Thailand

Executive Summary

Thailand cabinet’s approval in March to expand and increase the amount of the Child Support Grant is a major milestone for vulnerable children across the country. The decision will extend government financial support to children under 3 years old living in severely resource-constrained families, whereas the scheme was previously limited to infants. This will provide nearly 400,000 vulnerable children with a sorely needed basic social protection safety net. This critical expansion comes less than a year after the launch of the Child Support Grant, and marks the culmination of years of advocacy work and technical support to optimize the grant mechanism by UNICEF Thailand and partners with and within the Government of Thailand.

In June, Thailand became the first Asia-Pacific country and the second country globally to receive World Health Organization (WHO) validation for eliminating mother-to-child transmission of HIV. This achievement attests to Thailand’s vigorous efforts to reduce the mother-to-child transmission rate of HIV below the required 2 per cent threshold. UNICEF Thailand is proud to have played a significant supportive role both in contributing to national policies and protocols leading to such reduction in transmission over the years as well as in preparing for the validation jointly with the Ministry of Health other United Nations partners. This is another tremendous achievement with long-term impact for children.

UNICEF Thailand also expanded its public-sector partnerships, particularly with the Office of the Attorney General, resulting for the first time in specialized capacity building for public prosecutors on child rights. UNICEF Thailand’s successful advocacy efforts with Special Olympic Thailand led to a new collaboration with four government agencies to ultimately ensure health-care services for all children with disabilities in Thailand.

Following a highly collaborative process, the UNICEF Thailand Country Programme 2017–2021 was approved by the UNICEF Board in September. Separate situation analyses of children and adolescents in Thailand analysed barriers and bottlenecks for attention in the new Country Programme. Both will be published in 2017, to include new data from the 2016 Multiple Indicator Cluster Survey (MICS), supported by UNICEF Thailand. Preliminary analysis of the data shows that the percentage of children under six months who are exclusively breastfed, at 23.1 per cent, has almost doubled since the previous MICS in 2012. Also striking is the drop in the adolescent birth rate by more than 10 points from its 2012 recorded level of 60 per 1,000.

Meanwhile, the United Nations Educational, Scientific and Cultural Organization (UNESCO) King Sejong Literary Prize 2016 was given to the UNICEF-supported Patani Malay-Thai bilingual education programme, an assessment of which showed highly promising learning results, a great sign for the region, where education test results too often lag national averages.

The year had also its challenges. Several draft laws expected to be passed by 2016 were still caught up in the legislative process. The draft amendment of the 2003 Child Protection Act is pending approval by the Ministry of Social Development and Human Security (MSDHS), while both the proposed Penal Code amendment to increase the age of criminal
responsibility from 10 to 12 and the draft Breast-Milk Substitutes Code Act are equally under review. It is hoped that all will be formally adopted in 2017.

In 2016, UNICEF Thailand raised US$14.6 million, including US$314,000 for the Ecuador emergency response, from local fund-raising, which provided 100 per cent of Other Resources. The Face-to-Face fund-raising programme remained the single most important technique to recruit pledge donors in Thailand. Moreover, a large SMS campaign planned for the fourth quarter had to be postponed to 2017 due to the passing of His Majesty King Bhumibol Adulyadej.

UNICEF Thailand continued to prioritize partnerships with the corporate sector both around child rights and business engagement and private-sector support to fund-raising efforts. One key development around Children’s Rights and Business Principles was engaging 60 companies (including 50 listed in the Stock Exchange of Thailand and 2 state enterprises) through trainings, resulting in identification of concrete actions by companies on child rights. UNICEF Thailand equally maintained extremely strong partnership collaboration with a range of private-sector partners ‘champions’ engaged for children’s rights both in program initiatives as well as substantial financial donations channels, most notably Sansiri PLC, DTAC, Tops and the Central Group.

UNICEF Thailand supported the United Nations Resident Coordinator in advocacy on the situation in the far South and contributed to the preparation of the Special Representative of the Secretary-General report on Children Affected by Armed Conflict. Expanded partnerships with civil society organizations included support for advocacy for policy changes and reporting to the Convention on the Rights of the Child (CRC) Committee.

