### Executive Summary

UNICEF's programme in Malaysia, an upper-middle income country, is strategically focused on promoting inclusion, wellbeing and development of child rights, supporting the Government and engaging with the private sector and civil society. During 2013, this was achieved by applying innovative methods, solutions and results on several fronts.

#### Innovations in the area of generating evidence on children, with an equity focus
-- UNICEF partnered with the Economic Planning Unit of the Prime Minister's Department, to compile and launch a statistical booklet, "Profile of Children in Malaysia; Implementation of Children's Rights with Equity". It is the first compilation of its kind ever attempted in Malaysia and consolidates available data from a range of national sources, providing analysis of the situation of all children, with a specific focus on the most marginalized. At state level, a comprehensive Situation Analysis is being completed for Sabah, the state with the largest proportion of underprivileged children. Both documents are critical contributions to the development of the Government's drafting of the 11th Malaysia Development Plan, which begins in 2014. Similarly, social policy briefs in the areas of child poverty, health and education, prepared by UNICEF in 2013, contribute analysis on inclusion and wellbeing for the new Development Plan.

#### Innovative outreach on Children with disabilities
-- Significant efforts led to significant results, as UNICEF Malaysia partnered with a wide range of groups, to celebrate the abilities of children with disabilities. The launch of the *State of the World's Children (SOWC) 2013* report, included a policy dialogue, the first of its kind on childhood disability, attended by Government, civil society, disability advocates and children with disabilities. Other initiatives included; a digital outreach campaign *disable2enable* aimed to disable misconceptions and enable lives, highlighting the need to "see the child before the disability". In partnership with Pos Malaysia, UNICEF co-hosted a national art competition for children with disabilities. Submissions by the three winners were reproduced into commemorative stamps, embossed with Braille and a special postmark with the words "celebrating the ability of children with disabilities".

#### Management innovations
-- As part of the Mid-Term Review (MTR) conducted during the year, UNICEF Malaysia significantly simplified the programme structure with the aim of sharpening the focus of work, to ensure more effective and efficient management of the programme, thereby redirecting time to documenting efforts, and identify new opportunities and partnerships.

#### Innovations in operations
-- Included the development of a cost-saving mechanism on currency exchanges that benefited UNICEF and UNDP in Malaysia. As part of a regional initiative to ensure business continuity, the Office installed a backup server, the first time an offsite server was established in two different countries.

#### Challenges
-- The MTR was cumbersome, despite efforts to keep it "light". The Government's Second Periodical Report to the Convention on the Rights of the Child (CRC) was further delayed, pending conclusion of the Universal Periodic Report (UPR) and Convention on the Elimination of all Forms of Discrimination Against Women (CEDAW) reports.

#### Fundraising successes
-- UNICEF Malaysia registered a fifth consecutive year of growth with more monthly donors than ever contributing to UNICEF’s work in Malaysia and
Malaysians gave generously for record results in emergency fundraising (Typhoon Hayian) through; companies, organizations, school initiatives, and from private individuals.

Country Situation as Affecting Children & Women

The Government of Malaysia is committed to leading the process of transformation of Malaysia into a high income country by 2020 through rapid socio-economic development and growth. The Tenth Malaysia Plan 2011-2015, Government Transformation Programme, Economic Transformation Programme and the New Economic Model, are fundamental in this process. The national economy is growing: Gross Domestic Product (GDP) annual increase in recent years was over five per cent on average; in 2012 it was 5.6 per cent (1). In the first three quarters of 2013 the GDP growth reached 4.5 per cent in constant prices (2). Malaysia is committed to the principle that true development can only exist if economic growth takes place alongside the improved wellbeing of all of the nation’s people. In his 2014 Budget Speech, the Prime Minister, YAB Dato’ Sri Mohd Najib bin Tun Abdul Razak, announced that the “2014 Budget is formulated to ensure that the economy continues to expand at a strong pace, and to reduce fiscal deficit, with the overall objective of prospering the nation and promoting the well-being of the rakyat (people)...(it) outlines five main thrusts: Invigorating Economic Activity, Strengthening Fiscal Management, Inculcating Excellence in Human Capital, Intensifying Urban and Rural Development and Ensuring Well-Being of the Rakyat” (3).

In 2013, UNICEF in collaboration with the Economic Planning Unit (EPU) developed and launched a statistical booklet “Profile of Children in Malaysia: Implementation of Children’s Rights with Equity”. The Profile, which builds on further analysis of existing information, represents the situation of all children in the country with specific focus on the most marginalised. Similarly, the Situation Analysis of Children in Sabah, developed collaboratively with the Sabah State Economic Planning Unit, soon to be finalised, provides evidence to inform concerted efforts for addressing the challenges faced by some of the most disadvantaged children in the country; non-citizens and those belonging to indigenous groups. The two documents provide robust evidence, which is already being used by the Government in development of the 11th Malaysia Development Plan 2016-2020.

National poverty rates have dropped dramatically, from 12.4 per cent in 1992 (4) down to 1.7 per cent in 2012 (5). However, a look beyond national averages reveals that some inequalities are evident, between states as well as between ethnic groups. For example, the state of Sabah has a poverty rate of 8.1 per cent, in Kedah and Terengganu it stands at 1.7 per cent. The poverty rate among Malays and Other Bumiputeras, the most populous ethnic group, is higher at 2.2 per cent as compared to Chinese (0.3 per cent) and Indians (1.8 per cent) (6). While poverty-related data specific to children is not available for 2012-2013, it is fair to extrapolate that Malay and Other Bumiputera children are also disproportionately affected by poverty. Generating child poverty rates on a regular basis is an important area where UNICEF has begun work together with national partners by further analysis of available data. UNICEF is supporting the assessment of existing social protection programmes to better inform national efforts towards alleviation of child poverty, and recognizes the value of doing this at subnational level, as well.

Child Survival
Malaysia compares with industrialised countries with regard to child mortality with IMR of
6.6 and under-five mortality (U5MR) of 8.1 per 1,000 live births in 2011 (7); mortality among boys is slightly higher than among girls. Disparities among states have narrowed down but persist. In 2011, (U5MR) in Perlis was 13.1, while in W.P. Kuala Lumpur it was 7.1 per 1,000 live births (8).

**Education**

Malaysia is close to achieving universal primary education by 2015, with primary enrolment rates as high as 95 per cent in 2012 (9). The National Education Blueprint 2013-2025 launched in September 2013 provides a comprehensive framework to address the quality of education in the public school system in the country. Among others, it emphasises, bi-lingualism, critical thinking, national identity, ethics and spirituality. However, school access for the most marginalised and vulnerable children – especially those living in remote areas, as well as non-citizens, undocumented and stateless children - remains a challenge, despite some alternative education opportunities provided to them by the non-governmental sector and other development partners. The Ministry of Education (MoE) agreed on an Alternative Education Policy, and is in the process of formulating guidelines to make it operational. UNICEF is setting up a system, together with national partners, to monitor the removal of bottlenecks in providing education opportunities for the most marginalised children.

**Child Protection**

In Malaysia, reported cases of child abuse have increased steadily, with cases of girls reported twice as often as of boys. The trend may be influenced both by a real increase of cases and/or improved reporting. In 2012 there were reports of 2,544 cases of girls’ abuse and 1,287 cases of boys’ abuse (10): 28 per cent of the reported cases were physical abuse whereas 25 per cent were sexual abuse (11). UNICEF, together with MWFCD, is taking action to study the drivers of child abuse. This is a particularly important effort in light of the absence of information on this sensitive issue, which could inform both national policies and grass-root engagement.

Globally, it is recognized that children without documentation – including birth certificates - are among the most marginalised. This is especially true in cases of children born to non-citizens. The issue is of particular concern in Sabah, home to over 53 per cent of Malaysia’s 3.3 million indigenous people and to 38 per cent of the 2.3 million non-Malaysian citizens (12).

**Children with disabilities**

A comprehensive and structured system for data collection for children with disabilities is not available, with the result that the actual number of these children in Malaysia cannot be easily determined. Stigma as a social norm is present, which prevents children with disabilities to benefit from available services and develop to their full potential.

UNICEF begun work in this area, initially by mapping policies, programmes, interventions and stakeholders involved in providing support to children with disabilities and their families. The mapping provided useful insights into existing services for these children, as well as gaps in policies, legislation and services (13).

**Country Programme Analytical Overview**

In 2013, UNICEF Malaysia registered significant achievements, generating evidence on children in the country, including; development of a Situation Analysis at state level, Policy Briefs on child poverty, health and education, and the production/joint launch with
EPU of a statistical booklet “Profile of Children in Malaysia; Implementation of Children’s Rights with Equity”. This work is doubly significant since Multiple Indicator Cluster Surveys are not done in Malaysia. These materials were submitted as UNICEF’s initial input to the drafting of the 11th Malaysia Development Plan 2016-2020.

Significant breakthroughs with the private sector were made possible through the launching of the Child Rights and Business Principles, advocating for child-friendly corporate social responsibility (CSR). The finalization of the Social Workers Act by Government, which is expected to be adopted early next year, and the investment in competency-based training of social workers and childcare providers have also seen significant advances in developing a more child-centred protection system in the country.

The lack of a national child-focused database remains a challenge. However, progress was seen during the past year in the engagement with the Department of Statistics (DOS), the Economic Planning Unit at the Prime Minister’s Department and line Ministries to agree on the need to develop such a database.

UNICEF Malaysia undertook its MTR in 2013. The Office used the opportunity to take stock of key results achieved, lessons learnt and to identify key bottlenecks and barriers to the realization of child rights in Malaysia. Based on this review, a revised Country Programme (CP) results structure was developed, aimed at significantly simplifying processes, focus, efficiency and effectiveness of efforts at achieving better results for children in the country. The revised CP thrust will more explicitly focus on equity and target the most marginalized and vulnerable children in the country – especially children in Orang Asli communities, children in poor households in urban areas, indigenous children in Sabah and Sarawak and undocumented and refugee children. A stronger focus on advocacy and awareness raising on children with disabilities, birth registration and violence against children will be developed.

