**Executive Summary**

UNICEF’s programme in Malaysia, a high middle-income country context, focuses on upstream policy advocacy and programmatic work on cross-sectoral issues, supporting the Government and engaging with the private sector and civil society. Important milestones were achieved with each of these key constituencies in 2012.

Improving the landscape of child rights and normative standards, 2012 saw Malaysia accede to the two Optional Protocols on the Sale of Children, Child Prostitution and Child Pornography and on the involvement of Children in Armed Conflict. The Child Rights and Business Principles were launched with top CEOs and CSR Directors, supported by the Companies Commission of Malaysia, and the Child Rights Coalition Malaysia launched an inaugural publication, *The Status of Children’s Rights in Malaysia*, as they prepared an alternative report for the Committee on the Rights of the Child – both the alternative report and the publication are first-ever efforts by civil society in Malaysia. In addition a child-led, child-rights organization, the first of its kind in the country as well, drafted its own alternative report to the CRC.

In collaboration with the Economic and Planning Unit of the Prime Minister’s office, the Ministry of Finance and the Department of Statistics, UNICEF garnered support to systematically collect and analyse data using the child well-being framework, to publish a *Profiles of Children in Malaysia*, and to conduct a first-ever Situation Analysis of Children in the state of Sabah (where child deprivation is more pronounced), and to forge agreement among key government agencies for the need to establish a centralized data base on child related information using the Malaysia Info platform. In the absence of MICS or DHS, this was especially critical.

There were impressive results in private sector fundraising in 2012, with an increased number of pledge donors and a total aggregate income (US$ 8.4M) that exceeded the target set. This has been possible due to the generosity of private individuals - contributing monthly pledges to UNICEF’s work for children in Malaysia and globally - and with the exploration of new channels including digital and direct response TV to diversify income streams.

As a result of advocacy done for and around the regional Conference on Public Policy, Social Policy and Children, in Vietnam, UNICEF Malaysia established an important partnership with the Outcome-based Budgeting section in the Ministry of Finance. It allows us to undertake child-friendly budget analysis of key line Ministries to assess the extent of investment on children and address gaps.

Shortfalls during the year include the delay in the Government’s Second Periodical Report to the CRC. Another significant constraint has been slow implementation and lack of specialized capacity in many government and civil society agencies to address issues and challenges faced by children, particularly in the field of child protection and juvenile justice. UNICEF has made targeted investments in building capacity and expertise among key partners to be more effective in implementing policies and delivering services for children. The areas of child rights, M&E, social work and social welfare have been key focus areas.

**Country Situation as Affecting Children & Women**

The Government of Malaysia is committed to leading the process of transforming Malaysia into a high income country by 2020 through rapid socio-economic development and growth. The Tenth Malaysia Development Plan 2011-2015, Government Transformation Programme and Economic Transformation Programme are fundamental in this process. The national economy is growing steadily; GDP produced in the first three quarters of 2012 registered 5.3 per cent increase compared to the same period of 2011(1). In his 2013 Budget Speech, the Prime Minister announced that the “2013 Budget will focus on improving the quality of life of the rakyat [people], ensuring sustainable economic growth, spending prudently and reducing the fiscal deficit with the overall objective of prioritizing the well-being of the rakyat”(2).

The country is on track to meet the targets of most of the Millennium Development Goals (MDGs), especially those related directly to its 9.5 million children(3). Malaysia does not have Demographic and Health Survey (DHS) or Multiple-Indicators Cluster Survey (MICS), which would allow a systematic tracking of critical child-
related indicators. Available evidence suggests that at national level progress for children is on track, however at disaggregated levels many gaps still exist.

Child poverty (children under the age of 15 years) dropped dramatically between 1998 and 2007 (most recent data available) from 29.3 per cent down to 9.4 per cent. Yet children remain disproportionately affected by poverty. Disparities increased significantly among the different ethnic groups with 25.6 per cent of indigenous children and 33.3 per cent of other children, mainly non-Malaysian citizens, living in poverty in 2007(4). Children from these two groups tend to enter the labour force earlier than other children thus facing the risk of not completing school. In 2012, the Government provided school assistance of RM$ 100 to all primary and secondary students in an attempt to reduce the students’ cost of learning. The same assistance, planned to reach 5.4 million students, will be distributed in early 2013(5).

Existing social protection schemes are not coordinated; a centralised registration system of their coverage is missing and their effectiveness has not been assessed thoroughly. UNICEF is advocating for regular assessment of child poverty at national and sub-national level, and is supporting assessment of existing social protection programmes to better inform national effort towards a more equitable alleviation of child poverty.

Malaysia’s child mortality rates (IMR 6.8 per 1,000 live births [2010] and USMR 8.5 per 1,000 live births [2009])(6), compare with industrialised countries, and with net primary enrolment rate of 92 per cent (2010)(7), Malaysia is on track to achieve universal primary education by 2015. However, disparities across states and ethnic groups persist. Sabah, the most ethnically diverse state, is also the most disadvantaged. UNICEF has focused its attention here: a comprehensive Situation Analysis of Children, to better understand their situation and inform programmes, is on-going and support is being provided to ensure access to education opportunities for undocumented children. These efforts are complemented by work at national level to develop an inclusive National Alternative Education Policy.

In an attempt to improve the quality of education, the Government committed RM$ 500 million in 2013 to enhance teaching skills in core subjects, in addition to the RM$ 38.7 billion allocated to the Ministry of Education for operating and development(8). Pre-school education coverage and good quality are also priority on the national agenda. The 2013 Government allocation for provision of health services is RM 19.3 billion(9).

In 2012, Malaysia signed the Optional Protocol to the CRC on the Sale of Children, Child Prostitution and Child Pornography, and the Optional Protocol to the CRC on the involvement of children in armed conflict. The accession to the protocols is significant step towards strengthening protection systems and enforcing existing legislation, ensuring perpetrators are punished and measures are established to combat child prostitution, child pornography and sexual exploitation of children in all forms. UNICEF is seizing the momentum and is supporting the participation of Malaysia in a Regional Violence against Children study, which is aimed to provide evidence of the magnitude and in–depth understanding of the drivers of various forms of violence. This is a particularly important effort given the dearth of information on this sensitive issue, greatly needed to inform both national policies and grass-root interventions.

Country Programme Analytical Overview

UNICEF Malaysia has undertaken important work in gathering child-focused data, indicators and situation analyses in a number of key programming areas to sharpen the equity focus of the country programme. This is especially vital, since Malaysia does not have MICS or DHS as primary data sources. Work with the key government agencies related to planning, statistics and finance has helped seek consensus for Malaysia to use the child well-being framework to collect, analyse and disseminate vital data on the situation and rights of children in the country.

Another important area of UNICEF’s support has been in capacity development. The focus has been on providing training to improve knowledge and skills for more effective child protection service delivery and advocacy, improving the role of NGOs and civil society in monitoring and reporting on child rights, and enhancing access to quality education for undocumented and stateless children. This is especially important in relation to some of the areas of child development that require specialized knowledge and skills of parents,
teachers, caregivers and government officials who are responsible for direct service delivery. Emphasis is also placed on developing more effective capacities among government agencies, NGOs and child care providers to operationalize and implement policies developed by the government in child rights and child protection. While Malaysia is strong on policies and legislation, it needs support to ensure effective implementation, monitoring and reporting.

An important breakthrough in relation to corporate engagement was the national launch of the Child Rights and Business Principles and a major study on CSR undertaken by UNICEF in collaboration with key partners. This has helped our advocacy with corporate partners and national bodies including the Companies Commission of Malaysia, to encourage companies to develop child-friendly CSR policies and promote child rights in their value chains.

Major bottlenecks that need to be addressed in the delivery of the country programme still include: the lack of a centralized database or system of disaggregated child data for more effective policy formulation; insufficient M&E and reporting on the country’s performance on child wellbeing and development; gaps in capacity and expertise among government and civil society to promote and protect child rights; and a lack of cross-sectoral collaboration and partnerships across government agencies, NGOs and civil society to coordinate and increase efficiency of services and programmes for children. UNICEF Malaysia continues to work with government, civil society and other partners to develop appropriate approaches and strategies to address these bottlenecks.

In preparation for the MTR in 2013, the CO has undertaken an extensive review of the PCRs/IRs of the country programme structure, to streamline and better focus the work on concrete results with an equity focus. These proposed changes will be discussed with partners and agreed with Economic and Planning Unit at the Prime Minister’s Cabinet (EPU), our main planning counterpart in Government.

Already under discussion with the Ministry of Women, Community and Family Development will be the inclusion of work in the area of children with disabilities for 2013. Several private sector partners have also expressed interest in pursuing this.

**Effective Advocacy**

*Fully met benchmarks*

The most successful advocacy strategy implemented by UNICEF Malaysia has been in the area of the right to education for undocumented, stateless and refugee children. Through effective evidence-based advocacy, UNICEF has been able to influence the Ministry of Education and other key partners to adopt an Alternative Education Policy to provide access to children who are not in school. Other key areas where advocacy has had an impact include child-focused Corporate Social Responsibility, based on the launch of the Child Rights and Business Principles, and initiatives taken for sectoral budget analysis to promote child-friendly budgeting.

A key initiative this year was the one day “Strategic Moment of Reflection” on common advocacy areas for UNICEF Malaysia, to establish more synergies and linkages cross-sectorally between Programme, Communications and Private Sector Fundraising.

**Capacity Development**

*Mostly met benchmarks*

UNICEF Malaysia has taken a number of key initiatives to build capacity of partners including government agencies, social workers, NGOs and civil society organisations and young people. These include, among others, strengthening capacity in the areas of child rights advocacy, child development theories and their application to child protection practices. Further investment will be undertaken in the coming year, especially among NGOs and young peoples organisations.
Communication for Development

Initiating action to meet benchmarks

UNICEF Malaysia focused on providing initial orientation and training for government and NGO/civil society partners to introduce them to the C4D approaches and methods. In the coming year, the office will develop a C4D strategy to better integrate these approaches and methods in priority areas of programming within the country programme. The C4D approach is seen as crucial to address some of the key bottlenecks in some of the programming areas in Malaysia.

Service Delivery

Initiating action to meet benchmarks

In Malaysia’s middle-income country context service delivery is limited to providing, on a pilot basis, education and development opportunities to some of the most marginalised children, e.g. undocumented children and children affected by HIV and AIDS. These pilots are meant to serve as an evidence for informing national policies addressing the needs of the most deprived children in the country.

Strategic Partnerships

Fully met benchmarks

A key development in the past year has been the formation of the first-ever NGO Child Rights Coalition of Malaysia with UNICEF’s support. Partnerships with other UN agencies have also been strengthened by UNICEF’s active role in the UNCT Thematic groups, and UNICEF chairing the Post 2015 Development Agenda working group for the UN in Malaysia. Strategic partnerships have also been established with key government ministries - in particular with the Ministry of Finance and Department of Statistics, the corporate and private sector, the Companies Commission of Malaysia, NGOs and civil society organisations.