**Humanitarian Assistance**

Thailand has invested substantial efforts over recent years to boost its capacity to respond to natural disasters. Preparedness has focused particularly around floods and droughts, with a clear impact on the Government’s response effectiveness, as seen in 2016. Humanitarian assistance support from UNICEF Thailand thus focused mainly on vulnerable migrants and refugees and children affected by violence in the far South.

UNICEF Thailand continued to monitor the arrival of Rohingya families from Rakhine State (Myanmar) and noted a small number of families arriving in Thailand in 2016. The Government of Thailand, through the MSDHS, provides shelters for displaced families from Myanmar and Rohingya refugees, including separated and unaccompanied children. In 2016, UNICEF Thailand provided support for the temporary recruitment of a facilitator and an interpreter for one of the most crowded government shelters, the Phang Nga Shelter for Children and Families. The shelter is currently housing 87 Rohingya: 25 boys, 38 girls and 24 women. The two temporary staff members who UNICEF Thailand supported provided necessary services and engaged in activities with children, responding to the increased demand for assistance and support from the Rohingya families.

In 2016, UNICEF Thailand continued to coordinate with the Office of the United Nations High Commissioner for Refugees to maintain the Government of Thailand’s awareness about children in detention centres requiring to be moved to government shelters. This resulted in regular and open discussions between the Bureau of Immigration and the MSDHS aimed at clarifying and finding potential solutions in the best interests of the children in question, notably around alternatives to detention.

Violence continued to affect children in the southernmost border provinces of Thailand. The study on orphans in the far South, entitled ‘Access, Utilization and Impact of Aid Programmes for Orphans in the Deep South of Thailand’, by the Prince of Songkhla
University with support from UNICEF Thailand, was completed in early 2016. The study explored the utilization and impact of aid programmes provided by the Government of Thailand during 2004–2015 on orphaned children and their families. The study found that during this period, 5,639 deaths were recognized by the military, police and designated local authorities, a prerequisite under the Cabinet Resolution and the Code of Law in order to qualify for financial compensation. Of this number, 5,075, or 90 per cent of the families approved by the three designated authorities, were provided compensation under the regulation. Disparities in access to monthly government allowances and scholarships were also reported among recognized orphans who were not enrolled in the formal education system. Many orphans still had limited access to mental health care. Through its partnership with the Region 12 Department of Mental Health of the Ministry of Public Health, UNICEF Thailand pursued its efforts to provide affected children with appropriate psychosocial support through proactive outreach by trained health personnel in areas affected by violence. From 2013 to 2016, 1,348 children were assessed for signs of distress, with 465 (or 34 per cent) identified as at risk of having mental problems and supported through individual and group psychosocial support sessions.

**Emerging Areas of Importance**

Early childhood development (ECD). UNICEF Thailand and partners have steadfastly advocated for increased investments in early childhood development (ECD), helping to generate considerable understanding on the importance of the early years to human development. There is growing recognition that investment in holistic and qualitative ECD services is a key strategy for Thailand to address issues of persisting inequalities and speed national development.

One key development in 2016 was the Cabinet approval to expand the Child Support Grant to henceforth cover children from poor families up to the age of three rather than only infants under one. The grant amount was also increased to about US$17 per month from US$11. As part of multi-partner advocacy, UNICEF Thailand helped prepare regular reports for the Cabinet on implementation of the Child Support Grant, which began in 2015. This is a fantastic result for Thailand’s youngest children and a critical decision that comes less than a year into the grant’s implementation, highlighting the importance given to vulnerable families with young children by the Government of Thailand and also the effectiveness of the grant as a support mechanism.