UNICEF’s commitment to developing national capacity, leveraging resources for children and building systems to strengthen child-focused policies and programmes, that are effectively implemented, monitored and evaluated, will continue for the remaining two years of the country programme cycle. Engagement with the Ministry of Finance on child-focused social budgeting and investment will also be strengthened.

**Effective Advocacy**

*Fully met benchmarks*

Significant achievements have been recorded in advocacy for child-friendly CSR. Sime Darby, a Malaysian-based multi-national company, is a major corporate champion on child rights. The company developed a child protection policy placing it ahead of many businesses in Malaysia and elsewhere. Sime Darby attended UNICEF’s Global Workshop on Child Rights and Business held in New York in September, to take part in the launch of the CSR tools.

Advocacy around enabling of children with disabilities was a major thrust in UNICEF Malaysia’s strategic agenda, which culminated in the launch of a national “Disable 2 Enable Campaign”. Building on a mapping of policies and programmes for children with disabilities in the country and a broad stakeholder’s consultation, UNICEF Malaysia used the 2013 SOWC on Children with Disabilities to launch new advocacy initiatives to highlight the situation and challenges faced by children with disabilities in Malaysia. A
media workshop for editors and journalists from print, broadcast and online media was organized to strengthen their understanding of CRC and the Convention on the Rights of People with Disabilities, and to encourage publishing of positive media messages on children with disabilities, in part through the use of powerful, “enabling” language in reporting. A "Colours of My World" art competition and exhibition among children with disabilities resulted in a selection of artworks that were published as special commemorative stamps on Universal Children’s Day by Pos Malaysia. UNICEF Malaysia also actively supported the Asian Paralympics Games and the Commonwealth’s Queen’s Baton Relay on the theme “Inclusive Sports – Every Child’s Right to Play”, ensuring that children with disabilities were involved. A story featuring these efforts was among the 10 most-read on UNICEF’s intranet in 2013 and features as a UNICEF Division of Communication case study, aimed to promote knowledge management.

**Capacity Development**

*Mostly met benchmarks*

UNICEF Malaysia continued implementing initiatives to develop capacity of national partners, including various Government agencies, teachers, NGOs, media, and civil society organisations. In 2013, a structured training of over 85 NGO partners in the area of results-based planning, monitoring and evaluation strengthened their capacity for more professional planning, better organisation of implementation and monitoring; it is expected to have positive impact on delivery of services for the disadvantaged children complementing the Government efforts. The skills of 24 representatives from nine Government agencies were strengthened to use and administer DevInfo 7.0 – an on-line interactive platform for dissemination of data.

In the area of education, the training of teachers providing education for refugee and undocumented children in Sabah strengthened their capacity to deliver better quality education for this marginalised group, which does not have access to the mainstream education system. In the area of child protection, training sessions were organized, on: children with disabilities; foundational and tertiary child protection skill areas; procedures and protocols for the care and management of high-risk child maltreatment cases; diversion, and; interviewing of child victims and witnesses. Increased capacity building for the child justice sector is expected in 2014.

**Communication for Development**

*Initiating action to meet benchmarks*

Access to quality education for refugees and undocumented children, children with disabilities, and peer to peer violence in schools (bullying) were identified early this year as C4D programmatic entry areas. UNICEF’s strategy is to apply C4D approaches and principles in these areas rather than having C4D as a stand-alone programme.

In relation to children with disabilities, the Office used the launch of the SOWC 2013 to generate attention and focus on the situation of children with disabilities and to foster positive attitudes. Following the launch, a round table meeting was held with policy makers, NGOs and other relevant partners, to exchange information on issues affecting the full realization of the rights of these children. The mapping of policies, programmes, interventions and stakeholders was shared. It provides a baseline to assess current programmes and initiatives, and address gaps to improve the situation.
The communication team spearheaded a high profile multi media campaign “
\textit{disable2enable}”, which combined digital and media engagement. The campaign aimed to disable misconceptions (stigma) and enable lives, highlighting the importance of seeing the child before the disability.

C4D approaches will continue to be applied to better understand and influence community perceptions and attitudes that are sustaining stigma and discrimination against children with disabilities.

\textbf{Strategic Partnerships}

\textit{Fully met benchmarks}

UNICEF Malaysia further strengthened partnerships with major national partners through actively participating in macro-level planning, dialogue and development processes, and joint initiatives. In collaboration with the EPU a statistical booklet “Profile of children in Malaysia: Implementation of children’s rights with equity” was developed and launched. The booklet, providing evidence of existing inequalities at sub-national level, was acknowledged as a critical information source for development of the 11th National Malaysia Plan 2016-2020 in its parts related to children. The EPU distributed the booklet to high level decision-makers such as the Prime Minister, Senate, members of Parliament, Federal and State level government officials.

A “Mapping of Social Protection Programmes in Malaysia” was completed in March 2013 in partnership with EPU. This study consolidates knowledge and information on existing social and cash transfer programmes, social services, as well as current legal and policy provisions related to social protection services provided by the Government. The mapping of the programmes was complemented by development of a database that can be used as a knowledge portal of social protection programmes.

Partnership with the Ministry of Finance (MoF) on social/child budgeting was further developed. MoF was invited as an expert to two regional meetings to share Malaysia’s knowledge in Outcome-based Budgeting (OBB): the East Asia and Pacific Conference on Public Finance, Social Policies and Children organised by UNICEF East Asia and Pacific Regional Office in Hanoi, September 2012, and at the Social Policy and Budget Training Workshop in Bangkok, in June 2013. As follow-up, UNICEF and MoF agreed to work closely in advocating for child-focused budgeting and budget analysis of sectoral ministries to assess gaps that need to be addressed. For the first time, UNICEF was invited to participate in three separate dialogues among stakeholders for the preparation of the 2014 Budget.

Partnerships with media and the private sector were further strengthened, especially in an effort to combat stigma and discrimination of children with disabilities. UNICEF Malaysia named the main characters of an award-winning animated cartoon series as National Ambassadors. Upin and Ipin are 5-year old twins with the biggest Facebook following of anyone in Malaysia. Their TV show airs in 17 territories.
Knowledge Management

Initiating action to meet benchmarks

In the context of the 2013 MTR, knowledge management (KM) and KM-related activities were incorporated into all Programme Component Results (PCRs) under the revised Country Programme results structure. PCR 1 includes the “collation, analysis and dissemination of knowledge on the situation of children to assess the implementation of their rights, an important component of which includes strengthening national capacity”; PCR 2 covers the work meant to strengthen national capacity for implementation of national policies and programmes in the areas of health, education, and child protection for the most marginalised children, and includes activities such as research and knowledge generation, capacity building, and sharing of best practices, among other things; PCR 3 sets targets to disseminate and improve knowledge of Child Rights and Business Principles among companies in Malaysia; and PCR-Cross Sectoral includes engagement with the public to raise knowledge of children's issues, and expanding M&E activities through rollout of the Monitoring for Results with Equity System and undertaking evaluations of UNICEF's work. The Office intends to develop a KM strategy in 2014 to facilitate a more disciplined approach to knowledge generation, utilisation and sharing internally and externally.

Human Rights Based Approach to Cooperation

Partially met benchmarks

UNICEF Malaysia continues to work through the UN Theme Group on Human Rights and Gender to advocate for the use of a human rights based approach to programming. Highlights during the year included technical advice and support for the consultations with NGO partners and the preparation of the UN Country Team (UNCT) report to the UPR a capacity building programme on human rights and business with the National Human Rights Commission and for the Human Rights Day 2013.


Gender Equality

Initiating action to meet benchmarks

Much of the work around gender equality and mainstreaming was led by the UN Gender Theme Group, of which UNICEF is a member. As a follow-up to an Assessment of the Incidence of Child Marriages in Malaysia completed earlier, a study was commissioned in 2013 to also assess the extent of child-marriage across all ethnicities in the country, and in the states of Sabah and Sarawak in particular. UNICEF worked with the UN Gender Theme Group to organize and take part in the workshop on “The Impact of Gender on the Sexual and Reproductive Health and Rights of Women and Girls”, and moderated a panel on “Young People's Sexuality”. UNICEF provided support towards raising public awareness on the importance of
achieving gender equality and promoting women’s empowerment. Five Public Service Announcements (PSAs) in English and five PSAs in Baa Malaysia on gender equality were aired on TRAXX FM and other radio stations nationwide. Experts in gender issues from the UN and civil society were invited to discuss gender equality issues on TRAXX FM once a month, for one year, as part of a negotiated commitment with the radio station to give the issue dedicated air time.

**Environmental Sustainability**

*Initiating action to meet benchmarks*

Environmental concerns are addressed through the UNCT and the UN theme groups and were among issues raised during UPR discussions in Sarawak, chaired by UNICEF.

**South-South and Triangular Cooperation**

Malaysia actively attended the 2nd High Level Meeting (HLM) on Child Rights in Delhi in October 2013: presenting the outcomes of the Regional Child Protection Conference (hosted in Kuala Lumpur in November 2012), chairing the closing session for the adoption of the New Delhi Declaration, and serving as a member of the Declaration’s drafting committee. Malaysia offered to host the next HLM in 2016. The HLM was a useful platform for exchanging good practices on realizing child rights among countries in Asia and the Pacific and encourage continued South-South dialogue between governments.