Knowledge Management

Initiating action to meet benchmarks

Initial work has been undertaken to develop an internal Knowledge Management Strategy for UNICEF Malaysia, to be completed in 2013.

Human Rights Based Approach to Cooperation

Partially met benchmarks

Most of the work of UNICEF Malaysia in promoting a human rights based approach to cooperation is via the UNCT Theme Groups of Human Rights and Gender. UNICEF Malaysia has also established good working relationship with SUAKHAM (National Human Rights Commission of Malaysia) and key human rights organisations and NGOs promoting the rights of women and children. UNICEF Malaysia supported a coalition of NGOs to prepare the NGO Alternative Report on the CRC and a network of children and young people to draft a first-ever Children’s Report to the CRC Committee.

Gender Equality

Mostly met benchmarks

UNICEF is active in the UNCT Theme group on Gender and completed major studies on child marriage and Female genital cutting during the past year.
Environmental Sustainability

Initiating action to meet benchmarks

UNICEF Malaysia has started discussions with NGOs and indigenous peoples organisations and networks (JOAS – The Indigenous Peoples Network of Malaysia) and the Centre for Orang Asli Concerns (COAC) in addressing environmental issues affecting children and the impact of climate change.

South-South and Triangular Cooperation

As follow-up to the High-Level Meeting (HLM) on Cooperation for Child Rights in the Asia Pacific region held in Beijing, November 2010, and as a lead-up to the next HLM meeting to take place in India in 2013, UNICEF and the Ministry for Women, Family and Community Development successfully convened a Regional Conference on Child Protection in November on the theme "Enhancing Capacity and Strategic Service Delivery within a National and Regional Context". Over 150 participants from Malaysia and representatives from government and civil society from other ASEAN countries (Thailand, Cambodia, Indonesia, Myanmar, Lao PDR, Vietnam, Brunei, Singapore) and Timor Leste, Australia and New Zealand participated in the conference.

Discussions were also held with high level officials from the Multilateral Division of the Ministry of Foreign Affairs on UNICEF’s support for Malaysia’s overseas development and technical assistance programmes, including Malaysia’s increasingly proactive role in ASEAN, the Commonwealth, Organisation of Islamic Countries, among others. UNICEF is exploring how it might also work with the private sector in Malaysia on such efforts.

The Country office is actively engaging with key tertiary-level educational institutions and Universities in Malaysia to collaborate on regional cooperation and technical exchange. In this regard, discussions have also been held with the Lee Kwan School of Social Policy in Singapore on a “Policy Analysis Exercise” programme to tap postgraduate and doctoral students in policy studies to take up research or internship with UNICEF in Malaysia, and possibly other countries in the region.
Narrative Analysis by Programme Component Results and Intermediate Results
Malaysia - 2700

PC 1 - Improved data, capacity and resources for children

Constrained

**PCR** 2700/A0/05/001 High-quality disaggregated data on children including key child protection on indicators are being generated and disseminated in a timely fashion.

**Progress**: Malaysia is making some progress in addressing the CRC Committee’s Concluding Observations on the First National Report to the Committee regarding strengthening mechanisms for data collection and analysis to “facilitate the formulation of policies and programmes for the implementation of the Convention”. Today, there is higher recognition by the Government on the need for strengthening collection, analysis and use of child-related data, due in part to UNICEF’s strong advocacy and generating evidence for policy influencing, which demonstrates the potentials of existing data and the remaining gaps in data coverage and data quality that need to be addressed. Such advocacy is even more important in light of the fact that Malaysia does not have a Demographic and Health Survey (DHS), or Multiple-Indicator Cluster Survey (MICS) – two major sources of child-related data across countries.

Evidence of such recognition is the inclusion of children as an area in the programme of a National Statistics Conference “Enhancing National Statistics to Meet Public and Private Sectors Needs during a Period of Transformation” where UNICEF was invited to be part of the discussion.

National central database with children and development-related indicators still do not exist. However, UNICEF initiated a dialogue with EPU and Department of Statistics (DOS) to support the development and maintenance of such a centralised database. A number of on-going UNICEF-supported data collection and analysis initiatives is aimed at generating evidence and producing disaggregated information for particularly vulnerable groups of children across the country.

The Government report on implementation of children’s rights in Malaysia, due to the CRC Committee in early 2012, is not yet finalised. UNICEF has commented on the first draft. The Country Office keeps a continuous contact with the Ministry of Women, Family and Community Development, which is responsible for the report, and provides on-going necessary technical assistance in an attempt to speed-up the process of the report finalisation and submission.

Constrained

**IR** 2700/A0/05/001/001 Child Well-being Data I and health dimensions of child well-being identified and analysed

**Progress**: A Statistical booklet “Implementation of Children’s Rights with Equity – Profile of Children in Malaysia”, consolidating available data on children, was completed. UNICEF will be publishing it together with the EPU in early 2013. The booklet, meant to be the first of a series, can serve as a tool to inform planning, research and advocacy.

Evidence in the area of the child’s health and protection, specifically related to the impact and effects of child marriage in Malaysia, has been collected. A study on child marriage, managed jointly by the UNCT gender group and completed in November 2012, provides evidence of the negative effects of this phenomenon on children’s health and protection.

UNICEF, in collaboration with the Economic Planning Unit and other partners in Sabah, the State where child deprivations occur disproportionately more than elsewhere, embarked on conducting a comprehensive Situation Analysis of Children. It is aimed at improving the understanding of decision-makers, partners and other stakeholders of the current situation of all children in the State, with special focus on the most marginalized – especially the undocumented, stateless and refugee children. Based on the analysis, specific recommendations for different stakeholders will be developed. The report is expected to be completed by April 2013.
Evidence is currently being collected to set up a database for out-of-school children. To date information has been collected for 3,000 children. Reasons for not completing primary education are captured. MoE will continue work to populate the database, to be followed by an intervention programme addressing challenges faced by out-of-school children.

**Constrained**

**PCR 2700/A0/05/004** Key child-related government agencies are provided with adequate financial resources that are being employed in a well-targeted and cost-effective manner and undertake regular and rigorous M&E and impact assessments to ensure excellence in program delivery and design.

**Progress:** A major breakthrough in 2012 was UNICEF Malaysia’s agreement on collaboration with the Ministry of Finance and the Economic and Planning Unit of the Prime Minister’s office in relation to child budgeting. The high-level conference on Public Finance and Social Policies held in Vietnam in September, at which a very high level from EPU and MOF participated, was a great impetus for this. As a follow up to the Vietnam conference, UNICEF Malaysia has agreed with MOF and EPU to undertake budget analysis of line Ministries’ budgets to assess the Government’s overall investment for children in the country, and with Ministry of Health to undertake a budget analysis of health related resource allocation for children less than 18 years.

Another major area of achievement has been in capacity development of government and civil society organisations in M&E for which initial preparatory work was undertaken this year.

During the year, UNICEF Malaysia has also actively worked with the Department of Statistics and the Economic and Planning unit of the Prime Minister’s office to seek agreement for the establishment of a centralized database for child-related data and information in the country. In this regard, a major effort has been the development of a child well-being framework and set of indicators relevant to Malaysia, as well as a Situation Analysis of children in the state of Sabah in East Malaysia.

**Constrained**

**IR 2700/A0/05/004/002** By 2015 child-related government departments' monitoring, evaluation and impact assessment capacities enhanced, ensuring programme delivery and policy development.

**Progress:** UNICEF identified a highly reputable local agency with expertise and experience at national and international levels in the area of Results Based Management (RBM) and Planning, Monitoring and Evaluation (PME). A training programme was designed and finalised in consultation with NGO representatives to best suit their capacity development needs. This initiative is targeting NGO sectors based on identified lack of knowledge on RBM and PME. As a result of this capacity building initiative around 90 managers are expected to enhance their M&E capacity and to obtain stronger ability to collaborate with Government institutions, which will contribute to improvement the implementation of national policies and programmes related to children.

Discussion was initiated and is on-going with DOS to develop and upload child-focused database using the DevInfo platform on their website. MalaysiaInfo is currently under review and the establishment of child-focused database features were suggested to DOS Senior Management. While the technical discussion is progressing well, there is a need to link this work with the child well-being framework work with EPU and to integrate the two initiatives through agreement between EPU, DOS, MOWFCD and other relevant government agencies.

**Constrained**

**IR 2700/A0/05/004/003** By 2015 child-friendly budgeting options developed as approach to the development of the 2016-2020 Malaysian Plan

**Progress:** The Malaysian delegation consisting of a senior official and officer from EPU, the Head of Outcome Based Budgeting of Ministry of Finance, and a representative of the Department of Social Welfare, together with the UNICEF Representative and Social Policy Specialist attended the Public Finance and Social Policies
Conference held in Vietnam at the end of September 2012. The conference provided a platform to share Malaysia’s initiative in outcome based budgeting with the East Asia and Pacific Region countries in the spirit of South-South cooperation. It also provided an opportunity to shape the area of support that UNICEF Malaysia can provide to MOF and EPU.

As a follow-up of the conference, it was agreed that UNICEF will work with the EPU to generate estimates of the proportion of children living in monetary poor households, utilizing existing sources of data such as household income survey, e-Kasih registry, e-Damak registry (orang asli) and Bantuan Rakyat 1 Malaysia ("1 Malaysia Assistance to the People") from the National Tax Authorities. In addition, it has been suggested by MOF that UNICEF will engage in capacity building of national partners to identify impact/outcome indicators related to children in support to MOF for national roll out of outcome-based budgeting in 2013. This would particularly include identifying outcome/impact indicators of children with the key implementing agencies such as Ministry of Women, Family Community Development, and Ministry of Education and Ministry of Health.

**On-track**

**PCR 2700/A0/05/005** The private sector supports child well-being through financial contributions as well as corporate social responsibility policies that put children first in the workplace, marketplace and the community.

**Progress:** Milestones were met for Corporate Social Responsibility (CSR) policy development through the Children’s Rights and Business Principles (CRBP) launch and the updating of CSR mapping document. The national launch of the CRBP was held in September 2012 with participation of companies from Malaysia as well as multinationals. The collaboration with Companies Commission Malaysia (SSM) to launch the 3rd Best Business Practice Circular (BBPC) on “Bringing Community and Private Sector Together to Promote Technical Education and Vocational Training” in early 2013 will further enhance the community component of CSR policies for child rights.

Private sector fundraising trends are optimal and very close to the targets set. The key achievement came from increase of new pledge donors by 14,500 in 2012. This increase will provide long term support for child rights’ programmes in Malaysia and globally. The test launch of the UNICEF Direct Response TV Fundraising (DRTV) campaign in December and the recent exploration of mobile fundraising are some of the key initiatives to develop new income streams in support of child well-being.

Key challenges remaining in the private sector fundraising include the lack of specialised fundraising vendors, that is, a lack of creative agencies specialising in direct mail and digital fundraising.