Thailand’s new Constitution, passed in 2016, affirmed that the State will continue to provide 12 years of free education to every child, and highlighted the beneficial impacts of ECD. Interventions across multiple domains are the focus of the National ECD Plan, which takes a holistic approach to the development of young children. The Plan was drafted in 2016, with UNICEF Thailand playing a prominent role as a technical partner. The commitment to coordinate all government programmes for children in this age cohort indicates an understanding at the highest levels that joint strategic investment in ECD using a life cycle approach from early childhood to adolescence is essential. This approach is embedded in Thailand’s overarching economic and social and development plan for 2017–2021.

Another milestone was the National Legislative Assembly agreement in principle to the draft Breast-Milk Substitutes Code Act, following five months of legal review by the Council of State, in which UNICEF Thailand participated. Detailed technical inputs provided by UNICEF Thailand contributed to evidence-based analysis and arguments in support of the legislation, expected to be passed in 2017. Once passed, this would position Thailand within the group of 39 countries that have legislation incorporating all or most the International Code of Marketing of Breast-milk Substitutes provisions.
Demographic trends in Thailand, with reduced birth rates and an aging population, have equally reaffirmed the importance of investment in the development of children in the second decade of life – reflected in Thailand’s new national social and economic development plan 2017–2021.

The second decade. UNICEF Thailand in 2016 conducted an analysis of the situation of adolescents, including emerging trends and challenges for this age cohort. Data on HIV, teenage pregnancy, mental health issues, secondary school dropout rates and other indicators of well-being revealed that adolescents in Thailand are vulnerable to many health and development risks. Adolescence is, however, also a period of tremendous opportunity, a consensus around which clearly emerged during national consultations with stakeholders and adolescents themselves.

Over the past few years, Thailand took significant steps towards adolescent empowerment. In 2015, a medical council directive was issued to provide HIV testing to adolescents below 18 years of age without parental consent. In 2016, the Cabinet approved the Adolescent Pregnancy Prevention Act, aiming to empower adolescents to exercise their sexual and reproductive rights. The national Biomedical Committee for HIV prevention is considering inclusion of innovative methods of HIV prevention and care, for example, pre-exposure prophylaxis and self-testing, in the package of national HIV-related health-care services.

As Thailand becomes increasingly digitally connected, mobile and digital technologies are opening new avenues for adolescent participation and empowerment. In one landmark innovation, UNICEF Thailand in 2016 established U-Report Thailand, a software-enabled application platform that gives a voice to children and adolescents. UNICEF Thailand was among the first country offices to launch U-Report with the smartphone app as its main interface.

The UNICEF Thailand Child and Adolescent Development and Participation component of the 2017–2021 new Thailand country programme aims to address barriers in the enabling environment, including harmful social norms, and the quality of and demand for adolescent-friendly services. With an emphasis on its role as advocator and convenor, UNICEF Thailand is working closely with the Government, United Nations agencies, non-governmental organizations (NGOs), the private sector and, crucially, adolescents and youth groups themselves to promote national capacity, policies and child-friendly services to improve adolescent health and participation. The organization made substantial headway in developing partnerships with these key actors in 2016, establishing a strong platform for its ongoing work on adolescence in 2017.

Summary Notes and Acronyms

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<tr>
<th>Acronym</th>
<th>Description</th>
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<tr>
<td>CMT</td>
<td>Country Management Team</td>
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<td>CRC</td>
<td>Convention on the Rights of the Child</td>
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<td>ECD</td>
<td>early childhood development</td>
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<td>HACT</td>
<td>Harmonized Approach to Cash Transfers</td>
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<td>ICT</td>
<td>information and communication technology</td>
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<td>LTA</td>
<td>Long-Term Agreement</td>
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<td>MDGs</td>
<td>Millennium Development Goals</td>
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<td>MICS</td>
<td>Multiple Indicator Cluster Survey</td>
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<td>MOSS</td>
<td>Minimum Operating Security Standards</td>
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<td>MSDHS</td>
<td>Ministry of Social Development and Human Security</td>
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<td>NGO</td>
<td>non-governmental organization</td>
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<td>NSO</td>
<td>National Statistical Office</td>
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Capacity Development

In 2016, UNICEF Thailand focused capacity-building efforts on staff at 24 pioneering ECD demonstration centres with 2,700 children to ensure these facilities are able to apply quality early learning development standards.