In relation to UNICEF’s partnership with Ministries of Finance, UNICEF Malaysia represented East Asia and Pacific Regional Office (EAPRO) at the Public Expenditure Management Network Asia Pacific (PEMNA) meeting in Seoul in November 2013, which brought together Ministries of Finance and Planning from 12 countries in the region, together with the World Bank and UNICEF. A senior member of MoF Malaysia is on the PEMNA Leadership Team facilitating inter-country exchange and capacity development in Vietnam, Timor-Leste and other countries in the region on the OBB approach, which is being rolled-out in Malaysia.
Narrative Analysis by Programme Component Results and Intermediate Results

Malaysia - 2700

**PC 1 - Improved data, capacity and resources for children**

<table>
<thead>
<tr>
<th><strong>PCR 2700/A0/05/001 Outcome 1:</strong> By 2015, robust evidence is generated and used by Government to plan, allocate and utilise resources effectively ensuring that all children benefit equitably and develop their full potential.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Progress:</strong> In a middle-income country context where commitments viz-a-viz national (Malaysia 10th Development Plan) and international (MDG) targets are met or are on track at national level, UNICEF’s main concern is identifying the pockets of the most disadvantaged children, advocating and leveraging resources for full implementation of their rights. In this context data collection, analysis, dissemination and use are critical to inform policies and programme decisions, in support to focusing on the most marginalized. Today, there is higher recognition by the Government of the need for strengthening collection, analysis and use of child-related data for development of strategic national documents in their parts for children. This in part is due to UNICEF’s strong advocacy, generating and disseminating evidence for policy influencing, which demonstrates the potential of existing data, as well as the remaining gaps in data coverage and data quality that need to be addressed. A strong example in this regard was the development and launching jointly with EPU of a statistical booklet: “Profile of Children in Malaysia: Implementation of Children’s Rights with Equity”, which achieved overwhelming positive response from national partners. EPU took action to distribute the booklet to the PM, Senate and to all Members of Parliament, and advocates to encourage its extensive use as a reference in the development of the 11th Malaysia Plan for 2016-2020 in parts relevant to children. A national central database on children and development-related indicators does not exist yet. However UNICEF started work together with DOS, EPU and other line Ministries to support the development and maintenance of such a database using the DevInfo platform. The Government report on implementation of children’s rights in Malaysia, due for submission to the UN Committee on the Rights of the Child in early 2012, is not finalised. The Country Office kept continuous contact with the Ministry of Women, Family and Community Development, which is responsible for the report, and provided on-going necessary technical assistance in an attempt to speed-up the process of the report finalisation and submission.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>IR 2700/A0/05/001/001 Output 1.1:</strong> By 2015, evidence is generated and used to inform national dialogue for better allocation of resources to the most disadvantaged children.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Progress:</strong> On 11th December 2013, the Economic Planning Unit of the Prime Minister’s Department and UNICEF launched a ground breaking statistical booklet entitled “Profile of Children in Malaysia: Implementation of Children’s Rights with Equity”. It is the first compilation of its kind ever attempted in Malaysia. The publication consolidates and presents available information from a range of national sources, so as to provide an overall assessment of the situation of all children in Malaysia, with special focus on equity. It provides the evidence, necessary to integrate more explicit focus on the marginalized and vulnerable children in the 11th Malaysia Plan 2016-2020, preparation for which has begun. Building on a Child Well-being Indicators framework developed earlier and agreed with national partners, UNICEF developed policy briefs on child poverty, health and education of children. The briefs highlight remaining gaps in access to good quality services for all children in the country. They have been shared with EPU and are expected to be used as reference materials in preparation of the 11th Malaysia Plan.</td>
</tr>
</tbody>
</table>

A Maternal and Child Health (MCH) advocacy brief was completed in collaboration with MoH. It is a first step towards development of evidence-based planning and systematic approach to identifying bottlenecks and barriers in MCH and nutrition outcomes. At the state level, Situation Analysis of Children in Sabah is being finalised. It reveals disparities at sub-state level, studies determinants that affect them and provides recommendations to various stakeholders to address the existing gaps. The Government of Sabah will use the Sitan as a consolidated reference document for children when preparing its contribution to the 11th Malaysia Plan.
IR 2700/A0/05/001/002 Output 1.2: By 2015, high-quality information with focus on the most marginalized children generated, consolidated, disseminated and utilized to inform better-focused national policies and programmes.

PCR 2700/A0/05/004 Country programme planning, monitoring and evaluation are strengthened

Progress: The principles of Results-based Planning, Monitoring and Evaluation (M&E) have been introduced to Government agencies and NGO partners. In this context, UNICEF prioritized building the capacities of NGOs and civil society partners in both Peninsular Malaysia and Sabah/Sarawak in this subject area, with over 85 NGOs trained. It is expected that the enhanced capacity will result in more professional planning, better organization of implementation, and monitoring and have a positive impact on delivery of services and Programmes for disadvantaged children complementing the Government efforts.

A strong partnership was developed with the Ministry of Finance on social/child budgeting. MoF was invited as an expert to two regional meetings to share Malaysia’s knowledge in Outcome-based Budgeting. The first meeting was the East Asia and Pacific Conference on Public Finance, Social Policies and Children, organised by UNICEF EAPRO in Hanoi, September 2012, which led to the Social Policy and Budget Training Workshop in Bangkok, in June 2013. As follow-up, UNICEF and MoF agreed to work closely in advocating for child-focused budgeting and budget analysis of sectoral ministries to assess gaps that need to be addressed.

IR 2700/A0/05/004/002 Output: Strengthen national capacity to monitor the implementation of children’s rights (a. Results Based Management, Planning and M&E Capacity Building of NGOs, b. Technical support to DOS to establish and maintain child-focused database (Training on DevInfo software use and administration).

Progress: In support to strengthening Government capacity to maintain and update databases, using DevInfo platform, UNICEF organised a structured training for Government officials – for users as well as for administrators. A total of 24 participants, representing nine agencies strengthened skills in using the most recent on-line based version 7.0 of DevInfo; further, 14 representatives of DOS and MoE, obtained skills to administer databases using this version. The obtained skills are pre-requisite for the establishment of a national child-focused database, to be hosted by DOS, work on which has commenced with strong UNICEF support.

The principles of Results-based Planning, Monitoring and Evaluation have been introduced to Government agencies and NGO partners. In this context, UNICEF prioritized building the capacities of NGOs and civil society partners in both Peninsular Malaysia and Sabah/Sarawak in this subject area, with over 85 representatives from 46 NGOs being trained.

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: Much of 2013 was dedicated to learning and understanding the budgeting process of the MoF and the changes that they are planning to undertake when Outcome Based Budgeting will be rolled out in phases in 2014. An in-house database on social sector expenditure was set up and introductory report on the patterns of expenditure was developed. It was a challenging period to work with MoF to understand how best to influence more specific investment for children at the macro level, as this kind of policy work is new to UNICEF and new to the Ministry. However the foundation of the partnership started on the right track in 2013 with UNICEF’s participation in three different budget-2014 dialogues, two of them focused on income inequality and the Malaysia well-being index. A courtesy meeting with the Minister of Finance during a UNICEF EAPRO Deputy Regional Director’s visit took place to dialogue and advocate for the role of MoF to support the realization of children’s rights. It was also proposed to MoF that Malaysia consider hosting an upcoming Ministerial Meeting in East Asia and the Pacific, focused on public financing and children expected, to be held in 2015.

At a sectoral level, evidence-based planning and budgeting for maternal and child health and nutrition in Sabah and Sarawak was introduced to MoH as the two states are lagging behind with regard to maternal and child health indicators. Preparation and planning began during the second half of 2013, work will commence in 2014.
**PCR 2700/A0/05/005 Outcome 3: By 2015, the private sector has increased its support for improving child well-being through financial contributions as well as corporate social responsibility initiatives focused on children**

**Progress:** In 2013, important milestones were met for CSR policy development through the launch of another Best Business Practice Circular, the 3rd such document, this one focusing on "Bringing Community and Private Sector Together to Promote Technical Education and Vocational Training", Children’s Rights and Business Principles (CRBP) training and the publishing and dissemination of the CSR Review. The CRBP training aimed to increase awareness of CRBP and provide concrete examples and actions for the respective companies to implement CSR initiatives that would support child rights.

Private sector fundraising trends are optimal and very close to the targets set. The key achievement came from sustained long-term pledge donor contributions. This will provide long term support for child rights programmes in Malaysia and globally.

Private sector fundraising has garnered much support from existing and new donors for three emergency campaigns. Especially, during the initial two months since the Typhoon Haiyan hit the Philippines, Malaysians gave generously through various channels including companies, organizations and school initiatives. As of 31 December 2013, the donations reached over US$895,000, which was more than ever before for an emergency appeal and the amount is still continuing to increase.

A total of 156 stories were published in print, TV, radio and digital channels. Malaysia Country Office Facebook fan-base reached 124,593, surpassing the planned target of 120,000. The “Disable2Enable” campaign alone generated 117,116 online actions and engagements, and generated coverage in major dailies that have the highest circulation in the country.

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

**Progress:** Public advocacy initiatives were designed to focus on children/youth with disabilities. In partnership with some 40 organisations and individuals, including creative, media and digital companies, these initiatives included:

- The issuance of three special edition postal stamps featuring art by children with disabilities, embossed in Braille with the postmark message “Celebrating Abilities of Children with Disabilities”. The art was chosen from a nationwide art competition for children with disabilities.
- A media workshop for 30 reporters aimed to sensitize journalists to their coverage.
- A digital campaign “disable2enable”, built on a microsite featuring videos of children/youth with disabilities. These efforts helped position the issue with the Minister of Youth, the Secretary-General of MWFC and the Commonwealth Games Federation President. There were 86 earned media stories while the campaign microsite generated 17,184 digital actions in 6 weeks.

Upin and Ipin, main characters of an award-winning animated TV series, were appointed as National Ambassadors. The 5-year old twins have a Facebook following of 7+ millions (the biggest of anyone in Malaysia), used their digital platforms to champion children with disabilities, call for protection of girls and women, and supported UNICEF’s Philippines Emergency Appeal.

UNICEF Malaysia positioned itself in the media on issues such as child marriage, child safety, birth registration and education for undocumented children. UNICEF appeared in 679 Malaysian media stories, of which 209 were earned placements with a public relations value of US$2.5 million.

There were 496,096 page views on UNICEF Malaysia-related websites and microsites in 2013 compared to 106,716 in 2012. Social media platforms generated over 300,000 actions. Facebook followers increased by 30,678 to a total 124,593.

A desk review on digital trends and youth online behaviours was initiated for the Digital Citizenship and Safety project. The Ministry of Women, Family and Community Development (MWFC) has asked UNICEF to co-host a regional cyber-safety conference in 2014.
**IR 2700/A0/05/005/003 Output 3.2** Children's Rights and Business Principles are better understood by Small and Medium Enterprises (SMEs), Private Listed Companies (PLCs) and Government Linked Companies (GLCs) as part of their Corporate Social Responsibilities.

