UNICEF facilitated a session on universal child benefits during

the 11th Global South-South Development Expo hosted by Thailand. Delegations from South Africa, Brazil and Thailand exchanged experience of implementing child grants in the context of building towards a smart and resilient future. Completion of the joint SDG Fund programme with ILO, UNWOMEN and IOM, marked a fruitful collaboration on social protection: the Diagnostic Review and costed proposals, informed by various stakeholder consultations, were widely disseminated. Partnership with UNDP advanced the youth participation agenda and preparatory work for COP 28. Addressing childhood statelessness, a joint programme implementation strategy was agreed with UNHCR.

UNICEF leveraged its convening and knowledge management role with partners and government to press for significant change, such as more inclusive and sustainable social protection and social services for children. Collaboration on child rights advanced through the signature of an MOU with the National Human Rights Commission of Thailand while strategic partnerships with the Budget Bureau and the PBO will ensure a child rights lens in multi-year budgeting and public financing.

Shining a light on recovery dynamics, UNICEF's High Frequency Surveys provided a forum for experts from NESDC, the Fiscal Policy Office and the Equitable Education Fund (EEF) to convene and discuss post COVID recovery and a necessary policy response to ensure an inclusive and sustainable recovery for all.

In cooperation with the EEF, UNICEF co-hosted the 2nd International Conference on Equitable Education involving 20 global changemakers and 3,500 participants. Collaboration with the Office of Education Council resulted in the first National ECD Conference with 500 participants across government and non-governmental agencies, academia, and research organizations. Partnership with TPQI ensured that

E-Workforce Ecosystem, Thailand's first integrated national workforce management system and lifelong learning platform, is youth-friendly and accessible to all youth.

Collaboration with the Bureau of Nutrition led to the mobilization of 160 young people to input on the development of the Regulation of Marketing of Food and Beverages Affecting Children's Health Act, tackling adolescent obesity. The Act will be presented in a public hearing in early 2023. Guided by an enhanced Advocacy and Communication strategy, UNICEF's national campaigns, such as Every Day is Mind Day, and U-Report, combined with an ambitious new non-financial supporter engagement strategy, aim to make significant strides in positioning UNICEF Thailand as the leading voice for children in 2023.

Supporting public advocacy on key topics, more than 100 celebrities and influencers supported UNICEF campaigns throughout 2022, including for Lives Untold (on ending statelessness), A Book A Week, Only One Earth, The Blue Carpet Show and others. This collaboration engaged almost 180 million people across UNICEF's ten social media platforms.



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4

Lessons learned, emerging opportunities and innovation

Laying the foundations

System strengthening is the backbone of UNICEF support in Thailand. Efforts in 2022 focused to a large extent on laying the groundwork for future impact over the course of the country programme: gathering data, engaging policy makers, building partnerships, and crafting cross sectoral approaches to ensure the delivery of results for all children in Thailand.

Generating policy-relevant evidence that resonates with the needs and priorities of policy makers is instrumental to positioning UNICEF as a credible partner. The study on sustainable financing of social protection and multiple studies on inclusiveness and adequacy of the CSG and disability grants, as well as the HFSs on the impacts of COVID-19 have been examples of policy-relevant evidence which have substantiated UNICEF advocacy on a number of topics. Building on our long-established partnerships

with NSO and DEPD, UNICEF brought the two departments together as part of our effort to promote better utilization of data in policy making and across the social sectors.

The engagement of high-level policymakers is crucial to identify and cultivate champions able to advance the case for children in policy and legislation. Engagement in the development of the CSG MIS has been an example of a sustainable knowledge transfer and capacity building which can be utilised in other areas. Engaging key counterparts at sub-national level is also needed to ensure cohesion, ownership, and the ability to scale up plans. A renewed focus prioritising coordination and capacity linked to enhanced resources at the local level will be needed to fully achieve the ambitions of the Country Programme. UNICEF will work with the government to address these challenges in 2023.

Optimising change

In 2022, UNICEF spearheaded some important and innovative solutions to address new vulnerabilities and disruptions caused by recent global crises. For example, creative online solutions such as online breastfeeding counselling were trialled with the potential to benefit 600,000 young mothers annually. A chatbot system enhanced beneficiary experience when accessing disability benefits and services.

The need for a coordinated holistic approach to mental health resulted in improved collaboration and harmonization of approaches between government departments, UN agencies including UNESCO and WHO, as well as civil society organizations who committed to the development of an integrated MHSPP plan for children and adolescents.

While there is increasing demand and acceptance for youth participation and voices in policy making

networks and platforms, UNICEF focuses on how to support young people's participation and advocacy to enhance impact. Relatedly, UNICEF will also follow how young people's inputs have been integrated into decision-making, ensuring greater accountability for UNICEF and partners to young people.

Enhanced relationships with key influencers to jointly advocate for and deliver results for children helped to strengthened supporter engagement. At the same time, the post-pandemic global economic slump and increased competition for public attention have presented challenges to leveraging these results to increase donations. Based on analysis of the Thai context, child-centred content appears to perform significantly better on UNICEF social media channels and UNICEF will invest to ensure increased understanding of the strategic and timely use of social media to underpin our objectives.



Strong Partnerships for future results

In a high middle-income country such as Thailand, UNICEF's power of influence lies to a great extent in its partnerships. 2022 saw an expansion of existing strategic partnerships and cultivation of new ones. In social protection and public finance management, these proved instrumental in advancing goals for more inclusive and sustainable social protection and social services for children, while a new partnership with the National Institute for Child and Family Development, Mahidol University, will ensure necessary expertise to support evidence generation for ECD.

Partnership and engagement with the private sector are also key to advancing the goals of UNICEF Thailand. Partnership with the Thailand Education Partnership, a public-private coalition of stakeholders committed to improving Thailand's education, significantly advanced the education recovery agenda. UNICEF will expand the Better Business for Children network with government, business associations, researchers, corporate practitioners, and others, bringing latest trends, locally and globally.

Cross sectoral engagement to ensure sustainable programming

Mainstreaming Social and Behaviour Change (SBC) is essential to ensuring sustainable at-scale progress. One study to better understand gender dynamics of parenting practices will provide recommendations to increase engagement of fathers in parenting practices and programmes; another is planned to understand the demand and supply of childcare services for children below three, leading to a strengthening of ECD, social protection, and family-friendly policies in Thailand.

SBC input on the National Child Protection Strategy and on different legal provisions will inform campaigns and public advocacy events to end different forms

of violence, abuse, neglect, and exploitation; a 'campaign toolkit' with unified messages and guidance will encourage implementation at the local level leading to sustainable change.

An integrated approach to Emergency response for the influx population along the Thai Myanmar border, incorporating WASH, education, and child protection responses in a holistic manner, coordinated through a network of inter sector working groups, has ensured timely and relevant support. Capacity building of partners, community-based organizations and volunteers in the field ensures the sustainability of the approach.





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