UNICEF Thailand also developed the capacities of 320 ‘Teen Managers’ – focal persons for implementing new adolescent programmes aimed at improving adolescent health and development outcomes.

For the first time in Thailand, a group of 30 public prosecutors were trained on child sensitive procedures, with UNICEF Thailand support, while a guidance manual developed by the Office of the Attorney General was shared with the country’s more than 3,000 prosecutors.

Priority was also given to results-based management. UNICEF Thailand conducted results-based management training for line ministry staff to help them develop key results for the next National Child and Youth Development Plan, and with the Ministry of Public Health for developing an adolescent health strategy. Although results-based management is key to planning, it is not yet understood by many government partners.

With Thailand due to report to the Committee on the Rights of the Child in 2017, UNICEF Thailand supported training on research design and methodology for 50 Child and Youth Council representatives to collect data and information for a complementary CRC children report. It also supported capacity building of parents to ensure online safety for children, including publication of a parental guidebook jointly with DTAC on digital safety, reaching an estimated 90,000 parents. Other initiatives included: training of 100 nurses on breastfeeding support to mothers; and capacity development for 25 media practitioners and a seminar for 30 news editors on child rights and ethical news reporting. UNICEF Thailand facilitated capacity building for 60 teachers and health officials in eight pilot Special Education Centres to improve health services for children with disabilities, designed to reach out and benefit 514 children in eight provinces.

Evidence Generation, Policy Dialogue and Advocacy

In 2016, UNICEF Thailand continued to generate evidence to further ensure the progressive realization of the rights of children. The situation analysis it supported on adolescents, for example, was key to highlighting the challenges and opportunities that adolescents today face, helping to shape effective programming in this area.

Evidence combined with advocacy was instrumental in convincing the Cabinet in March 2016 to adopt an expansion of the Child Support Grant to enable children up to age three from poor families to receive a monthly grant, thus extending the social protection net to more young children. Furthermore, UNICEF Thailand continued to advocate, based on evidence, for effective and efficient implementation of the Child Support Grant scheme with members of the National Committee on Children and Youth and the Sub-Committee on
ECD, in charge of Child Support Grant implementation.

The MICS 2015–2016 was completed, with UNICEF financial and technical support, providing the latest evidence on the situation of children and women in Thailand. Valuable MICS data will underpin the equity-based national baseline and monitoring process for the Sustainable Development Goals (SDGs).

In a landmark move in November 2016, the National Legislative Assembly agreed in principle to the draft Breast-Milk Substitutes Code Act, bringing it to the last stage of the legislative process in Thailand. This follows a decade of intensive public and private advocacy by UNICEF Thailand and a coalition of partners for adoption of the legislation, harnessing evidence-based analysis in support of their case. The advocacy was also aimed at countering the public communication of breast-milk substitutes producers opposed to the legislation.

The systematic use of evidence for decision-making purposes by UNICEF Thailand was further enhanced by the launch of a comprehensive assessment of mother tongue education being pioneered in 15 schools in the far South. This will serve to drive future expansion of the programme.

**Partnerships**

In 2016, partnerships remained at centre stage for UNICEF Thailand, with collaboration paving the way for progress in key areas of programming. Eight new Programme Cooperation Agreements and three Memorandum of Understandings were signed during the year.

In child protection, UNICEF Thailand organized a gathering for more than 30 organizations to discuss online child protection, the focus of its #ENDviolence campaign in 2016. On adolescent health, UNICEF Thailand cemented a new partnership with four Ministry of Public Health departments to increase their capacity to implement effective interventions. Linked to its work on adolescent HIV prevention, UNICEF Thailand partnered with five organizations to support the creation of a network of youth living with HIV and AIDS. UNICEF Thailand, meanwhile, broadened its work with UNESCO to include the comprehensive education sector plan for 2017–2031, and joint advocacy to strengthen the quality of education in small schools, which dominate the sector.