**Progress:** Work on engaging with the companies and businesses in Malaysia to support the realisation of children rights progressed well in 2013. UNICEF Malaysia published "Corporate Social Responsibility Policies in Malaysia: Enhancing the Child Focus" a review of CSR in Malaysia that provided a better understanding of the CSR environment and the opportunities for engagement.

A total of 50 small-medium enterprises, public listed companies and Government-linked companies, were introduced to CRBP, in addition to eight trainers who are expected to roll-out training to others. The interactive and hands-on training focused on the principles within the framework of workplace, marketplace and community environment. The framework is in-line with national priorities set by the Government which acknowledge that workplace challenges such as work-life balance have negative implications for employees to care and provide for their families.

Training curriculum for capacity development of trainers on CRBP and the corporate sector in general was developed in collaboration with Companies Commission Malaysia (SSM) and with support from EAPRO. It is expected to be tested in the region and further refined.

Together with Sime Darby and EAPRO a tailored curriculum was developed, specific to the work of Sime Darby group; it was applied for training of staff from the five main divisions. This curriculum is meant to be included in the company's internal human development programme in the longer term.

---

**IR 2700/A0/05/005/004 Output 3.1** Targeted Fundraising Strategy implemented for efficient financial contribution from private sector for improved child wellbeing.

**Progress:** In 2013, UNICEF Malaysia registered further progress in leveraging resources for children.

Recruitment of new pledge donors: there was a slow-down in Q1/Q2 which improved in late 2013 and the planned income target was met.

Donor recruitment target via the face to face (F2F) channel was revised from 15,000 to 11,500 donors. A second F2F vendor was identified and appointed to explore possibility to expand pledge donor recruitment and to diversify F2F recruitment vendors.

Acquisition via telemarketing was piloted with two boutique telemarketing agencies. The result was not satisfactory, and more tests are needed to assess the potential of this channel. Communication with existing donors to explain how their contributions make a difference for children and to advocate for children's rights is on-going. Since 2012, donors receive monthly e-news updates, and the percentage of those reading the e-news continues to improve. Donors’ up-grade was successful in increasing pledge gifts - more than one-third of donors who were called increased their pledges.

Direct Response TV Fundraising was re-launched to further test its potential as a recruitment channel for pledge donors. The results so far have not been satisfactory: further testing was put on hold pending the development of a new approach to the channel.

Three emergency fundraising campaigns were run: one for Sichuan, China, one for Syria and a third one for Typhoon Haiyan, Philippines. Over RM 2.2 million were raised for the emergency in the Philippines, the most ever for UNICEF Malaysia fundraising in an emergency, another sign of the generosity of Malaysian donors for children at risk in high-profile emergencies.

Three new thematic landing pages were launched between July and September. Success, however, came solely from the brand page. Digital donations for generic donations page and search engine marketing were on target.

---

**PC2 CR 2700/A0/05/006 Outcome 2:** By 2015, national partners have strengthened capacity to ensure implementation of the rights of all children, especially the most marginalised, to survival and healthcare; good-quality education and development; identity and protection from violence, abuse and neglect.
**Progress:** While the launch of the Child Rights Coalition of Malaysia (CRCM) in 2012 was a major achievement to bring together child rights NGOs on a common platform, the capacity development for child rights advocacy among civil society organisations faced some challenges in 2013. NGOs and civil society organisations providing services and working on child rights advocacy are generally more focused in specialised areas of work and are often unable to influence national agendas on children or advocate at a higher level to influence policies and programmes. A noteworthy development, however, was the ability of the CRCM to compile and publish its 2nd Annual Report on the status of children’s rights in Malaysia and to more actively issue media statements on key child rights issues in the country.

**IR 2700/A0/05/006/002 Output 2.6** By 2015, the child rights NGO sector has strengthened and sustained capacity to advocate for children's rights.

**Progress:** In order to continue to effectively develop civil society’s complementary role and ensure the sustainability of the newly formed CRCM, UNICEF supported the Coalition to monitor the implementation of children's rights and strengthen its coordination. As a result, the CRCM published and disseminated the Second Annual Status Report on Children's Rights, increased its advocacy on children's rights and established structures to increase its efficiency as a coalition.

The final draft of the CRC Alternative Report by Children was received from Knowing Children after substantial delay. With the sudden and unexpected passing of the Project Advisor, the future of the report and the Mousedeer Group is uncertain and is being addressed.

While the NGO Capacity Building project with Malaysian Child Resource Institute (MCRI) was terminated in 2012, a review is being undertaken with the aim of developing a new strategy to implement this programme in 2014.

**IR 2700/A0/05/006/003 Output 2.2** By 2015, the child welfare system demonstrates practice that is responsive to the care, safety and protection of children at risk or suffering maltreatment

**Progress:** In August 2012, the MWFCD 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 i.e. (the Co-ordinating Council for the Protection of Children and 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 MWFCD 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).

The discussions on the membership 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 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.

**IR 2700/A0/05/006/004 Output 2.1** By 2015, context-appropriate policies and strategies for accelerating and scaling up school enrolment and sustaining school attendance for excluded and marginalized children are developed, based on evidence and through consultative process

**IR 2700/A0/05/006/005 Output 2.3** By 2015, all stakeholders demonstrate increased understanding of best practices on birth registration

**IR 2700/A0/05/006/006 Output 2.4** By 2015, justice sector professionals demonstrate strengthened capacity to respond appropriately to children in conflict with the law and child victims/witnesses
**IR 2700/A0/05/006/007 Output 2.5** By 2015, stakeholders have increased understanding on the rights of children with disabilities, towards better policy and legislation implementation.

<table>
<thead>
<tr>
<th><strong>PC 2</strong> - Reduction in child poverty and quality social services for all</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Constrained</strong></td>
</tr>
</tbody>
</table>

**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:** Poverty rates have dropped dramatically – from 12.4 per cent in 1992 ([www.epu.gov.my/household-income-poverty](http://www.epu.gov.my/household-income-poverty)) down to 1.7 per cent in 2012 ([Department of Statistics Malaysia (2013): Household Income and Basic Amenities Survey Report 2012](http://www.epu.gov.my/household-income-poverty)). However, a look beyond national averages reveals persisting inequalities between states as well as between ethnic groups. For example, the state of Sabah has a poverty rate of 8.1 per cent, in Kedah and Terengganu poverty rate stands at 1.7 per cent. The poverty rate among Malays and Other Bumiputera, the most populous ethnic group, is higher at 2.2 per cent as compared to Chinese (0.3 per cent) and Indians (1.8 per cent) ([Ibid](http://www.epu.gov.my/household-income-poverty)). Poverty related data specific to children is not available for 2012-2013. However, it is fair to extrapolate that Malay and Other Bumiputera children are also disproportionately affected by poverty. Generating child poverty rates on a regular basis is an important area where UNICEF has begun work together with national partners by further analysis of available data. UNICEF is supporting the assessment of existing social protection programmes to better inform national efforts towards alleviation of child poverty, and recognizes the value of doing this at subnational level.

**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 percent of households including indigenous groups.

**Progress:** Two major initiatives focusing on generating evidence to strengthen programme intervention for lower-income households, progressed further in 2013. A mapping of all national active social protection programmes consolidated publicly available information. The report and the established database were shared with the Economic Planning Unit. They are expected to serve as input to the work of the Taskforce Group on Social Safety Net in Malaysia, chaired by the Economic Council, especially in light of the expected reform of social safety net programmes.

The inception and the interim report of the Orang Asli study, managed jointly with UNDP and EPU, were completed in 2013. Though the study process was significantly prolonged, the study is expected to serve as a basis for the drafting of a National Development Plan for the Orang Asli.

An activity that was planned but did not materialize is the review of the Malnourished Children’s Programme lead by MoH. With the embarking on MCH evidence-based planning and budgeting project, to be rolled out in Sabah and Sarawak, it was decided that the necessary evidence related to poor nutrition of children will be generated through that initiative.

**IR 2700/A0/05/002/004** Organise training workshops and consultations for Government partners

**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, UNICEF Malaysia 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 UNICEF Malaysia’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. The programme includes a Brief on Child Poverty in Malaysian context, and on UNICEF’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:** The year saw two significant achievements towards strengthening the child welfare system in the country.

- The completion of the drafting of the Social Workers Bill and its regulations in October 2013. The Bill is close to being submitted to the Attorney General’s chambers for a final review prior to Cabinet submission. The Ministry’s (MWFCD) target is to have the Bill tabled for debate at the first Parliamentary session in April 2014. The Social Workers Act offers a strong practice-based legal framework and best opportunity to enhance the delivery of quality welfare and protection services for vulnerable children. It incorporates the benchmarks for competency practice and education already approved by Government and a regulatory body (Malaysia Social Work Council) to govern and monitor best practice standards.

- The commencement of the Malaysia Child Protection Service Pilot which was initially conceptualised in 2010. The pilot is intended to demonstrate best practice and professional capacity required to prevent and respond to high risk child protection cases. The pilot will be closely monitored and documented with the view of progressively rolling it out in other welfare jurisdictions in the country after its first year of operation.

These initiatives were complemented by ongoing collaboration with the Department of Social Welfare on building a competent social welfare work force. Assessment of the training of trainers’ carried out in 2012, showed that participants felt that they had gained more knowledge and better understanding of issues pertaining to child protection, irrespective of whether they were practitioners, administrators, supervisors, volunteers or social work educators. The training undertaken had increased their knowledge of the care needs of children, and the competencies required to deliver effective prevention and response to children at risk and or affected by abuse, neglect and exploitation. Some social workers were already using these skills in their day-to-day work. Academic institutions have begun to take on board the key components of Competency Based Social Work (CBSW) Education and Practice with the Bachelor in Social Work offered in one university, and related graduate courses in three others. Executive Certificate, Certificate and Diploma in Social Work curricula are being designed based on CBSW standards.