UNICEF Malaysia’s facebook fan-base increased to 94,000 from the planned target of 80,000. Communications materials for advocacy and fundraising reached out to public through UNICEF’s website with 141,000 visits. The Children4Change campaign generated news at major dailies that have the highest circulation in the country.

**On-track**

**IR 2700/A0/05/005/002** By 2015, targeted and innovative communication, fundraising and social mobilisation strategies in place and operationalised efficient child rights advocacy and resource mobilisation with general public, private sector and civil society organisations

**Progress:** Children4Change, a public advocacy initiative to honour every child’s right to participation, was organised for Universal Children’s Day. Close to 2,000 children, youth and adults participated in 11 initiatives in November that included dialogues on bullying, internet safety, emotional abuse, safety at home and safety in a relationship.

UNICEF Malaysia produced a dedicated microsite on child participation, a video by youth featuring children’s opinions, a Be-the-Change Facebook application, an online game-show-styled quiz on children’s rights from
UNICEF Annual Report 2012 for Malaysia, EAPRO

UNICEF Canada was adapted for local context. Concerned about media reports on teenage pregnancies, the Country Office co-organised a tweet-chat on the pressures in teenage relationships. The digital event trended five on Twitter Malaysia, generating 1,378 Tweets, 10,665,399 impressions and reaching an audience of 1,026,199 followers.

Media support was provided to highlight program priorities, including the launch of the Child Rights and Business Principles Malaysia and Child Protection Conference, as well as presenting UNICEF Malaysia’s views via OpEds and Media Statements on various child-related issues. These initiatives resulted in 39 articles with a PR value of USD 801,773. UNICEF was mentioned in 165 media articles in 2012, of which 137 were related to Country Office.

UNICEF Malaysia’s digital and social media channels capitalised on key global events and conferences to highlight priorities – the effects of urbanisation on children, child-friendly CSR, youth HIV prevention, education for disadvantaged children, and disabilities. Engagement tools include infographics on HIV and AIDS and children in Malaysia, a Facebook photo contest on Children Living in an Urban World as well as videos on Childcare Centres in the Workplace, Children Reporting on Child Rights and Maternal Health for Mother’s Day.

UNICEF Malaysia’s Facebook page stands at 108 among Malaysian brands. Facebook fans surpassed the target of 80,000 fans with more than 90,000 by end November. The UNICEF Malaysia website received 141,807 visits with a total of 278,831 page views and 102,510 unique visitors during the year.

**On-track**

**IR 2700/A0/05/005/003 National strategies and guidelines for child-friendly CSR developed, having become gold standards for major corporations by 2**

**Progress:** The “Corporate Social Responsibility Policies in Malaysia: Enhancing the Child Focus” review document is being finalized and will be published the first quarter of 2013. It builds on existing literature, national CSR initiatives, companies’ annual reports, and on interviews with major corporations/organisations: Khazanah, Digi, Sime Darby, Bursa Malaysia, UMW, UN Global Compact Malaysia, RSPO and SSM. The document includes analysis of stakeholders from various sectors such as Government Linked Public Listed Companies and Small and Medium Enterprises that support the development of recommendations. The document will inform next steps, including building of UNICEF Malaysia’s internal CSR and corporate engagement strategies and identifying priority programmatic areas that will use CSR as a leverage to yield sustainable results for children.

Organised in collaboration with the United Nations Global Compact (UNGC) Malaysia, the national launch of the Children’s Rights and Business Principles (CRBP) was held on 11 September 2012 with attendance of around 50 guests from various companies and organizations. The event introduced the CRBP principles and provided a platform for dialogue among companies to advocate for children-friendly CSR initiatives. Based on the topics discussed at the launch, UNICEF agreed with UNGC that capacity building on translating CSR into actions of companies is needed. Together with Companies Commission Malaysia, UNICEF drafted the third Best Business Practice Circular: *Bringing Community and the Private Sector Together To Promote Technical Education and Vocational Training*. This advocacy document will tie into the CRBP Principle Three that raises issues regarding treatment of employment for young workers, addresses high rates of school drop-out at secondary school level and the need for the State to provide non-formal educational opportunities.

In addition, discussions were initiated with several corporate companies, both SMEs and PLCs, to explore substantial partnership in children-friendly CSR that will contribute to the companies’ socio-economic targets and to the implementation of the CRC.

**On-track**

**IR 2700/A0/05/005/004 Private Sector fundraising investment for resource mobilisation to support child well-being**
**Progress:** 2012 was another important year for fundraising in Malaysia concerning raising and leveraging resources for children in the country and globally. Recruitment of new pledge donors was positive, reaching more than 80% of the planned target. The majority of pledge donor recruitment comes from Face-to-Face (F2F), followed by direct mail, and on-line channels. Donors acquired through this channel require more effort to avoid attrition, and changes were made to take that into account.

Communication with existing donors to increase their contributions and advocate for children's rights is ongoing. Changes were made to the donor retention program to better counter attrition. Since April 2012, existing donors receive monthly e-news updates, instead of three-times a year as they had before. The percentage of donors who opened and read the e-news improved from 2011.

A thematic Mother’s Day appeal and hard copy newsletters recorded positive response and improved performance compared to 2011. For the thematic appeal, communications content was developed to include child right messaging - appealing to heart and mind.

Donor up-grade calls were successful in increasing pledge gifts; more than one third of donors called increased their pledges, and the final draft of Private Sector Income Generation Plan in support of the Country Program and Global Regular Resources for child well-being was developed.

To diversify income sources for the Country Program, a test of DRTV was launched in December. There were serious integration issues with on-line donation payment processing at the planning stage, but they were resolved in time for the DRTV launch. Mobile fundraising is being explored in support of future DRTV campaigns.

Digital content management and on-line donation data integration with Donor database encountered technical support issues. There was the challenge of sourcing for the right kind of support needed at the right time for the right price.

- **On-track**

**PCR** 2700/A0/05/006 National CSOs have the capacity to advocate for enhanced policies for children and to effectively address gaps in service provision for marginalised children.

**Progress:** A number of major initiatives were undertaken to build the capacity of NGO partners in child rights advocacy and monitoring. A unique feature was the formation of the NGO Child Rights Coalition – the first ever child rights NGO network in Malaysia – which emerged from UNICEF’s support to a network of child-focused NGOs to prepare and launch the Status Report on Child Rights in Malaysia, a precursor to the Alternative NGO Report to the CRC committee. UNICEF also supported a capacity-building programme for NGOs on child rights advocacy.

Another unique feature during the year was the formation of the Mousedeer group – a child-led child rights organization – that has prepared the first-ever Children’s Alternative Report to the CRC Committee.

- **On-track**

**IR** 2700/A0/05/006/002 By 2015, selected child-related NGOs established as key CSO partners with developed sustainable organisational capacity to provide services for children and actively complement the policy-making process for children.

**Progress:** For the CRC Alternative Report by NGOs, a second draft of the report was pulled together after another round of data collection took place in seven states to address gaps. Four NGO and civil society consultations, attended by 72 NGOs, were held in Kuala Lumpur, Penang, Kota Kinabalu, and Kuching on the second draft of the Report. The consultations, together with data collection trips served as an important platform for raising awareness of CRC and the reporting process, and establishing ties with organizations working on children’s rights issues. As the government has not submitted its report to the CRC Committee, to ensure that momentum continues the Inaugural Annual Status Report on Children’s rights in Malaysia was published. The report, a succinct summary of key issues identified in the Alternative Report, was translated to Malay.
The first ever NGO Child Rights Coalition, comprising seven child rights NGOs, was launched. The core objectives of the Coalition include monitoring and implementation of the CRC, preparing future alternative reports for submission to the UN CRC Committee, and policy-advocacy initiatives to promote and protect children’s rights in Malaysia.

The CRC Alternative Report by Children completed its data collection, and the draft report was produced by children after analysis of preliminary data. The Mousedeer Organisation for Children’s Rights, a more permanent forum to engage on children’s rights, was created.

Based on three identified categories of trainings (CRC & the Situation of Children in Malaysia, Child Specific Micro-skills, and General NGO Management skills), six NGO capacity development courses were organized in 2012 by MCRI, the implementing partner of the NGO Capacity Building project. A total of 110 participants, from 33 NGOs, attended and upgraded their skills and knowledge.

An updated database of resource persons for the delivery of training courses, and a catalogue of training and resource materials is available.

IR 2700/A0/05/006/003 A National Children’s Council will be established by 2015 with members from NGOs, government, UN, private sector and young people who will contribute to enhancing capacity of CSOs to advocate for, and address gaps in, service provision and policy development.

**Progress:** In August 2012, the MWFCDC clarified that the establishment of the National Children’s Council is enshrined in the proposed amendment of the Child Act 2001, although no discussions to that effect were held during the year. The effect of this amendment would be that the two existing National Councils for Children (the Co-ordinating Council for the Protection of Children and the National Advisory and Consultation Council for Children) would be subsumed into the new Council. There is therefore no progress against the indicator as no round table discussions have been held between government, civil society and development partners in the context of the envisaged National Children’s Council, as this has not yet been established.

During the second half of the year, discussions were initiated with MWFCDC to understand the membership of the Councils and potential role for UNICEF’s engagement. The roles and membership of the Coordinating Council are defined under the Child Act 2001 while the members of the Advisory Council are appointed by the Minister for Women Family and Community Development (who is also the Prime Minister). Discussions were not conclusive, but the potential for UNICEF’s engagement depends on whether the Minister would be willing to consider UNICEF’s membership to either of these councils taking due account of the statutory provisions, especially for the Coordinating Council for the protection of children.

A useful outcome of this discussion was that a list of members currently serving on the two councils was produced. It should be noted though that beyond the list of members, concrete and comprehensive information on issues, priorities and effectiveness of these councils and overall coordination mechanisms between government, NGOs and other sectors remains largely unavailable.

**PC 2 - Reduction in child poverty and quality social services for all**

**Constrained**

**PCR 2700/A0/05/002** Child poverty has been reduced and the coverage and targeting of social safety net programs for poor children and families has been enhanced.

**Progress:** There is no recent data available to inform assessment of progress in reduction of child poverty. UNICEF is strongly advocating with DOS for producing and disseminating of child-poverty estimates on a regular basis, with disaggregation by geographic location, ethnic group and other determining factors.

Available evidence suggests an increase in the number of children who have received child aid during the last
decade, with the number reaching almost 99,000 children in 2011 and the average annual aid amounting 3,194 Ringgit million (approximately US$ 1,060 million) in the same year (Department of Social Welfare, Annual reports, www.jkm.gov.my). While this positive trend has to be commended, a matter of concern remains the big differences in the average aid amounts across states, a phenomenon which needs further study.

**Constrained**

**IR 2700/A0/05/002/002** By 2015 a targeted government strategy developed and implemented to improve quality of life and economic sustainability of most at risk population of woman and children in the poorest 40 per cent of households including indigenous groups.