UNICEF Thailand is one of six partners who signed an Memorandum of Understanding to promote breastfeeding in the workplace, critical to helping working mothers establish and sustain exclusive breastfeeding for the recommended six months. The organization also entered a partnership with Sansiri PLC and the Ministry of Public Health for the immunization of children on construction sites — children who otherwise might never receive these vital services. An Memorandum of Understanding between UNICEF Thailand, four government agencies and Special Olympics Thailand ensured health screening of children with intellectual disabilities in eight pilot Special Education Centres, with the goal of expanding this model throughout Thailand from 2017.

UNICEF Thailand worked to improve the protection of children from sexual exploitation in the tourism sector, including through projects with ECPAT International and Friends International that sensitized tourism and travel companies and communities around the country.

**External Communication and Public Advocacy**

In 2016, communication and public advocacy remained a key strategy in achieving results across the country programme and for fund-raising.
A public media launch in June of findings in *The Lancet* on the health benefits of breastfeeding and the two-week period in August around World Breastfeeding Week and Thai Mother’s Day were two valuable opportunities to promote public dialogue about breastfeeding, further strengthening the enabling environment in support of nutrition and the Breast-Milk Substitutes Code Act.

Strategic media engagement on the Child Support Grant generated increased media buy-in on the scheme’s expansion. This included a media visit for 13 senior journalists to Buriram Province (north-east) to visit families receiving the grant, in advance of Cabinet deliberations. This therefore contributed to successful advocacy for expansion of the scheme from infants under 1 to children aged 3.

A 30-day ‘glocal’ digital campaign in July and August, along with public events and a joint launch with DTAC on a guidance manual for parents to protect children in the digital age, helped raise awareness of the importance of child online protection. Drawing on global content and local evidence, the campaign communicated mainly through social media. One outcome was an invitation for UNICEF Thailand to contribute to the development of a national strategy for the protection of children online, opening the door to long-term advocacy and impactful national policy dialogue on this emerging issue.

UNICEF Thailand’s strong media outreach to mark global recognition for Thailand’s elimination of mother-to-child transmission of HIV helped raise awareness of ongoing challenges in reducing new HIV cases in the country, particularly among young people at high risk of exposure.

An advocacy strategy for mother tongue education was developed with diverse partners and a media trip to the far South was conducted to build public awareness and support for the mother tongue education approach.

**Identification and Promotion of Innovation**

In 2016, UNICEF Thailand increased its focus on experimenting with innovative approaches to communication, programming and fundraising. A major achievement was the establishment of youth empowerment tool U-Report in Thailand and its integration with the Government’s youth network. RapidPro, the open-source software platform behind U-Report, was also used for internal communication, gathering ideas from staff for the annual staff retreat.

The retreat itself focused on innovation under the theme: ‘How will UNICEF Thailand become the UNICEF of the future?’ Facilitated by a company specializing in innovation training, staff teams came up with over 3,000 innovative ideas. Following the retreat, working groups were set up to develop the best of these ideas for implementation. The retreat also aimed to bring innovation to UNICEF Thailand as a long-term mind set and incorporate new ways of thinking and doing into its daily work.

In November, UNICEF Thailand joined 16 other country offices in the ‘HLM3 Youth Innovation Challenge’, an opportunity for youth to contribute to the high-level meeting between regional governments in Kuala Lumpur. The competition tapped into the potential of youth to design solutions to challenges in three areas: violence against children, social protection, and universal health care. UNICEF Thailand supported three Thai participants, one of whom was awarded one of the top three prizes of the innovation challenge, a recognition accompanied by seed funding to implement her idea.

Experimentation continued in digital and social media to support programmes, fundraising, advocacy and communication. One example was the use of groups on Facebook and LINE,
a popular messaging app, to share knowledge on ECD among partners, and between teachers and caregivers. More than 330 members signed up in the first phase. UNICEF Thailand played a key role in stimulating group discussion, analysing information, and providing photos and other content.