These initiatives/interventions taken together constitute a crucial part of the national strategic approach to building an effective and stronger child welfare and protection system.

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 Child Protection Service Pilot was launched by the Director General of the Department of Social Welfare (DSW) on 28 October. Project personnel in the two project sites of Kuala Langat and Petaling Jaya Districts in Selangor were trained on service procedures and protocols in June 2013. Two officers have been deployed in Petaling Jaya and focus their work exclusively on cases referred to the project. Deployment of officers to Kuala Langat District is in progress.

A review of the Competency–Based Welfare Practice and Quality Welfare Service Delivery for Child Protection initiative was completed in October. The review documented achievements, constraints, lessons learnt and proposed recommendations for the way forward.

Draft of quality assessment (minimum standards) for child care centres was implemented in three centres in 2012. Implementation in other child care centres is awaiting MWFCD to approve the draft. The MWFCD organised one meeting with NGOs to review the final document, as part of the approval process.

Engagement with the MWFCD on the Government’s second report to the CRC was limited. At the meeting with the MWFCD Minister in August 2013, the Ministry explained it was focusing on the CEDAW report which is still awaiting review by Attorney General’s chambers. The MWFCD expects that the Attorney General’s feedback on the CEDAW report will provide guidance for the CRC report.
In June 2013, UNICEF supported two officers (one from MWFCD and one from DOS) to attend a regional meeting on the Violence Against Children study, in Bangkok. At the ministry’s request, information on the study cost in other countries in the region was provided. Progress on the study however, remained slow and uncertain. To date there is no indication from MWFCD of funding commitment and timelines for conducting the study in Malaysia.

**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 key activity under this result in the 2013 work plan was training on child protection and development of Child Protection Policy for six child care centres in Klang valley. The training was conducted in July in collaboration with the Truly Loving Company and the Association of Registered Child Care providers of Malaysia. The training, together with the commitment to develop and implement a Child Protection Policy, reinforced the imperative to prevent, report and respond to all child maltreatment concerns. The Child Protection Policy makes it an obligation for everyone who may have contact with children in the centres to safeguard their care, safety and protection.

At the midterm review of the initiative, which took place on 24th October 2013, it was noted that all care centres and Truly Loving Company had progressed significantly in developing their Child Protection policies and were at different stages of completion. Based on sharing information through the presentations by individual centres and the monitoring reports, some of the centres started to effect changes, such as making the centres more child-friendly, encouraging children’s participation and reviewing the physical safety of the premises.

**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 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.

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

**Progress:** Although progress remained generally slow, there is some optimism towards development of an integrated national Juvenile Justice Reform strategy and plan of action, and establishment of a high level interagency Child Justice working group to drive the process. This follows engagement during the course of the year with some critical justice sectors to promote a strategic, inter-agency approach to Child Justice reform and to explore how UNICEF can work with them towards this result. All consulted agencies, including Judicial Training Institute (ILKAP), the legal division of the Prime Minister’s office, the Judiciary, the AGs Chambers and the Bar Council, have expressed interest in working with UNICEF.

The strategy paper (UNICEF-Malaysia Support to the Child Justice System) developed as part of the MTR of the country programme provided guidance on the future direction of UNICEF support for Child Justice systems building. The paper proposed a two-pronged approach namely:

a) Advocate for and support the development of a comprehensive strategy for reforming the Child Justice system in line with international standards and best practices.

b) Support for more immediate initiatives that can help build partnerships, improve systems’ functioning, and
build the evidence base needed to support more systemic change. This strategy paper will be the primary reference for continued advocacy and engagement with the justice sector to advance the Child Justice reforms during the remaining two years of the country programme.

**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 gender appropriate services from trained and designated police, justice and social welfare professionals by 2015.

**Progress:** Training of Trainers on child interviewing skills for 21 D11 officers from 12 States was conducted in October 2013. The results from the evaluation and the pre- and post-tests revealed that the training was well received and substantial increase in knowledge of these officers was evident post training. However, training alone is insufficient to improve policing response to child victims/witnesses. An enabling environment requires a multi-agency approach accompanied by relevant Standard Operating Procedures (SOPs), and Memorandums of Understanding (MoUs) which are absent. Closer collaboration with the relevant Ministries to create the necessary policy change is required.

Preliminary discussions were held with the Judicial Training unit and the Judicial and Legal Training institute on introducing Child Justice training modules in their training programmes. While both have expressed an interest in this, no firm commitment has yet been obtained to implement this course.

UNICEF also explored with the Legal Affairs Division at Prime Minister’s Department the possibility of assessing the child friendliness of current court practices for child witnesses, and to take stock of progress that has been made in implementing the Evidence of Child Witnesses Act. This could identify key gaps or challenges that could be addressed, including improving the functioning of the victims supporter programme. However, the Committee that oversees the Act decided that it was too premature for such an assessment to take place at this time.

Meanwhile, the Malaysian Bar Council has agreed in-principle to work with UNICEF in enhancing the capacity of its members in representing children.

**IR 2700/A0/05/008/002** Strengthened 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 by 2015.

**Progress:** The launch of the Juvenile Justice Assessment report in early 2014 will be used as a catalyst to promote a broader policy debate on justice for children and to advocate for a more holistic, inter-agency approach to systems reform.

A mapping of opportunities and challenges in introducing diversion in Malaysia was completed, although delayed. The report identified relevant stakeholders, gaps in the understanding of diversion and a possible model of diversion for Malaysia. In June, UNICEF organized seminars for policy makers from various Government agencies and civil society on “Promoting Diversion of Children in Conflict with the Law”. While the idea of introducing diversion is gaining some traction and these seminars have raised awareness of the issue, there remain concerns from the justice agencies regarding how diversion could be introduced. Increased effort at more senior levels in promoting and creating awareness of diversion is required.

A multi-agency taskforce on diversion led by the MWFCD was established to design a diversion model. UNICEF aims to provide support to this taskforce in designing the diversion model, to ensure that it is in line with international standards. Additionally the Attorney General’s chamber has requested for capacity building in the area of diversion.

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

**Progress:** The effort to develop an Alternative Learning Programme (ALP) in the country saw further progress over the past year. UNICEF’s advocacy, evidence-generation and positive engagements with MoE and other key stakeholders led to the completion of a draft policy and guidelines for ALP, which are being reviewed by MoE.
Recently, the MoE has established a school for homeless and abandoned street children in Kuala Lumpur. This is the first Alternative Learning school funded by the MoE. The school provides a second chance for education to children who have dropped out or have never attended school. The school does not place students according to their age groups but are taught using a multi-grade model, based on their skills and abilities. It is a positive step, as the model can be replicated in other parts of the country and benefit other groups of marginalised children.

Recommendations from a 2012 UNICEF study on the quality of education provided for children in the plantations of Sabah, were taken up by the Humana Executive Board and plantation companies. As a result, teachers’ salaries were increased by 30 per cent, a teachers’ training course for 250 teachers was conducted and minimum standards for teacher housing were introduced. UNICEF will continue working closely with Humana in 2014 to ensure access and quality of education in the plantations are improved.

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:** The Early Learning Development Standards for children 0-4 years old project was completed. The set of good, age appropriate standards and indicators were validated and refined, and are being used to develop curriculum, evaluation instruments, as well as training materials.

The Bidayuh-English dictionaries for Bidayuh-Bau, Bidayuh-Serian and Bidayuh-Biatah dialects were completed. They are important documents in the continuous effort to conserve the Bidayuh language and cultural heritage. The dictionaries are valuable resources for the development of Bidayuh-language curricula at the pre-school level, as part of the Mother Tongue bilingual-based education initiative. A strong affiliation and knowledge of their Bidayuh heritage can help the 200,000 Bidayuhs to survive as a distinct community.

Another UNICEF initiative, in support of the preservation of local culture and knowledge, was to assist a local NGO, Jaringan Orang Asal SeMalaysia, to document traditional knowledge, stories and practices of indigenous peoples in Sabah and Sarawak relating to children and child development.

IR 2700/A0/05/009/002 Output 2.1: By 2015, context-appropriate policies and strategies for accelerating and scaling up school enrolment and sustaining school attendance for excluded and marginalized children are developed, based on evidence and through consultative process.

**Progress:** An assessment of the provision of basic education for refugee and undocumented children in Kampung Numbak, Kota Kinabalu, Sabah is close to completion. It provides evidence of the benefits of providing learning opportunities to children who do not have access to the mainstream schooling and sheds light on the challenges, which these children and their teachers face.

Preliminary findings and recommendations were presented to MoE and key stakeholders at the state level. They are already being used as reference for the design of other, MoE led, alternative learning initiatives in the country for other marginalised groups of children, such as the Orang Asli and indigenous children in Sabah and Sarawak, refugee groups from Myanmar and other countries on the Peninsula, street children and other groups of children who are out of school.

The policy guidelines on Alternative Learning Programme in Malaysia were completed and are being reviewed by legal advisors at MoE. There is a need to continue high level engagement with MoE for provision of education for all out-of-school children in the country.

IR 2700/A0/05/009/005 By 2013, social policies are developed that target key services in education, nutrition and health for the poorest 40 percent of households, particularly women, children and young people.

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

**Progress:** While engagement with the National Registration Department (NRD) and a network of NGOs was established, progress on this PCR was slow, partly due to the fact that initiatives are in the infancy stages. Increased efforts with the NRD and relevant ministries are required to address the challenges identified through
the mapping of key stakeholders working on birth registration.

Nonetheless there were several initiatives throughout the year aimed at increasing awareness on the issue of birth registration of hard-to-reach children. These included continued advocacy on birth registration by civil society (including the Child Rights Coalition of Malaysia, which featured birth registration as a key focus area in the 2013 Annual Status Report on Children's Rights in Malaysia), as well as raising this issue during the UPR process. Several recommendations from member states regarding birth registration were made during the UPR, which may lead to increased efforts to address the issue of universal birth registration.