**Progress:** Data collection for a survey commissioned jointly by UNICEF and UNDP to obtain knowledge on the socio-economic status of the Peninsular Malaysia-based indigenous group began in late 2011. To date more than 2,000 households of Orang Asli origin residing in Perak, Selangor, Pahang, Kelantan, Johor and Negeri Sembilan have been visited and provided information on the questionnaire. Unfortunately, the analysis and preliminary findings were unsatisfactory. The specifics and details of the submitted draft reports were deliberated in six technical working group meetings during the year. The National Steering Committee meeting held in December 2012 and chaired by the Deputy Director General of EPU, decided that the continuation of the project will be performed through appointment of a new consultant and statistician. The study is expected to be completed by mid-2013.

Mapping of Malaysia’s Social Protection programmes was initiated in the 4th quarter of 2012 and will be completed by January 2013. It intends to capture the coverage and reach of the lower income groups and most vulnerable populations, but also to assess the effectiveness of the programmes. The final report will contain recommendations to government and other stakeholders on the best ways forward, including setting up a knowledge management database for parties to easily search, extract and process various social protection programmes implemented by different government agencies. The report will also help to identify the gaps in coverage and propose best practice measures for the government to consider.

**IR 2700/A0/05/002/004** IR 002/004 Child well-being indicators accepted as a measurement of socio-economic development progress within centralised and national statistical analysis

**Constrained**

**IR 2700/A0/05/002/005** Public recognition for the need of economic and social inclusion for economic and social inclusion of marginalised children in order to achieve national development goals.

**Progress:** Anchored on the SOWC 2012, the July digital communication campaign (website and social media) highlighted the impacts of urbanisation on children and their rights. The engagement included a photo contest for youth (15-24 years) to explore and understand the theme “Children in an Urban World”. These efforts generated 23,474 page views on the UNICEF Malaysia website with 9,897 unique visitors and 120 page recommendations on Facebook. Through daily posts relating to urbanisation and child poverty, as well as the photo contest, MCO Facebook engagement had a reach of 55,311 for the project in July.

Two fundraising marketing packages - the Letter from the Field and the Annual Review pack - highlighted alternative education for refugee and undocumented children living in the margins of cities in Sabah. These used human interest stories to humanise the issue and convey MCO's policy work to donors. Monitoring is ongoing for both.

The success of the media programme is reliant on information and expert resource persons who can engage media on the issue. This includes a Program Project Brief on Child Poverty in Malaysian context, and on MCO’s work related to child poverty.
On-track

**PCR 2700/A0/05/007** The child welfare system's ability to prevent, detect and address violence, abuse, exploitation and neglect has been strengthened including the protection of children living with HIV and AIDS.

**Progress:** Efforts towards strengthening the child welfare system resulted in three key interventions - the professionalization of social work, improving the care standards for children in care centres, and increased understanding of the extent and magnitude of violence and exploitation of children. Each recorded varied but significant progress.

Consultations for input into the draft of the Social Workers Bill continued throughout the year although the finalisation of the Bill and its presentation to Cabinet and Parliament was slowed by extended consultations with State governments. While this partly contributed to the delay in finalising the Bill, it is nevertheless important that consensus and buy-in is obtained from all interested parties and stakeholders in order to support the Bill through Cabinet and Parliament and eventually its implementation when enacted.

To improve the protection of children at risk or affected by maltreatment and to enhance the quality of social welfare services, additional training was provided to the pool of master social work trainers to further enhance their requisite skills and competencies. The nationwide rollout of the trainings resulted in better delivery of quality child protection and welfare services.

An important development during the last quarter of the year was the approval of the child protection strategic planning and implementation of a pilot project by the MWFCD. The project will provide an important intervention framework and is a watershed in the design and implementation of child protection services in the country.

The violence against children study, albeit in its nascent stages, is an important starting point to establish a statistically verifiable baseline at national level. Although progress has been slow, the preparatory meeting held in June 2012 helped to create greater awareness of the utility of reliable and comprehensive data as an important component of any child protection system. The National Child Protection conference held in November with participation of child protection experts from other countries in the region reinforced the call for a systems approach to prevention and response to all forms of child maltreatment and exploitation. Besides providing a good avenue for learning and sharing of good practices in child welfare and protection across countries within the ASEAN region, it helped to solidify understanding of the need for quality and timely child protection services that meet the core competencies, backed by sufficient human and financial resources.

On-track

**IR 2700/A0/05/007/001** Minimum practice and competency standards, strategies and policies to prevent and protect children from abuse, violence and exploitation developed by 2013 and operational by 2015

**Progress:** The pilot project on the quality assessment in three children’s care centres was completed in the second half of the year. It provided some useful learning on the impacts of quality assessments, capacity challenges to fully implement minimum standards, and the potential for rolling out this initiative to other centres.

Overall, as a result of the project, management of all three care centres appreciated that the quality assessment was a useful tool to guide the centres in tracking performance and services rendered to children. All care centres refined their documentation and record keeping practices, developed job descriptions for staff, and reported improvements in communicating and interaction with children and in care planning. Children were given more time for play and participation in some activities and decisions. Safety and emergency plans were developed and the care centres are finalising their child protection policy. Rolling out of the quality assessment in other homes is pending MWFCD approval of the quality assessment document for publication and dissemination.

Regarding competency development for child protection workers and educators, two additional trainings of trainers (TOTs) were undertaken and practice labs were completed on competency framework and Tertiary.
child protection in the first half of the year. To date there is a pool of at least 22 trainers. In the feedback provided, most of the trainers have indicated that the training has been useful to their professional development, particularly in terms of knowledge and skills in child development theories and their application to child protection practice. They also reported improved confidence in managing cases and better understanding and appreciation of inter-agency collaboration. About half of the trainers have already taken some initiatives to conduct training and share their training experiences with others.

Constrained

**IR 2700/A0/05/007/002** By 2015, Child Protection modules incorporated and adopted in key training curricula of various sectors, such as social welfare, health, education, family planning, labour, justice, police and defence departments.

**Progress:** The development of child protection modules was not continued in 2012 due to a lack of viable partners to work with. The implementing partner previously identified (National Population Board) no longer showed interest.

Similarly, the publication and piloting of the Child Protection Advocacy Pack for Parliamentarians is still on hold as another partner with the mandate, interest and commitment to work with Parliament, and to champion the advocacy with its members, has not been found. The Women Parliamentary Caucus that had been identified as a potential partner was committed with other priorities. There is therefore no progress on the indicator as there has been no substantive work with Parliamentarians on advocacy for children’s rights as envisaged.

Meanwhile, thinking has since shifted to the effect that advocacy with Parliamentarians should be office wide and holistic to avoid fragmented and uncoordinated engagement with this important body. Future discussions and exploration of entry points for working with Parliamentarians will therefore take into account this proposed approach and will necessarily require coordinated and office wide engagement including possibility of rethinking the overall engagement strategy.

Constrained

**IR 2700/A0/05/007/003** Adoption of positive societal values that ensure well-being of a child among individuals, families and community through innovative Communication for Development strategies

**Progress:** Communication for Development (C4D) in an upper-middle income country like Malaysia is a strong approach to advocate and influence social and behavioural change, with special focus on the most marginalised and vulnerable women and children, based on an equity focus. It is also an important approach and tool to address the bottlenecks in many key programming areas, given that many of the constraints and challenges faced in promoting child rights are based on social norms, attitudes and behaviours.

UNICEF Myanmar took the initiative to engage high-level C4D experts to assist the office begin work on a C4D strategy and provide orientation and training/capacity development of staff and key partners (government agencies, NGOs, and community groups). Over 50 partners, mainly from the NGO sector in Peninsular Malaysia, Sabah and Sarawak, were trained to implement the approach in their grass-roots work.

The Country Office will continue to engage with the C4D Consultants in 2013 to develop the internal C4D Strategy. The main recommendations from the initial discussions, which will help design the strategy, include among others: the upcoming Mid-Term Review provide an opportunity to have a more in-depth look at C4D as a cross-cutting strategy within the Country Programme; Programme to play the lead role in implementation of the strategy and facilitating cross-sectional synergies and collaboration; and appropriate points of entry for C4D integration in the Country Programme include violence and abuse (protection), corporal punishment (education) and at-risk adolescents and young people (MARA/HIV).

Constrained

**PCR 2700/A0/05/008** Reform of the juvenile justice system has been completed

**Progress:** The overall efforts for reform of the juvenile system remained slow due to a combination of
Factors, including the delay in publishing and disseminating the Juvenile Justice Assessment Report, which was intended to catalyse initiatives and discussions on the reform of the system. An important recommendation in the report on forming a high level Interagency Child Justice Working Group to guide development of an integrated national juvenile justice reform strategy and plan of action is not yet implemented.

The activities with the Police and the Ministry of Women Family and Community Development outlined in the respective intermediate results have served as a basis for initiating discussion and engagement with stakeholders on juvenile justice reforms.

Reform of the juvenile justice system requires strong leadership and high level commitment of government agencies and all stakeholders, which is still a challenge. Progress of this work in 2013 and beyond will therefore have to take into account some of these constraints and most importantly, to foster the necessary multi-agency collaboration required to move forward with the reforms.

**Constrained**

**IR 2700/A0/05/008/001 Systems in place for all children who come into contact, and are in conflict, with the law to benefit from child-centred and appropriate services from trained and designated police, justice and social welfare professionals by 2015.**

**Progress:** Following a formal request in early 2012 from the Royal Malaysian Police for capacity building in the area of interviewing children who are victims and witnesses to crimes for officers from the Sexual Crime and Children’s Division (D11), of the Criminal Investigation Division (CID), UNICEF conducted a training needs assessment (TNA) of the D11 unit which will help in the development of the ToT. Results of the TNA highlighted that various factors affect the training and that training itself will not create child friendly interviews. The training will be set in the context of a developmental assessment system and will require systemic change, including change in policies. In the meantime, the immediate plan for 2013 is to provide training for the D11 as requested.

**Constrained**

**IR 2700/A0/05/008/002 IR 008/002 Strengthened Juvenile Justice (JJ) system based on international good practice and promoting equity, gender parity, prevention, diversion, restorative justice and reintegration for children in contact with the law, developed and adopted for implementation in 2015.**

**Progress:** The MWFCD took the initiative to organize a workshop on Restorative Justice, which provided an opportunity for UNICEF to introduce UNICEF’s Toolkit on Diversion and its approach to diversion and restorative justice with all stakeholders. Discussions with stakeholders reveal that there is general lack of understanding of diversion as part of restorative justice.

Mapping the opportunities and challenges to introducing a diversion programme is currently underway. This will result in the identification of relevant stakeholders and the challenges/constraints and opportunities in introducing a diversion programme in Malaysia. Based on this mapping, next steps will include raising awareness of diversion through capacity building of key stakeholders, exploring the opportunities to introducing diversion within the current system and developing strategies to address the challenges.