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

**Progress:** An initial mapping of stakeholders involved in birth registration was completed which provides information to feed into developing appropriate interventions, including policy development. The internal desk review and mapping provided data on the challenges for birth registration for this population. Addressing these challenges will assist in narrowing the equity gap.

A consultation with key CSO stakeholders on birth registration was held in June to explore possibilities for collaboration to strengthen the birth registration process. A background paper, produced on the basis of previous research, was disseminated to the 28 participants who represented 11 organisations from Klang Valley, Penang, Kedah, Johor, and Sabah. The consultation resulted in the formation of a NGO Task Group on Birth Registration, led by Development of Human Resources in Rural Asia, with the aim of strengthening coordination for evidence based advocacy and sharing of best practices, amongst others. However, the future of the Task Group is uncertain given that most members have limited experience working on this issue.

Meanwhile, a discussion regarding preparation for a proposed conference "Best Practices on Birth Registration", jointly coordinated with UNHCR and scheduled for early 2014 is ongoing. A draft concept paper and agenda for the conference were developed.

Closer engagement between UNICEF and NRD resulted in an exploration of a study trip as part of capacity building initiatives. However, recent change in the management of NRD led to a postponement of this initiative. UNICEF will nevertheless continue its engagement with NRD, including at the higher levels, to strengthen the birth registration system.

UNICEF also initiated engagement on birth registration with Department of Statistics and Ministry of Health.

**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:** The Ministry of Health is leading the response to the concentrated HIV and AIDS epidemic in Malaysia. In this effort, it works collaboratively with other ministries to address the social concerns and the needs of children, women and other most-at-risk populations. A Taskforce on Women and Girls, created in 2009 and consisting of non-health sector Government and NGOs members, implemented a total of five awareness raising campaigns to empower women and nine awareness campaigns targeting children and youth throughout the country. The consolidated effort to raise awareness around HIV and AIDS yielded some improvement in knowledge: the percentage of young women and men (15-24 years) who correctly identify ways of preventing sexual transmission of HIV and reject major misconceptions about HIV transmission increased from 22.6 per cent in 2008 to 28.5 per cent in 2011, as indicated in Malaysia’s Global AIDS Response Report 2012. UNICEF is advocating for inclusion of children in next round of the Integrated Biological Behavioural Surveillance, to obtain more detailed information regarding children’s knowledge and perceptions on HIV-related issues.

**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:** There was no major progress in UNICEF’s support to strengthen life-skills of young people and providing appropriate and accessible reproductive and health services for them, given that this was already
covered by the Ministry of Health through the preparation and circulation of the “Sexual Reproductive Health Guidelines for Adolescents” for use in health clinics.

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

**Progress:** The draft report from a pilot study of young key affected populations by HIV, conducted with UNICEF’s support, provides some insights in the challenges faced by men having sex with men, trans-gender persons and sex workers. Summary of the draft, together with research on the legal and policy barriers for access to HIV prevention and treatment services for these particularly vulnerable groups, have been used as an input for development of UN Theme Group-led project on HIV and AIDS, addressing the needs of young key affected populations.

**IR 2700/A0/05/011/005** By 2015, the situation of children and women affected by HIV and AIDS is better understood, including the local epidemic and its drivers, services of current national programmes are linked, and most vulnerable populations are targeted.

### PC 3 - Cross-sectoral costs

**On-track**

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

**Progress:** UNICEF Malaysia undertook a Mid-Term Review (MTR) and Mid-Term Management Review (MTMR) in 2013. Based on extensive consultations with partners and review of programme related documents, the review concluded that the 10 PCRs and 22 active IRs had been articulated unevenly, from high impact down to activity level, and did not demonstrate clearly the focus of the Country Programme. In a few instances results had become redundant. Management of these numerous results had proven to be a challenge, with a disproportionate amount of time dedicated to the reporting and budget management aspect rather than the implementation of the programme.

The major outcome of the MTR was a simplified programme results’ structure. The revised structure aims to simplify processes, in order to improve the focus, efficiency and effectiveness of work towards achieving better results for all children in the country, and to increase the time dedicated to doing so. The revised structure comprises of three PCRs and 10 IRs and introduces a new Cross-sectoral PCR with two IRs. It consolidated the work in line with the agreed CP, sharpened the results statements and ensures more effective and efficient management, division of responsibilities and reporting requirements for the remaining part of the CP cycle. Indicators measuring progress towards achieving of PCRs and IRs were also revised to reflect the renewed focus and sharpened results.

The MTMR process was fully participatory and was conducted concurrently with the MTR process. As a result an Education Specialist post was added to drive the policy advocacy work towards realization of the right to education for all children, and a Temporary Appointment national officer post was created to further drive successful initiatives in the area of Corporate Social Responsibility. For communication, building on the success of engaging with young people through digital platforms, and in line with UNICEF Malaysia’s digital engagement strategy, a Digital Communication Officer post was established. In Private Fundraising and Partnerships (PFP) two posts were abolished and four new ones created, to support UNICEF’s fundraising efforts and enhance the quality of donor communications and customer services.

Through participation in the MTR and MTMR processes, management and staff members share a common vision of where to focus efforts in the next two years of CP implementation to achieve the set results.

**On-track**

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

**Progress:** UNICEF Malaysia received satisfactory audit rating on governance by the internal audit, which took place in June. Audit recommendations included strengthening of Country Management Team (CMT) oversight on programmatic results and ensuring alignment between the management indicators with management priorities
and Enterprise Risk Management (ERM) action points. The Office took immediate actions to revise the management indicators. Since the third quarter, the CMT agenda was prepared ensuring that CMT members from different sections report on their performance against the revised indicators, which helps to systematically monitor the Country Programme implementation and to discuss any adjustments or improvement measures required.

Statutory Office committees including local Central Review Board, Job Classification Panel, Contract Review Committee and Property Survey Board, functioned well with membership spread across sections and post levels. Monthly All Staff meetings were jointly chaired by the Representative and Chairperson of the local Staff Association. In 2013, All Staff meetings were transformed into a participatory platform where each section shares highlights of on-going projects, campaigns and events, and staff members report back on their missions and trainings. This allows the Office to strengthen team-building, transparency and knowledge sharing of how each section and staff member is contributing to the overall Country Programme.

Another new mechanism that was established in 2013 was the task groups that lead planning and coordination on specific advocacy issues; education for marginalized children, disability, and birth registration. Each task group consists of staff representatives from programme, communication and fundraising sections. As this mechanism is still new, its functioning will only be assessed in 2014.

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

**Progress:** In early 2013, the Other Resources (OR) ceiling for UNICEF Malaysia was increased from US$10 million to US$22 million. The increase was approved taking into consideration the growing Private Sector Fund Raising (PSFR) income. The Office is in a unique position in that its PSFR income is sufficient enough to fully cover the implementation needs of the Country Programme. The rest of the income contributes to UNICEF programmes’ implementation globally and in the region. In 2013, the Office was able to contribute US$4.62 million to the global RR resources and US$0.8 million to Regional Thematic funds. In addition, during the year, the Office launched three emergency fundraising campaigns: for China Sichuan earthquake, Syria emergency and Philippines Haiyan Typhoon, which in total rose close to US$1 million. With the impressive track record in PSFR growth, Malaysia is now being looked at as a new model for UNICEF Country Offices in upper middle-income country context where UNICEF programme’s focus is on policy advocacy.

On the expenditure side, the Office encountered challenges in the management of Direct Cash Transfers (DCT). The proportion of over-nine months DCT was constantly higher than the regional benchmark of one per cent. The internal audit pointed out weaknesses in the process of selecting NGO partners as well as managing Programme Cooperation Agreements (PCAs). To address these challenges, the SOP for PCA/DCT management was revised to strengthen controls. Various tools were adapted from other UNICEF offices, and Harmonised Approach to Cash Transfer (HACT) training was conducted for programme and finance staff to familiarize them with the new SOP and tools. The majority of the over-nine months outstanding DCTs were liquidated by end of 2013.

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

**Progress:** As of December 2013, the Office consisted of 28 staff members, four funded by Institutional Budget, three by Regular Resources and 21 staff funded by the local PSFR income.

In 2013, the recruitment of P4 Chief of Fundraising was completed, which brings the number of international staff to six. As a result of MTMR, the Office is further strengthening its structure in certain strategic areas. Once the recruitment of five more approved new posts is done, the number of total staff will be 34 in 2014.

As a majority of staff are relatively new to UNICEF, Learning and Development (L&D) is of vital importance for the Office to ensure that staff members are keeping abreast of the organisation’s work in Malaysia and UNICEF’s mission more broadly, as well as strategic approaches in their own technical areas. In 2013, the performance management target on L&D was raised to 10 days of learning time for at least 80 per cent of staff, up from two days learning time for at least 80 per cent of staff in 2012.

Staff members and supervisors seriously discussed individual development plans in their PER/PAS; as a result 82.1 per cent of staff members have indeed spent more than 10 days on L&D in 2013. During the year, it was also decided that the Local Staff Association (LSA) Chairperson be the Chairperson of the Human Resource Development Team (HRDT). As the LSA Chair was a de facto CMT member, this ensured that recommendations
made by the HRDT be given due consideration during CMT discussions. The HRDT Chair led the process of setting criteria and development of a SOP for learning requests, to address challenges the Office had experienced due to lack of clarity in the approval process of individual training requests.

IR 2700/A0/05/800/888 HR
Effective Governance Structure

UNICEF Malaysia had both an internal audit and a MTMR in 2013. The internal audit took place between April and June, and its results informed the MTMR process later in the year. On Governance, the Office received “satisfactory” audit rating. However, some weaknesses were pointed out including lack of CMT oversight on programmatic results and necessity of aligning the management indicators to management priorities and ERM action points. Actions were taken immediately to revise the management indicators. Since the third quarter, the CMT agenda was prepared ensuring that CMT members from different sections report on their performance against the revised indicators, which helps to systematically monitor the Country Programme implementation and to discuss any adjustments or improvement measures where required.