**On-track**

**PCR 2700/A0/05/009 All children enjoy their right to quality education and healthcare, and have access to ECD interventions.**

**Progress:** The progress towards ensuring the right of all children to access education has been encouraging over the past year. Positive engagements with the Ministry of Education and key stakeholders, complemented with evidence gathered from projects on the ground, have been geared towards the development of an Alternative Education Policy by MoE that will govern all schools and learning centers currently providing education opportunities for out-of-school children including drop-outs, refugees, undocumented and stateless children, and children living in plantations.
There has never been a clear policy or guideline for the provision of education for non-Malaysian citizens. Whether the issue is legal status, poverty, or distance, the number of refugee and undocumented children in Malaysia is rising. These children, mainly from Indonesia and the Philippines, face a childhood without a single day in school. Others spend their childhood on the streets, as child labourers, and are exposed early to social ills like glue sniffing, drugs, petty crime and child abuse.

Important foundations have been laid in 2012, culminating with a Round-table discussion on Alternative Learning Programmes contributing to the development of a National Alternative Education Policy, hosted by the MOE. UNICEF Malaysia will continue to advocate for preschool and primary level education, as well as look into data collection and the issue of drop-outs at the secondary level. This approach will be further developed in 2013 to ensure that all children will have an equal opportunity to develop and grow to their fullest potential.

In 2012, UNICEF supported the 4th National Early Childhood Conference which brought together 700 participants including family members, service providers and policy makers who are looking after the welfare and wellbeing of children with special needs in Malaysia.

UNICEF also supported the Dayak Bidayuh National Association in their effort to preserve the ethnic Bidayuh language by developing a dictionary and providing mother tongue based bilingual education at the preschool level. With support from UNICEF, the Asian Institute for Early Care and Education (AIECCE) was able to develop more suitable teaching and learning materials for preschool Tamil children in the palm oil plantations.

IR 2700/A0/05/009/001 By 2015, validated ECD standards and parenting skills are fully incorporated and enforced in centres and home-based care.

Progress: A draft of the Malaysian Early Learning Development Standards (ELDS) instrument for children aged 0 to 6 years has been developed and is in the process of validation, despite challenges stemming from change in personnel at MOE. Once validated, the ELDS will be used as guide to enhance curriculum development at the preschool level.

UNICEF is supporting the Bidayuh Community to document the unique Bidayuh linguistic and cultural heritage, lest it be lost to new generations of Bidayuhs. The dictionary/wordlist project is important in the language revitalization efforts of the community. It provides necessary standards for spelling systems that will help towards literature development. This project contributes towards promoting mother tongue based education at the preschool level, and completion is expected in early 2013.

In 2012, UNICEF worked in collaboration with the Asian Institute of Early Childhood Care and Education to develop better thematic, context-sensitive teaching and learning materials for Tamil students at the preschool level. The new materials cater to different levels of learning abilities, address slower learners, and are inclusive in nature.

IR 2700/A0/05/009/002 By 2015, full access and increased quality of education and health for all marginalised children including indigenous, migrant and refugee children and children with special needs.

Progress: UNICEF supported an independent assessment of the quality of education provided for children in plantations in Sabah by Humana Child Aid Society (HCAS). Findings and recommendations from the assessment include specific and realistic interventions that HUMANA, palm oil companies, MOE and other stakeholders can implement to improve teaching and learning outcomes for children in the plantations. The assessment report was presented to stakeholders including plantation companies, embassies, MOE, HUMANA Board members and teachers. As a follow up in line with the recommendations, 250 Humana teachers underwent a one-week capacity-building course for strengthening their teaching skills. Humana organized the course with support from the Tawau Teacher Training Institute and the MOE.
UNICEF has been working over the past two years to raise the awareness on the need for better educational provision for refugees, undocumented, stateless and other children who are denied education. In Kampung Numbak UNICEF provides support to a learning centre, which accommodates around 300 primary-school-age children. And in Kampung Bahagla, with support from the IKEA Foundation a second learning centre for refugee, undocumented, and stateless children was built. The learning centre provides education opportunities at the primary level for around 1,000 children.

Four workshops focusing on the Convention on the Rights of the Child (CRC) for youths and two parental workshops were organized in collaboration with the Asian Football Confederation, covering wide-ranging topics such as motivation, character empowerment, social development and healthy living.

Under the International Inspirations Summer Olympics initiative, UNICEF Malaysia worked closely with the British Council to develop teaching and learning materials towards improving the delivery of the Physical Education subject in primary schools.

**Constrained**

**PCR 2700/A0/05/010** All children enjoy their right to birth registration and identity.

**Progress:** Progress on this PCR has been slow, partly due to lack of engagement with the relevant government agency, the National Registration Department. However, several regional initiatives took place in the second half of 2012 relating to birth registration and identity, which were attended by representatives from several government agencies in Malaysia. This may open up possibilities of following-up on specific initiatives on birth registration with these government agencies in 2013.

Other initiatives which took place in 2012 were aimed to move towards increasing birth registration of hard to reach children. This included advocacy on birth registration by MCO and other organisations, including the Child Rights Coalition in Malaysia, on the issue of birth registration. As this is in its initial stages, it is too early to measure impact. Nevertheless, important foundation was laid in 2012 to open up broader discussion on birth registration with all stakeholders.

**Constrained**

**IR 2700/A0/05/010/001** By 2015, a policy proposal on birth registration for most vulnerable children ready for follow-up.

**Progress:** A desk review on birth registration in Malaysia conducted in 2011 was updated in 2012. To take this initiative forward, and as an initial step to developing a strategy, a mapping of stakeholders is currently underway. This will result in establishment of a list of stakeholders together with their areas of work and outreach, areas of overlap and areas where gaps exist in terms of services and geographical reach. This will assist the CO to plan for a roundtable meeting of all key stakeholders in 2013 – hosted jointly by UNICEF and UNHCR.

UNICEF is providing technical advice to the on-going dialogue between the CO and civil society organisations working on or interested in this specific issue, as well as the related broader issue of documentation and statelessness. Initial informal but important discussions, including on a birth registration strategy, have been held with some officials from the Ministry of Home Affairs as part of the process of building relationships and seeking opportunities for collaboration in this area. A MCO briefing paper on birth registration with recommendations has been shared with the Ministry.

UNICEF Malaysia has also provided initial feedback to the upcoming preparatory *High-Level Meeting on Strengthening Civil Registration and Vital Statistics Systems in the Asia-Pacific Region* to ensure that challenges in Malaysia’s birth registration system are also highlighted.

**Constrained**

**PCR 2700/A0/05/011** The number of children, women and other MARPS that are being infected with HIV and AIDS has been reduced.
**Progress:** Since 2007, the Ministry of Health has invested considerable resources on addressing the injecting drug users-driven HIV epidemic with the implementation of the Harm Reduction Programme. In the first half of 2012, the MOH initiated the 2nd national roll out of the Integrated Bio-Behavioural Surveillance (IBBS) that would be able to provide evidence necessary to estimate prevalence rates of HIV among MARPS. There is currently no solid evidence available that would help invest more resources and focus them to target effective Government and NGO driven health programming and services delivery for young MARPS.

UNICEF together with the UN Theme Group on HIV and AIDS engaged in a dialogue with MOH, and are advocating including the most-at-risk population groups aged below 18 years in the surveillance. So far there is no noticeable success - the MOH steering committee on IBBS considers that due to legal implications of testing minors, and under the Prevention and Control of the Infectious Disease Act from 1988 and Child Act from 2001, inclusion of minors would cause major implications.

UNICEF partnered with two community based organizations (CBOs) who are working with young MARPS in the urban areas of Chow Kit, Kuala Lumpur to pilot adolescent empowerment programmes and to generate evidence of how those engaging in high risk behaviour can be reached. The partnership intends to build the capacity of the CBOs to develop evidence-based programmes and complement the delivery of health services that the government sector is currently providing for adolescents, including MARPS. UNICEF will continue to advocate for change in policies and procedures to ensure that young MARPS are able to receive timely and appropriate HIV prevention services.

**Constrained**

**IR 2700/A0/05/011/003** By 2015, comprehensive life skills and reproductive health services for young people available and accessed including education and counselling for high-risk groups, skills-building, volunteer programmes and SRH services with linkages to HIV and AIDS prevention.

**Progress:** Currently Yayasan Chow Kit is the only leading organization working with adolescents and youth in the KL urban city area, and has kicked off an adolescent capacity building programme for at-risk adolescents and youth in Kuala Lumpur. The programme has mobilised a total of 15 adolescent leaders to be placed as mentors, business people, and athletes to lead the implementation of the education empower programmes. The programmes seek to build vocational and education skills in income generation for young people, promoting healthy lifestyle through sports and building life skills led by adolescent peer leaders. A total of 60 adolescents have participated in all the activities. However the most popular and well attended activity was the Life-Skills Building programme where there was a total attendance of 40.

The tools presented at the workshops provided new skills that increased the capacity of the adolescent leaders to develop business plans and effectively communicate, as well as to resolve conflicts and ease interaction with their peers to handle challenging situations. Following up the capacity building activities 15 adolescent leaders have set up their own weekly run activities and programmes.

**Constrained**

**IR 2700/A0/05/011/004** By 2015 service providers (health staff, social welfare staff, teachers, CSO staff) have identified and reached MARPS through mapping and local planning in selected target areas.

**Progress:** The first pilot rapid assessment of the young key affected population (YKAP) on issues related to knowledge of sexual relationships and sexual behaviour was conducted in the 3rd and 4th quarter of 2012. The objective of the assessment was to collect data and get some insights on the YKAP that can contribute not only to shaping the delivery of outreach services by community based organizations, but also to build towards evidence-based policy development in HIV prevention and child protection services, in collaboration with the Ministry of Women, Family and Community Development, Ministry of Health and NGOs.

The adopted research methodology ensures protecting the best interest of the child as the assessment was targeting children and young people involved in sexual activities, which are broadly not culturally acceptable. A snowball method for data collection was applied and a total of 38 young people, aged 15-24, were interviewed.
Preliminary results from the assessment revealed that the majority of these at-risk young people do not have comprehensive knowledge of sexual relationships and of ways for protection from sexually-transmitted diseases or unwanted pregnancy. Most of them have engaged in sexual activities between 15 and 16 years of age and often practice them, in many cases without protection. These and other findings represent a valuable reference for the development of prevention and protection services for young people at risk.

**PC 3 - Cross-sectoral costs**

- **On-track**

**PCR 2700/A0/05/800 PCR 800 Effective & Efficient Programme Management and Operations support**

**Progress:** Under the new Country Programme 2011-2015, the Country Office’s structure expanded from 13 posts in the previous Country Programme to 26 posts. Expansion in Private Sector Fundraising (PSFR) income, programme scale, and major changes in office structure required major efforts by the office during the year. This coincided with the transition to VISION in 2012, which posed many critical challenges for the CO during the first half of the year.

The strengthened structure and enhanced staffing in Operations enabled the office to cope with the new challenges posed by VISION, to ensure compliance with the new financial policy and other rules and regulations, and to streamline internal processes. The structure also built necessary capacity among other sections in managing budget, programme cooperation with implementing partners, solicitation and contracts.