In 2013, new mechanisms were put in place to ensure better synergy between programme, communication and fundraising work. First, the monthly all staff meeting was transformed into a participatory platform where each section shared highlights of ongoing programmes, campaigns and events, and staff members reported back on completed missions and trainings. This allowed the Office to strengthen its inter-sectoral relations and all staff members became more aware of how each section and individuals are contributing to the overall country programme. Another newly established mechanism was setting up three task groups to lead planning and coordination on specific advocacy issues: education for marginalized children, children with disabilities, and birth registration. Each task group consists of staff representatives from programme, communication and fundraising. As this mechanism is still new, the functioning of the task groups is expected to strengthen further in 2014.

Strategic Risk Management

As part of the MTMR process, an ERM exercise was conducted in November 2013 in order to analyse the inherent risks to the revised programme results developed through the MTR process. The new ERM guidelines issued by UNICEF Headquarters in early 2013 were applied. All staff participated in half-day workshops that were organized by sections. Each section studied potential risks which might hamper achieving the desired progress towards the revised CP results and appropriate mitigation actions. The workshops were facilitated by an external consultant and, through lively discussions, staff members acquired a deeper understanding of ERM.

As a result, an ERM matrix for 2014-2015, which identifies seven risk areas, was finalized. Two areas rated as high risk areas are Knowledge Management, and Safety and Security in relation to the on-going construction work in the office compound.

Knowledge management was rated as high risk in view of the large budget allocated to internal and external research work done, which does not always translate into high-quality research products.

The situation arising from the construction work of a public transportation system with a station to be located right next to the office building, was rated as high risk since the heavy noise, vibrations, dust as well as reduced parking space have negatively impacted on the Office and staff. Meetings with external partners could not be held in the office and staff members were given the option to work from home when the noise and pollution were severe.
The finalized ERM matrix includes action points for 2014-2015, which will inform the Annual Management Plan and management indicators for the remainder of the Country Programme cycle.

**Evaluation**

The Office developed the Integrated Monitoring and Evaluation Plan (IMEP) for the Country Programme as a tool to plan and monitor progress in the implementation and use of research work, which is a major component of the country programme. At the planning stage in early 2013, the purpose of commissioning, potential use of the research reports and dissemination plans were developed for all activities included in the IMEP. A structured review of the IMEP implementation was conducted at mid-year and year-end.

**Effective Use of Information and Communication Technology**

In November 2013, the office supported EAPRO’s initiative to setup a regional office Remote Backup server in Kuala Lumpur as part of their disaster recovery planning. VEEAM Backup software was used for backup and replication purpose. This was the first time in UNICEF for an off-site server backup mechanism to be established between two different countries, and should be shared as good practice for better business continuity in the future. Since EAPRO had agreed to include backup and replication of the Donor Perfect and File Shared server between Kuala Lumpur and Bangkok, the Office’s donor data is now backed-up in EAPRO, which gives additional assurance of the ability to continue fundraising operations without disruptions.

For business continuity, the Office’s primary concern is to ensure that donor data will not be lost under any circumstances and that the system will continue to be operational, especially to continue receiving monthly pledge donations from the 50,000 individual donors.

In this context, the Office conducted a Business Continuity Plan (BCP) testing for Donor Perfect application access. Using a third party network access, PFP team members logged on to UNICEF’s Remote Citrix environment using their own credentials. Once logged in, they practiced establishing of remote access to their desktop computers or direct access to Donor Perfect server, and use of Donor Perfect to input/update data. Another testing was implemented by the Information Technology (IT) Assistant to successfully restore the Donor Perfect system into the UNICEF notebook in case the server itself is damaged. This practice ensured that Donor Perfect can be installed and used on any computer, allowing the PFP team to use it for searching, matching and updating data for business needs within one single database, in case of emergency.

**Fund-raising and Donor Relations**

Private Sector Fundraising is growing progressively year to year, with 50,000 active monthly pledge donors leveraging resources for children in Malaysia and globally.

UNICEF Malaysia raised nearly US$10 million in 2013 (US$9.96 million). Of this, US$3.5 million was allocated for its Country Programme while US$4.6 million was contributed to Global Regular Resources, US$800,000 to Regional Thematic Funds and close to US$1 million for emergencies.
During 2013, three emergency fundraising campaigns were launched, which were for the Sichuan earthquake in China, the humanitarian crisis in Syria, and the mega typhoon that swept across the Philippines.

As of 31 December 2013, fundraising for the Philippines reached a record US$895,000, more than any other emergency appeal ever launched in Malaysia. One of the keys for such successful fundraising was the fact that the Office had developed a SOP and a mechanism for emergency fundraising: existing contracts with suppliers were utilised and volunteers were mobilised, including Van Breda International’s staff members who contributed time as part of their CSR initiative. Malaysians gave generously through various channels including; companies, organizations, school initiatives, and from private individuals (primarily via online giving).

UNICEF Malaysia's OR ceiling was increased from US$10 million to US$22 million in 2013 to accommodate to cover the growing PSFR activities. Against the revised ceiling, US$13 million of OR resources, or 59 per cent of the ceiling were mobilized and allocated to the Country Programme during the first three years of the cycle. The overall funds utilisation rate for the same period, including all types of resources, was 83 per cent.

**Management of Financial and Other Assets**

The internal audit in June 2013 rated the Office’s operational management as “satisfactory”. One weakness identified by the audit was proper implementation of HACT DCTs. The Office had over-nine months DCTs, each taking long time to resolve. The Office revised its SOP for PCA/DCT management to strengthen assurance activities especially ensuring that risk ratings are reviewed each time financial spot checks are performed. HACT training was conducted for the Office’s programme and finance staff to familiarize themselves with the revised SOP as well as with new tools and forms to be used for assurance activities. By documenting and sharing the findings of the spot check visits, partners are now informed and involved in the process, and are fully aware of the actions required to strengthen DCT funds management.

PSFR income was allocated to the Country Programme based on a monthly monitoring of budget implementation status, which enabled the Office to allocate precisely what it needed for implementation, leaving the remaining PSFR income to be allocated to global RR as well as to Regional Thematic Funding.

**Human Resources**

Out of 28 staff members, four are funded by the Institutional Budget, three by Regular Resources and 21 through local PSFR raised funds. The Office had been issuing one year contracts to all national staff because the contracts were charged to fundraising income. It was observed that this was a risk in terms of staff retention, and potentially losing staff who had been invested in and who were very familiar with UNICEF’s work. During the MTMR process it was agreed that since PSFR income had reached a stable level, the Office should offer two year contracts for high performing national staff from 2014 onwards.

The local salary scale is considered by staff members to be much lower than that of the private sector in Malaysia, which remains to be reflected in Local Salary Surveys. A 2012 UN salary survey resulted in slight adjustment to General Service staff salary scale and
dependency allowance. However, no adjustments were made to the National Officer salary scale, which created frustration and dissatisfaction amongst staff who had no adjustments to their salary scale since 2007. Staff retention is a concern as private sector offers attractive benefit packages to professionals and more stable contracts.

The results of the Global Staff Survey 2011 indicated concerns around a few areas, including dealing with accountability and transparency, and prejudice and harassment. The management and Local Staff Association took the results seriously and jointly addressed the concerns. A staff retreat was held, designed to address these concerns.

On accountability and for clarity and understanding, SOPs have been drafted since 2012 covering issues related to medical claims, contracting of services, media engagement, invitation for speaking and presentations on behalf of UNICEF. Guidelines on gifts and offers of hospitality were also developed and shared with all staff. The Office arranged a two-day Ethics training for all staff and consultants in May 2013, conducted by the Principal Advisor of the Ethics Office from UNICEF Headquarters.

On prejudice and harassment, 64 per cent of staff completed the online Harassment, Sexual Harassment and Abuse course. A one-day Coaching and Managing Performance for Results (MPR) session for all supervisees was conducted in January, which built on the three-day Coaching and MPR training held in November 2012 for all supervisors, that aimed at developing their managerial competencies and skills to be able to further strengthen their support, guidance and performance management of their supervisees. As EAPRO is actively promoting a cultural shift in the organization through coaching, the Office has committed to implement the initiative in the coming years to become a positive model in the region and globally.

**Efficiency Gains and Cost Savings**

In 2013 the Office initiated an innovative cost-saving mechanism. It involved partnering with the local UNDP office to avoid foreign exchanges losses. Since UNICEF Malaysia was raising more funds than the amount needed for the Country Programme, the Office was making bank transfers of excess local currency back to Headquarters. Conversely, the local UNDP office was receiving constant replenishment from their Headquarters for their local payments. It was therefore agreed that after each monthly account closure, UNICEF would take what was needed for the Country Programme based on a monthly cash forecast, and sell the excess local currency to the UNDP Malaysia office. UNICEF New York calculated the cost savings benefits based on 2012 records and estimated that the annual cost saving can be as high as US$36,000/yearly.

For Universal Children’s Day Campaign in 2013, UNICEF launched a public campaign to raise awareness on the abilities of disabled children. In order to carry out the campaign with minimum cost and maximum efficiency, the Office identified a creative agency willing to offer its professional service on a pro-bono basis. The company created videos, a special “Disable to Enable” campaign website and all other collaterals, including materials to be used by the Office fundraising team. The estimated value of that pro-bono work was more than US$50,000.
Changes in AMP & CPMP

2013 was a MTR/MTMR year for the current Country Programme 2011-2015. Based on extensive consultations with partners, a thorough review of the Country Programme Results Structure, including 10 PCRs and 22 active IRs, was conducted. The review concluded that the PCRs and IRs have been articulated unevenly, from impact down to activity level, and did not clearly articulate the CP. In a few instances some results had become redundant. Management of these numerous results had proven to be a challenge, with a disproportionate amount of time dedicated to the reporting and budget management, rather than to the actual implementation of the programme.

The revised structure aims to; sharpen the focus and simplify processes to improve the efficiency and effectiveness of efforts towards achieving better results for all children in Malaysia. The revised structure is now comprised of three PCRs and 10 IRs and introduces a new Cross-sectoral PCR with two IRs. It consolidates the work covered in the implementation of the agreed CP, sharpens the results statements and ensures more effective and efficient management, division of responsibilities and reporting for the remaining part of the CP cycle. Indicators measuring progress towards achieving of PCRs and IRs were also revised to reflect the revised focused and sharpened results.