The strengthened finance team ensured that PSFR income was recorded, checked and reconciled in a timely manner. Contracts were created for all services, contractual obligations were monitored for better cash forecast, and vendors were paid without delay. HR supported the newly expanded office through staff orientation, providing day to day guidance on attendance, medical insurance claims and staff entitlements. Processes related to travel and transportation management was consolidated to the Admin Assistant, who also took on additional requirements by VISION including bank reconciliation and vendor master data management. The incumbent of the newly created IT post provided necessary support to the office as number of staff doubled as did the number of end users and equipment.

With the necessary operational support, risks were better managed. Harmonized Approach to Cash Transfer (HACT) assessments for four implementing partners were conducted to ensure programme funds are managed appropriately by implementing partners. Positioning learning and development as an integral part of the Country Programme implementation encouraged staff to pursue development of new skills, which contributed to address issues related to staff morale and retention of a talented workforce. The Private Fundraising Programme (PFP) section received the necessary operational support and guidance in managing contracts and relationships with suppliers. With enhanced internal control of risks, the office was better positioned to achieve the envisaged results by focusing more on programme implementation and strategic thinking.

- **On-track**

**IR 2700/A0/05/800/001 800.1 Effective & Efficient Governance and System**

**Progress:** In 2012, with full staffing, the office was able to establish all the statutory office committees and spread the memberships across different sections, ensuring wide participation and transparency in the office management. In addition, a Programme, Communication, Fundraising Coordination (PCFC) group was established to meet once a month for information sharing and coordination among different sections. All Staff Meetings were held once a month also providing an opportunity for wider information sharing for all staff and the Staff Association, and for staff to directly discuss various matters with management.

Management indicators listed in the Annual Management Plan were monitored through monthly Country Management Team (CMT) meetings. VISION’s Management Dashboard was found very useful and utilised fully in this regard. Overall, the PSFR income and budget implementation stayed on track during 2012 and there were no serious operational issues except for one Direct Cash Transfer to a government partner that
Recognizing HACT Compliance and DCT management as a weakness and area of risk in the office, an internal orientation for programme staff was conducted early in the year and partners were informed of the requirement for quarterly reporting and liquidation. Since the HACT micro assessment was not conducted during 2011, an external auditor was engaged to assess one government agency and three NGO partners with large scale funding. The assessments brought into light the risks that had been unnoticed in the past and provided new opportunities for capacity building of our implementing partners.

**On-track**

**IR 2700/A0/05/800/002 800.2 Effective & Efficient Management and Stewardship of Financial Resources**

**Progress:** In 2012, VISION posed many challenges as it required changes in work flow, roles and responsibilities in the office, besides the technical glitches and the dependence on external advice and support from the RO and HQ. Under VISION, IR owners became authorizing officers. Having eight IR owners, the office faced increased risk in its internal control mechanism and it required time to build the basic understanding among the authorizing officers of the processes and the responsibilities attached to them. VISION role mapping had to be revised several times to factor in business simplification and in-country consolidation, as well as mitigation of conflicts in the segregation of duty.

The office also faced some difficulties in completing bank reconciliation in VISION. With over 250 individual donations received per month in our PSFR bank account, initially the office was trying to input all individual deposits into VISION. Deposits are now grouped for system input. It was also difficult to keep the monthly cash balance under the set target, despite increasing the ceiling at mid-year due to increase in payments and the timing of reconciling PSFR income, and replenishing our main operating account. Finance is now keeping all the contracts and maintaining a matrix for better cash forecast and monitoring of contractual payment schedules. The petty cash ceiling was increased for increased efficiency, and a new bank sub account, solely dedicated for PFP's emergency fundraising campaign, was opened to be better prepared for a sudden influx of earmarked donations.

With enhanced effectiveness and efficiency in financial management, financial utilisation rates improved for all grants.

In line with the increasing funds raised by the office, the CO has requested HQ to approve OR ceiling of 22 million USD.

**On-track**

**IR 2700/A0/05/800/003 800.3 Effective and Efficient Management of Human Capacity**

**Progress:** In early 2012, the newly established Human Resource (HR) Assistant’s post was filled, which enabled the office to improve accuracy and consistency in HR administration. Contracts were monitored and extended in time and HR records were reviewed, reconciled, and corrected in VISION. In order to clarify issues related to attendance, Standard Operating Procedure (SOP) on flexible work hours, leaves and overtime was developed.

Recruitment for two staff positions and selection of two individual consultants were conducted with HR’s support. Guidance on the consultancy rates for national consultants was developed to set certain criteria in the fee negotiations. Three new Job Descriptions (JD)s were prepared while six existing JDs were reviewed and updated as necessary.

2012 marked the first year the office developed a Learning and Development (L&D) Strategy and established a L&D Committee with representatives from all sections. During the L&D Strategy development process, staff members identified skills required for each section to produce the expected results under the new Country Programme, and staff members were encouraged to reflect their learning needs in their individual development plans in PER/PAS. The Management Development Programme (MDP), Socio-Economic Policies for Child Rights with Equity course, and Communication for Development (C4D) were some of the internal
trainings taken up, while several staff members took external trainings to improve their skills in areas related to Statelessness, Statistical Analysis, Customer Service and Communication, UNCT leadership and Coordination Skills, and to improve work performance.

In order to ensure the PER/PAS process is used as an opportunity for staff to feel motivated, encouraged and supported, a three-day training for supervisors on Managing People for Results was conducted in November 2012 with nine participants. The training emphasised the importance of having coaching conversations in the office and forming collaborative partnerships between supervisors and supervisees.
Effective Governance Structure

The Country Management Team (CMT) has played a critical role in providing oversight of Country Office performance against management indicators listed in the Annual Management Plan. The VISION Management Dashboard was found very useful in this regard. Meetings were held monthly and outcome of the discussions were minuted and shared with all staff. The CMT made efforts to enhance efficiency and productivity through streamlining office processes by creating SOPs on Contracts, Travel, Leave and Attendance, among others. VISION roles were reviewed to ensure Segregation of Duties. These led to a better understanding among staff members of their own roles and responsibilities and also allowed them to focus better on their core tasks.

All Staff Meetings were organized on a monthly basis jointly by the management and the local staff association. The meetings were utilised as an opportunity and space for staff members to share learnings and innovations with each other and to be briefed on regional and global priorities and organizational directions. Each meeting has “learning moments” built into them, led by the Representative, with examples of work relevant to UNICEF Malaysia, from other COs, agencies or private sector groups. Staff members were also able to voice their concerns and requests to the management during the meetings.

The Contract Review Committee (CRC) reviewed all contracts with a value over US$20,000 as well as all the Programme Cooperation Agreements (PCAs) with implementing partners. A total of 12 contracts and four PCAs were reviewed and recommendations were made to the Representative. Often times, the submission documents were found incomplete and CRC requested submitting officers for additional information and clarifications. Management of solicitation processes and contracts issuing were identified as weaknesses among the VISION operational processes and therefore Finance and Admin Officer was sent to Cambodia Office for a week of intensive training and sharing of best practices there.

As there was no HACT assessment of partners in 2011, the CMT identified HACT compliance and PCA management as a weak area that needed closer follow up. A management indicator was included in the Annual Management Plan (AMP) and reports on it were discussed on a quarterly basis. One DCT was not liquidated for a period of over nine months, which was taken very seriously by the senior management. Follow-up with the government partner was done at the highest level until it was liquidated. Programme staff were made aware of the requirements and necessary steps to follow in preparing a PCA with an implementing partner.

Strategic Risk Management

When the risk-control matrix of the office was reviewed at the beginning of 2012, the office found that many of the high risk areas were addressed appropriately by filling the vacant posts during 2011 including new international posts for a Planning, Monitoring and Evaluation Officer and an Operations Manager.

To ensure that all programme staff, including newly recruited staff, share a common understanding of HACT requirements an internal orientation for programme staff was conducted early in the year with support of a resource person from UNDP. Implementing partners were informed of the requirement for quarterly reporting and liquidation during an annual planning meeting and through regular individual meetings. As for HACT Micro Assessment, since in Malaysia UN agencies work with different implementing partners and therefore ongoing assessments are not required, UNICEF engaged an external auditor to conduct the assessment of one government agency and three NGO partners with large-scale funding. The assessments brought into light the risks that had been unnoticed in the past and provided new opportunities for capacity building of our implementing partners. Implementing partners appreciated receiving professional advice on how to improve their financial management procedures and internal control mechanisms. Assurance activities were carried out to follow-up on the findings, especially for the two partners that were rated as “high risk”.

The Business Continuity Plan (BCP) was updated in July with more focus given to the office’s ability to continuously receive private sector fundraising donations. A brief orientation on the BCP was done during an All Staff Meeting, which was followed by a BCP testing exercise involving work-area functional analysis by
sections, towards the end of the year. Various issues were brought up during the exercise; they will be addressed and reflected in the BCP in 2013.

### Evaluation

In 2012, the CO used the updated IMEP 2011-2012, in accordance with the Rolling Work Plan, as a tool for planning and tracking M&E activities.

An assessment of education of children in plantations, supported by UNICEF, resulted into a series of recommendations to various partners, such as the Ministry of Education, oil plantation managers, and NGOs providing alternative education opportunities for children who live in plantations with their parents. Action points were identified in response to the recommendations, their implementation has started.

The office commissioned an independent evaluation of a pilot project “Reaching the Unreached: An Evaluation of the Alternative Education Programme for Refugee, Undocumented and Stateless Children in Kampung Numbak, Kota Kinabalu, Sabah”. The evaluation report will be available in April 2013. It will provide evidence of the benefits of providing education opportunities for children who do not have access to the formal education system. We expect that the findings and conclusions from the evaluation will lead to the formulation of specific recommendations, which may serve as a reference in the national discussion around development of a National Alternative Education Policy, which has just been initiated.

Responding to the needs of national partners, especially from the NGO sector, for strengthening their M&E capacity, UNICEF Malaysia planned for, and is in the process of, implementation of a series of capacity building workshops in this subject area in early 2013. Around 90 partners from Peninsular Malaysia, as well as some from East Malaysia, are expected to benefit from this knowledge and design and implement robust M&E frameworks for their programmes.

### Effective Use of Information and Communication Technology

In 2012, the office purchased two new servers for the purpose of server migration from Windows 2003 Server to Windows 2008 R2 Enterprise, which is using Hyper-V Server, virtualization server technology. All seven servers, including a Donor Perfect server and Citrix Presentation server have been successfully migrated to virtual server environment. With this, the office was able to meet the global UNICEF ICT standard. This also enabled the office to separate Donor Perfect system and locate it on a dedicated server to enhance its data processing speed and to allow more data storage and more server reliability.

The office fully utilized ICT solutions for its private sector fundraising and communication activities. In 2012, building on the work begun in 2011, the office developed additional infrastructure that enhances its digital fundraising. This includes a flexible, easy-to-use Content Management System to facilitate element testing, upgrading the digital recurring gateway to a more tracking-friendly system to maximize the amount of data available and the creation of emergency digital fundraising templates to ensure timely response.

Several online tools were used to reach out to the public audience and media. While the MCO Website was used to update the audience with news and create awareness on UNICEF’s initiatives, a Microsite was built to promote child participation in conjunction with the Universal Children’s Day. Taking advantage of the growing popularity of social media, the office has also utilised social media tools such as Facebook to keep media and public audience updated on UNICEF’s news and UNICEF’s work in Malaysia. Facebook was also used to engage the public audience to further discuss on issues of UNICEF's concern.

Using the second largest social media tool Twitter, UNICEF also co-organised a tweetchat real time discussion with public audience on teenage relationships. The subject was chosen by the adolescents themselves as an area of concern, given widely reported cases of baby dumping and teenage pregnancies. Other social media tools were also used such as Youtube and Flickr, mostly to store videos and pictures for website embeds but also served as engagement tools. The office tasked a media monitoring agency to compile daily news updates
Fund-raising and Donor Relations
Private Sector Fundraising in Malaysia has been very successful and income is growing steadily since its launch in 2008. The income was US$ 0.39 million in 2008. Four years later, it is over US$ 8 million and the total number of pledge donors is above 60,000. As of 2012, Private Sector Fundraising & Partnership (PFP) section’s operational and staff cost was self-funded. The funds are utilised not only for children in Malaysia but also for UNICEF’s activities globally through contributions to Regular Resources (RR). The income is mainly derived from individual pledge donors who agree to donate to UNICEF on a monthly basis. This year, the office launched a Direct TV Campaign to test and explore opportunities for establishing a new fundraising channel. The results will be compiled and analysed in 2013.

UNICEF Malaysia also has Other Resources (OR) from UNICEF National Committees and global corporate partners – approximately 250,000 US$ in 2012. The submission of donor reports through VISION did not work well at the beginning, thus resulting with delay. CMT made a decision to have a central focal point for contribution management in VISION so that submission dates be correctly entered and reflected. All project budget allotments (PBAs) that expired at year-end were fully utilised. Funds utilisation was monitored on a monthly basis and, if any issues were identified, they were discussed at the monthly Programme, Communication, Fundraising Coordination (PCFC) meeting.

Management of Financial and Other Assets
Under the current Country Programme 2011-2015, given the growing Private Sector Fundraising income and programme budget in Malaysia, the office created two additional posts to strengthen financial management, an international Operations Manager and a national Senior Finance Assistant post. With these additional posts filled, in 2012 it was ensured that fundraising income was registered, checked, entered into VISION and reconciled with the Donor Perfect system in a timely manner.

Contracts were created for all services and procured goods. VISION posed significant challenges and required all sections to invest time in learning to operate the system in the early part of the year. Finance is now keeping the original copy of all contracts, monitoring contractual payment schedules and maintaining a matrix for a more accurate cash forecast. Every effort was made to pay vendors without delay. For enhanced efficiency the petty cash ceiling was increased, as was the ceiling for monthly bank balance.

The office faced some difficulties in completing bank reconciliation in VISION. Especially, with over 250 individual donations received per month in our PSFR bank account. Initially the office was trying to input all individual deposits into VISION but they are now grouped for system input. The confusion around the role in VISION for bank reconciliation also disrupted the process initially, as the office had to reassign the role from finance to admin. Capacity building was required for a non-finance staff to understand and implement the process. The office now completes bank reconciliation by the set deadlines.

With enhanced effectiveness and efficiency in financial management, financial utilisation rates improved for all grants. The support budget utilisation is 99 per cent, RR including additional allocation utilisation is 95%. Overall OR programme budget utilisation is 60%, and PFP cost charging OR budget utilisation – 75%.

Human Resources
2012 marked the first year where the office developed a Learning and Development (L&D) Strategy and established a L&D Committee. During the L&D Strategy development process, staff members identified skills required for each section to produce the expected results under the current Country Programme, and were
encouraged to reflect their learning needs in their individual development plans in PER/PAS. The MDP, Socio-
Economic Policies for Child Rights with Equity course and Communication for Development (C4D) workshop
were some of the internal trainings taken up, while several staff members took external trainings to improve
their skills in areas related to Statelessness, Statistical Analysis, Customer Service and Communication, UNCT
leadership and coordination skills, and work performance.

In order to ensure the PER/PAS process is used as an opportunity for staff to feel motivated, encouraged and
supported, a three-day training for supervisors on Managing People for Results was conducted in November
2012 with nine participants. The training emphasised the importance of having coaching conversations in the
office and forming collaborative partnerships between supervisors and supervisees. The office believes that by
supporting supervisors in further developing their management skills, the office will be able to address issues
identified through the Global Staff Survey.

In the 2011 Global Survey, 25% of CO staff indicated that they personally had received biased prejudicial
treatment or experienced harassment at work and 33% indicated they had witnessed others receiving
prejudicial treatment or harassment. These concerns were brought up at the all-staff retreat in July when
Coaching Conversation was introduced. As part of the Conversation all staff filled in the Organisational
Readiness Questionnaire.

In 2012, for first time, the office established a Joint Consultative Committee as a platform for management
and the Staff Association to discuss issues of importance for all staff members. At its first meeting the
committee discussed some of the concerns raised through the Global Staff Survey, such as work-life balance,
prejudicial treatment and harassment, and transparency. Among the action points identified to address these
were the review of office committees and meetings in an attempt to increase efficiency and reduce frequency,
the use the monthly staff meetings as a platform to inform staff on the importance of maintaining the Code of
Conduct and organising specific sessions/training on topics such as harassment, ethics, Code of Conduct in
the longer term. Staff meetings are also used to provide “learning moments”, based on experiences of other
COs, agencies or organizations (public and private), as well as focus on good practices in the office on
transparency and accountability.

The Managing People for Results training for supervisors was used as a method to address the concerns
arising from the results of the administered Questionnaire and the Global Staff Survey.

**Efficiency Gains and Cost Savings**

Malaysia Country Office is located in a UN Common Premise together with UNDP, WHO, UNFPA, ILO and UNU.
The host government covers the rent of the building and therefore agencies are required only to contribute to
the Common Shared Service budget. A construction project for a public transportation train system is
underway - the station will be built right in front of the UN building leaving a distance of about five meters
only. The UNCT explored options to move out of the current building. The final decision is not to move as
currently agencies’ budgets are based on the rent-free status while there is no certainty whether or not the
government will fully cover any increase in rent should the common premise move to more expensive
commercial building.

As part of Common Shared Service, UNDP issued a Long Term Agreement with a new travel agency this year,
which gave better rates than the agency engaged before. Office space is provided to the agency in the UN
building, which makes admin processes easier. Whenever possible, UNDP agreed to take visa application
document and other application forms to the government office together with theirs, as the government
offices are located outside of Kuala Lumpur and it is both costly and time consuming for UNICEF to send one
staff member to submit or pick up documents. Efforts are ongoing through the UN Operations Management
Team to negotiate with the government to make these processes easier and faster.

To reduce the cost of Black Berry data roaming while staff members travel abroad, all Black Berry users were
informed on ways to use cost saving data roaming packages and to use Wifi connection. Implementing the
advices resulted in 20% Black Berry cost reduction.
Changes in AMP & CPMP

The Annual Management Plan will be prepared at the beginning of 2013 without significant changes.

The Mid Term Review (MTR) of the current Country Programme 2011-2015 will take place in 2013. Within its framework the PCR and IR structure of the Country Programme will be revised to reflect better the focus of our work on the following: Generating Evidence to inform Equity Policies, Capacity Building of Partners, From Service delivery to Policy Change, and Engaging Private Sector to Support Child Rights. Other changes that may arise from the MTR will be reflected in the CPMP after MTR process concludes in December 2013.

Summary Notes and Acronyms

References
(2)Yab Dato’ Sri Mohd Najib Tun Haji Abdul Razak, Prime Minister and Minister of Finance (28 September 2012): The 2013 Budget Speech: Prospering the Nation, Enhancing Well-being of the Rakyat: A Promise Fulfilled”.
(5)Yab Dato’ Sri Mohd Najib Tun Haji Abdul Razak, Prime Minister and Minister of Finance (28 September 2012): The 2013 Budget Speech: Prospering the Nation, Enhancing Well-being of the Rakyat: A Promise Fulfilled”.
(8)Yab Dato’ Sri Mohd Najib Tun Haji Abdul Razak, Prime Minister and Minister of Finance (28 September 2012): The 2013 Budget Speech: Prospering the Nation, Enhancing Well-being of the Rakyat: A Promise Fulfilled”.
(9)Ibid.

Acronyms
ALP      Alternative Learning Programme
AMP      Annual Management Plan
ASEAN    Association of Southeast Asian Nations
BBPC     Best Business Practice Circular
BCP      Business Continuity Plan
BR1M     Bantuan Rakyat 1 Malaysia ("1 Malaysia Assistance to the People")
C4D      Communication for Development
CMT      Country Management Team
CO       Country Office
CRBP     Children’s Rights and Business Principles
CRC      Convention on the Rights of the Child
CSR      Corporate Social Responsibility
DCT      Direct Cash Transfer
DHS      Demographic and Health Survey
DOC      Division of Communication
DOS      Department of Statistics
ELDS     Early Learning Development Standards
EPU      Economic Planning Unit (at Prime Minister’s Cabinet)
F2F      Face to Face (donor recruitment approach)
HACT     Harmonised Approach to Cash Transfers
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<thead>
<tr>
<th>Title</th>
<th>Sequence Number</th>
<th>Type of Report</th>
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<tr>
<td>1 Child Marriages in Malaysia</td>
<td>2012/001</td>
<td>Study</td>
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<tr>
<td>2 Education for Children in Plantations: An Assessment of HCAS Education Programme in Sabah</td>
<td>2012/002</td>
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### Other Publications

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<tr>
<td>1  &quot;Child Rights – your little guide to understanding us children better”</td>
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<tr>
<td>2  Situation of Children in Malaysia - infographics</td>
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<tr>
<td>3  Re-produced: Video News Report compilation &quot;Back-to-School&quot; containing two video news report focussing on MCO work on education</td>
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<td>4  Video: Early Childhood Care and Education – The Wealth of the Nation</td>
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<tr>
<td>5  Video: Conference on Child Protection: Enhancing Capacity and Strategic Service Delivery within a National and Regional Context</td>
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<td>6  Video News Report: Child Care Centres in the Workplace</td>
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<tr>
<td>7  Video Compilation: Child-Focused CSR – a head start for children, families and businesses</td>
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<tr>
<td>9  Video: Child Participation Vox Pop style – Children4Change</td>
</tr>
<tr>
<td>10 Online Video PSA: Mothers are Special People (Mother’s Day/Maternal Health).</td>
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<td>11 Social Media: Facebook Application &quot;Be the Change&quot;</td>
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<td>12 UNICEF online quiz on child rights</td>
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<td>13 Infographics: Go4Gold – How can you win against AIDS?</td>
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<td>14 Infographics: Go4Gold – Stigma</td>
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<td>15 Infographics &quot;World AIDS Day 2012&quot;</td>
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<td>16 Infographics &quot;How can you prevent HIV?&quot;</td>
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<td>17 Photo Series &quot;Education for Undocumented Children&quot;</td>
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Lessons Learned

1 Malaysia’s first-ever Children’s Alternative Report to the Committee on the Rights to the Child: The Mousedeer Group Project

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<th>MTSP Focus Area or Cross-Cutting Strategy</th>
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<td>Innovation</td>
<td>FA 5: Child participation</td>
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**Contact Person**
Victor Karunan, vkarunan@unicef.org

**Language**
English

**Abstract**
This project, implemented by Knowing Children, Malaysia, used several innovative methods to reach out to, and research with, children. It combined two methodologies for its research: (a) social network platforms, and (b) a “right-to-be-properly researched” (PRP) approach, to facilitate a child-led process to produce Malaysia’s first-ever Children’s Alternative Report to the CRC. These activities were combined with workshops, camps, media and public events, where children were provided the resources and training needed to lead and conduct the activities themselves. This process has generated high levels of interest and participation among children, leading to the establishment of the Mousedeer Organization, Malaysia’s first-ever child-led, child rights organisation.