It is expected that the new structure will be a more efficient mechanism for allocating budget, monitoring expenditures and processing transactions. This will create more time to identify new opportunities for partnerships, innovations, and documenting work. The CMT will focus its efforts on the overall management of CP implementation against the revised results and indicators. The revised results’ framework is risk informed: management priorities for 2014 will take into consideration the ERM matrix developed in late 2013 for the remainder of Country Programme.

Summary Notes and Acronyms

References:
4. www.epu.gov.my/household-income-poverty
6. Ibid.
8. Ibid.
11. Ibid.
13. UNICEF 2013: Children with disabilities in Malaysia –mapping the policies, programme interventions and stakeholders.
**Acronyms**

<table>
<thead>
<tr>
<th>Acronym</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>AG</td>
<td>Attorney General</td>
</tr>
<tr>
<td>ALP</td>
<td>Alternative Learning Programme</td>
</tr>
<tr>
<td>AMP</td>
<td>Annual Management Plan</td>
</tr>
<tr>
<td>BCP</td>
<td>Business Continuity Plan</td>
</tr>
<tr>
<td>CBSW</td>
<td>Competency Based Social Work</td>
</tr>
<tr>
<td>CEDAW</td>
<td>Convention on the Elimination of All Forms of Discrimination Against Women</td>
</tr>
<tr>
<td>C4D</td>
<td>Communication for Development</td>
</tr>
<tr>
<td>CMT</td>
<td>Country Management Team</td>
</tr>
<tr>
<td>CO</td>
<td>Country Office</td>
</tr>
<tr>
<td>CP</td>
<td>Country Programme</td>
</tr>
<tr>
<td>CRBP</td>
<td>Child Rights Business Principles</td>
</tr>
<tr>
<td>CRC</td>
<td>Convention on the Rights of the Child</td>
</tr>
<tr>
<td>CRCM</td>
<td>Child Rights Coalition Malaysia</td>
</tr>
<tr>
<td>CRPD</td>
<td>Convention on the Rights of People with Disabilities</td>
</tr>
<tr>
<td>CSO</td>
<td>Civil Society Organisation</td>
</tr>
<tr>
<td>CSR</td>
<td>Corporate Social Responsibility</td>
</tr>
<tr>
<td>DCT</td>
<td>Direct Cash Transfer</td>
</tr>
<tr>
<td>DOS</td>
<td>Department of Statistics</td>
</tr>
<tr>
<td>DSW</td>
<td>Department of Social Welfare</td>
</tr>
<tr>
<td>EAPRO</td>
<td>East Asia and Pacific Regional Office</td>
</tr>
<tr>
<td>ECD</td>
<td>Early Childhood Development</td>
</tr>
<tr>
<td>EPU</td>
<td>Economic Planning Unit</td>
</tr>
<tr>
<td>ERM</td>
<td>Enterprise Risk Management</td>
</tr>
<tr>
<td>F2F</td>
<td>Face to Face</td>
</tr>
<tr>
<td>GDP</td>
<td>Gross Domestic Product</td>
</tr>
<tr>
<td>GS</td>
<td>General Service</td>
</tr>
<tr>
<td>HACT</td>
<td>Harmonised Approach to Cash Transfers</td>
</tr>
<tr>
<td>HLM</td>
<td>High Level Meeting</td>
</tr>
<tr>
<td>HRDT</td>
<td>Human Resource Development Team</td>
</tr>
<tr>
<td>IMEP</td>
<td>Integrated Monitoring and Evaluation Plan</td>
</tr>
<tr>
<td>M&amp;E</td>
<td>Monitoring and Evaluation</td>
</tr>
<tr>
<td>MCH</td>
<td>Maternal and Child Health</td>
</tr>
<tr>
<td>MoE</td>
<td>Ministry of Education</td>
</tr>
<tr>
<td>MoF</td>
<td>Ministry of Finance</td>
</tr>
<tr>
<td>MoU</td>
<td>Memorandum of Understanding</td>
</tr>
<tr>
<td>MPR</td>
<td>Managing Performance for Results</td>
</tr>
<tr>
<td>MTMR</td>
<td>Mid-Term Management Review</td>
</tr>
<tr>
<td>MTR</td>
<td>Mid-Term Review</td>
</tr>
<tr>
<td>MWFCD</td>
<td>Ministry of Women, Family and Community Development</td>
</tr>
<tr>
<td>NGO</td>
<td>Non-Governmental Organisation</td>
</tr>
<tr>
<td>NO</td>
<td>National Officer</td>
</tr>
<tr>
<td>NRD</td>
<td>National Registration Department</td>
</tr>
<tr>
<td>OBB</td>
<td>Outcome Based Budgeting</td>
</tr>
<tr>
<td>OR</td>
<td>Other Resources</td>
</tr>
<tr>
<td>PCA</td>
<td>Programme Cooperation Agreement</td>
</tr>
<tr>
<td>PCR</td>
<td>Programme Component Result</td>
</tr>
<tr>
<td>PEMNA</td>
<td>Public Expenditure Management Network Asia Pacific</td>
</tr>
<tr>
<td>PFP</td>
<td>Private sector Fund-raising and Partnership</td>
</tr>
<tr>
<td>PSA</td>
<td>Public Service Announcement</td>
</tr>
<tr>
<td>PSFR</td>
<td>Private Sector Fund Raising</td>
</tr>
<tr>
<td>SOP</td>
<td>Standard Operating Procedure</td>
</tr>
</tbody>
</table>
SOWC – State of the Worlds’ Children
SSM – Companies Commission Malaysia
U5MR – Under-five Mortality Rate
UN – United Nations
UNCT – United Nations Country Team
UNDP – United Nations Development Programme
UNICEF – United Nations Children’s Fund
UNTG – United Nations Theme Group
UPR – Universal Periodic Review
US$ – US Dollar
VAC – Violence Against Children
## Evaluation

<table>
<thead>
<tr>
<th>Title</th>
<th>Sequence Number</th>
<th>Type of Report</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Children with Disabilities in Malaysia: Mapping the Policies,</td>
<td>2013/001</td>
<td>Review</td>
</tr>
<tr>
<td>Programmes, Interventions and Stakeholders</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2 Profile of Children in Malaysia: Implementation of Children’s</td>
<td>2013/002</td>
<td>Review</td>
</tr>
<tr>
<td>Rights with Equity</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3 Corporate Social Responsibility Policies in Malaysia: Enhancing</td>
<td>2013/003</td>
<td>Review</td>
</tr>
<tr>
<td>the Child Focus</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

## Other Publications

<table>
<thead>
<tr>
<th>Title</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1 “Tune in to Me” – your little guide to understanding us children</td>
<td>1</td>
</tr>
<tr>
<td>better</td>
<td></td>
</tr>
<tr>
<td>2 “Tune in to Me” – your little guide to understanding us children</td>
<td>2</td>
</tr>
<tr>
<td>better ;Booklet</td>
<td></td>
</tr>
<tr>
<td>3 It’s About Ability – “An explanation to Convention on the Rights</td>
<td>3</td>
</tr>
<tr>
<td>of Persons with Disabilities”; booklet in</td>
<td></td>
</tr>
<tr>
<td>English, Malay and Braille (Malay)</td>
<td></td>
</tr>
<tr>
<td>4 It’s About Ability – &quot;Learning Guide on the Convention on the</td>
<td>4</td>
</tr>
<tr>
<td>Rights of Persons with Disabilities&quot;; booklet in</td>
<td></td>
</tr>
<tr>
<td>English and Malay</td>
<td></td>
</tr>
<tr>
<td>5 2Lives, 2 Miles : Sports and Children with Disabilities; video</td>
<td>5</td>
</tr>
<tr>
<td>6 Disable2Enable Campaign; Barney’s Best Friend; Bakery Kid;</td>
<td>6</td>
</tr>
<tr>
<td>Melody at Birth; PSA</td>
<td></td>
</tr>
<tr>
<td>7 Disable2Enable Campaign; Children with disabilities have rights</td>
<td>7</td>
</tr>
<tr>
<td>too; PSA for radio</td>
<td></td>
</tr>
<tr>
<td>8 Disable2Enable Videos for : 1) Happy Little Dancer; 2) Shades of</td>
<td>8</td>
</tr>
<tr>
<td>Talent; 3) Daddy’s Favourite; 4) Barney’s Best Friend; 5) Bakery</td>
<td></td>
</tr>
<tr>
<td>Kid; 6) Melody at Birth</td>
<td></td>
</tr>
<tr>
<td>9 Children with Disabilities in Malaysia <a href="https://disable2enable.un">https://disable2enable.un</a></td>
<td>9</td>
</tr>
<tr>
<td>icef.my/infographic.php; infographics</td>
<td></td>
</tr>
<tr>
<td>10 “Love, Care &amp; Respect Women!” ; video PSA</td>
<td>10</td>
</tr>
<tr>
<td>11 A Promise is a Promise – time for action to end violence</td>
<td>11</td>
</tr>
<tr>
<td>against women and girls; infographics</td>
<td></td>
</tr>
<tr>
<td>12 Children’s right to protection; <a href="http://www.youtube.com/watch?v">http://www.youtube.com/watch?v</a></td>
<td>12</td>
</tr>
<tr>
<td>=eF_UxTW6wpk; <a href="http://www.youtube.com/watch?v=s5ocpkCrRwE">http://www.youtube.com/watch?v=s5ocpkCrRwE</a>; video PSA</td>
<td></td>
</tr>
<tr>
<td>; English and Malay</td>
<td></td>
</tr>
<tr>
<td>13 “Building a Foundation for Learning”; video</td>
<td>13</td>
</tr>
<tr>
<td>14 Education for undocumented children; photo package</td>
<td>14</td>
</tr>
</tbody>
</table>

## Lessons Learned

<table>
<thead>
<tr>
<th>Title</th>
<th>Document Type/Category</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Championing children with disabilities</td>
<td>Innovation</td>
</tr>
</tbody>
</table>