**Innovation or Lesson Learned**
The project combined a social media and social-networking based approach with a RPR process as a methodology for collecting research, which placed children at the centre and facilitated their meaningful participation in its entirety.

A significant result was the creation of the Mousedeer Organization, a child-led child rights, the first of its kind in Malaysia whose objective is promoting children's rights in Malaysia.

**Potential Application**
- Document and evaluate the process of social media as a tool/medium for carrying out research with children and promoting child participation
- Facilitate and encourage the formation of predominantly child-led organisations to promote child rights

**Issue**
The Government of Malaysia was due to report to the Committee on the Rights of the Child in 2012. The Child Rights Coalition Malaysia, a network of child rights NGOs, is also working to develop an Alternative NGO report for submission. Children in Malaysia were encouraged to, and provided the means whereby, they could produce their own Report for submission to the Committee, and through it, help to ensure that children in Malaysia have the opportunity to communicate with the Committee as part of the reporting process.

**Strategy and Implementation**
The project, implemented by Knowing Children, Malaysia, utilises several methods of reaching out to and researching with children, including: activities based in social-networking processes, given the broadband penetration and use of this platform by children in most areas of Malaysia; and a ‘right-to-be-properly researched’ (RPR) process to reach children who many not have access to the internet, including children from ‘hard-to-reach’ groups (children with disabilities, children living in orphanages, children in deprived communities, children in plantations, as well as children in indigenous communities). Training of children and young researchers through camps and workshops was also carried out in a number of areas (including children’s rights, RPR process, survey design and implementation, data analysis and report writing) to equip them with the skills and knowledge to lead the process themselves.

**Progress and Results**
The online survey, carried out through SurveyMonkey, is ongoing and has collected data from 519 children as
of November 2012. Survey activities with hard-to-reach and vulnerable children have been completed, with 2203 children from these groups surveyed. Reports from both processes, based on data collected thus far, have been prepared by children at writing camps held during August 2012.

While the date for the submission of the Government Report has been indefinitely postponed, the children involved in the project expressed strong interest in forming an independent, child-led organization to continue the process of developing awareness of children’s rights and children’s-rights reporting within Malaysia, including establishing a process for regular reporting from children in Malaysia on children’s rights. As a result, The Mousedeer Organization for Children’s Rights was formed and launched as a semi-autonomous entity/programme within Knowing Children with the objectives as stated above.

**Next Steps**

- Further expand and refine use of social media as a tool for research with/involving children
- Further build capacity of the Mousedeer group, which is led by children, in various aspects to increase the self-sufficiency and sustainability of the group

### #MYTeenLove – Honouring children’s right to be heard - A Tweetchat on Healthy Teen Relationships

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**Abstract**

MCO engaged adolescents on “their ground”, using a digital communication platform resonating with their lifestyle and interests, for Twitter conversation, under the Universal Children’s Day banner - Children4Change - to give them the opportunity to come together in cyberspace for a discussion about safety in teenage relationships (a subject they chose for themselves – not often, openly discussed). The event reached an audience of over one million followers.

The results from the initiative illustrate how taking conversations online on popular spheres such as Twitter (which are also easily accessible via mobile phones), can help UNICEF bridge geographical boundaries and reach wider audiences including adolescents and youth from disadvantaged communities on issues of critical importance to them. Such Twitter conversations can help amplify children’s voices as well as inform and influence actions in support of their wellbeing.

**Innovation or Lesson Learned**

Over the last few years, more people, particularly youth, have turned to Internet to voice their views concerning issues of importance to them and their peers. This on-going and vibrant conversation happening among ordinary netizens, particularly on Twitter, has reached a point of relevance where government agencies, policy makers and the media have had no choice but to engage in it directly.

The Prime Minister himself has taken questions and responded to feedback from netizens via his personal Twitter account and the #TanyaNajib (‘Ask Najib’) hash tag. He also made it mandatory for his Cabinet to have Twitter accounts and encouraged government agencies to do the same. On breaking news and “hot” issues, Malaysia has seen both traditional and online media publishing articles quoting comments by netizens on Twitter. Most media have also done live Tweeting of major events besides organising their own Twitter-driven events.

While Tweetchats are virtual online conversations, they help to anchor the activity on a physical meeting that includes a panel of selected experts on the topic. A ground event also guarantees the participation of relevant
According to eMarketer estimates, the number of social network users around the world would rise to 1.4 billion in 2012. The fastest growth would come from the emerging markets of the world, especially the Middle East, Africa and Asia-Pacific. This growth is largely due to the dramatic increase in access to ICTs such as internet and mobile phone in developing countries.

Increase in connectivity and availability of social media applications on mobile phones have also made it easier for people to stay connected and engage in conversations, including on social issues, while on the move. Issues concerning children often create an online buzz, for example child abuse and exploitation, internet safety, child marriage, access to education, bullying and discrimination in schools. The voices of children however are often absent from these conversations, or rather not included in the adult conversation sphere.

UNICEF showed it can play an important role facilitating the participation of adolescents on a platform relevant to them, so that their views—on a topic of their choice,—are heard and taken into account (Article 12, Convention on the Rights of the Child). Effort must be made to engage and educate adolescents, particularly from affected or at-risk communities, on Twitter’s opportunities for engagement and influence. Consideration should be given on their access to Twitter and on strategies to overcome limitations.

At the same time, UNICEF must also be mindful of the digital risks on the internet - child pornography, cyber-bullying, defamation, hateful content, suggestive self-exposure, and privacy violations - that can be encountered by uninformed young users. Empowering adolescents and youth to use the ICTs responsibly in a pro-social, instead of an anti-social and destructive way, is paramount to counter digital safety issues and build a culture of responsibility online.

In organising a Tweetchat or its equivalent, some of the issues that need to be considered and prepared for are as follows:

- Internet legislation governing social media in the country
- Topic relevance to current concerns in the country (Twitter driven events are topical and newsworthy).
- Sensitivity of the topic, and if it could result in negative feedback as going against the local culture and values
- Participation of adolescents most affected by the issue and if the digital element can offer them a level of anonymity
- Participation of issue experts, including child psychologists who can take a conversation offline, if needed.
- Participation of Twitter influencers and bloggers as well as issue related thought leaders to amplify the discussion
- A Hashtag that will capture the interest of multiple audiences, including adolescents, to ensure their participation
• Given the sensitive nature of the topic, having a media outlet lay the groundwork, tweeting several days in advance, and ‘owning’ the conversation – was an important practical element.

### Issue

Adolescence is a challenging and vulnerable phase of life. As teens negotiate their transition through puberty, they may be exposed or pressured to experiment with risk behaviours - sex, alcohol or drug use. These behaviours which can lead to violence, unwanted pregnancies, STDs and HIV infection are often interconnected with unhealthy or abusive teen relationships.

Children participating in child-protection workshops leading up to “Children for Child Protection Forum” in 2012 expressed safety in their relationships as one of five priority issues that needed to be urgently addressed.

### Strategy and Implementation

Since adolescents are major users and producers of online content, UNICEF MCO engaged them on “their ground”, using a digital communication platform that resonated with their lifestyle actions, interests and aspirations. A Twitter conversation was introduced as part of the Children for Child Protection Forum to give adolescents the opportunity to come together in cyberspace for a discussion about safety in teenage relationships.

Titled #MYTeenLove, the digital event was designed to:
- Amplify adolescents’ conversation to include opinions of their peers beyond the 500 limit of the Forum;
- Encourage diverse views by providing opportunity for anonymity to adolescents who wished to protect their identity for fear of societal prejudices.
- Engage concerned adults – parents, teachers, media and policy makers - to listen to the adolescents and collectively develop workable solutions with them.

Complementing the online event, MCO moderated an offline event with a Panel of senior representatives from Ministry of Women, Family and Community Development, Childline Malaysia and corporate partner Sime Darby who shared their views, helping adolescents develop solutions to the issue. These solutions were incorporated in the final resolution of the 'Children for Child Protection' forum, and presented to the Government and UNICEF.

### Next Steps

In 2013, MCO aims to participate in the Digital Citizenship and Safety project by DOC and Harvard University’s Berkman Centre as part of its ambition to empower adolescents and youth to create positive change for themselves and their peers through the use of a safe and enabling internet environment. The MCO goals for the project are:

1. Adolescents and young people are educated on ICTs’ opportunities and protected from ICTs’ risks through the concept of Digital Citizenship and Safety.
2. Adolescents and young people are using ICTs in a pro-social way to collaborate, coordinate and educate their peers on issues such as internet safety, cyber-bullying and HIV prevention.
3. Policy makers are provided with evidence-based recommendations to maximise ICTs’ opportunities and minimise risks from their use.

MCO plans to make the adolescent-centred Tweetchat an annual event under the Children4Change banner. While several valuable lessons were learnt from the event in 2012, there is room for improvement. These include:
- Support partner child-rights related NGOs for Twitter workshops / programmes for their community of children to include strategies to train children on how to use Twitter as a reporting tool (i.e. Citizen journalism) and how to generate feedback
- Create a pool of Twitter ‘journalists’ who can support each other and Tweet about children’s events effectively in the national and vernacular languages in Malaysia.
- Ensure the most appropriate time in the year for children to participate in a Tweetchat (since November is a month when students aged 15 and 17 are sitting for critical examinations).
- Host the event as a stand-alone instead of being part of a larger Forum so that it has priority and participants...
have ample time to dedicate to the conversation.
• Ensure the digital conversations are multilingual to cater to the needs of those who are more conversant in languages other than English.