### Human Rights-Based Approach to Cooperation

UNICEF Thailand provided support to the Ministry of Justice and MSDHS to implement key recommendations following the presentation of Thailand’s Universal Periodic Review to the United Nations Human Rights Council in May 2016. Child-focused recommendations stemming from the review focused on violence against children and increasing the minimum age of criminal responsibility. Following significant advocacy and outreach efforts by UNICEF Thailand together with the Majestic Group – a Thai Consortium of Senior Thai experts in protection and legal matters, focused on children's rights – a draft amendment to the Criminal Code to increase the minimum age of responsibility from 10 to 12 was completed and is under submission to the Cabinet.

UNICEF Thailand prepared a complementary report on priority concerns on the rights of children with disabilities in Thailand for the Convention on the Rights of Persons with Disabilities review in 2016. Technical support was equally provided to seven working groups preparing Thailand’s report to the Committee on the Rights of the Child, due for submission by October 2017. UNICEF Thailand also supported capacity development for some NGO members of the CRC Coalition, which is taking the lead on producing a complementary report for the Committee on the Rights of the Child on challenges to the fulfilment of child rights in Thailand.

Another rights-based strong programmatic thrust revolved around advocacy regarding the rights of children with disabilities, strongly highlighted through the ‘healthy communities’ project undertaken with Special Olympics Thailand. This initiative saw 483 children from eight pilot Special Education Centres screened for their health status and referred for medical care as required.

UNICEF Thailand supported capacity development of 65 teachers in Migrant Education Coordination Centres in Mae Sot, providing data to local authorities on 7,069 male, and 6,852 female migrant students in order to successfully gain official recognition for their access to these centres. UNICEF Thailand continued to promote innovative teaching methods, including multi-grade teaching and bilingual education for students whose mother tongue is Patani Malay with a view to highlights the potential gains in learning outcomes for young children able to benefit from mother tongue teaching particularly in early years of schooling.

### Gender Equality

UNICEF Thailand continued to prioritize focus a range of program interventions on gender equality in 2016. Working with partners, UNICEF Thailand continued to build on various initiatives to address key gender-related issues, such as raising awareness about widespread violence against children, including high levels of sexual abuse against girls in Thailand, as evidenced by Ministry of Public Health data.

As part of its adolescent development and participation programme, UNICEF Thailand is working with the Ministry of Public Health and the NGO Path2Health on promoting the appropriate use and understanding of the existing comprehensive sexuality education curricula by girls and boys, as well as their access, both in school and through remote connectivity, to trained public health professionals. This aims to boost their understanding of healthy lifestyles and safe behaviours and how persisting gender inequalities in relationships
create increased vulnerabilities not only for girls, leading to high adolescent pregnancy rates, but for boys as well, with equally worrisome high sexually transmitted infections and HIV prevalence rates among adolescents.

UNICEF Thailand invested significant efforts to the development of a national adolescent pregnancy prevention strategy in 2016, part of concerted efforts by the Government to reduce Thailand’s high teen pregnancy rate. One consequence is the tendency of pregnant girls to drop out of school, thus affecting their education. UNICEF Thailand jointly with other United Nations agencies completed a study on comprehensive sexuality education, which brought out gender perspectives and issues around sexuality.

UNICEF Thailand and the Regional Office in 2016 organized gender equality training for 30 Ministry of Education staff. Materials included a World Bank study on Gender in Education in Thailand, which examines gender stereotyping and gender norms in schools.

The new UNICEF Thailand country programme is advocating for high-impact and gender-sensitive interventions based on the use of evidence-based planning with data disaggregated by sex and age and, where possible, disability. Data disaggregated by sex are reflected in the planned results of the new country programme.

**Environmental Sustainability**

In 2016, UNICEF Thailand partnered with the Ministry of Education to adopt the Comprehensive School Safety Framework, aimed at reducing risks from all hazards and focusing on safe learning facilities, school disaster management, and risk reduction and resilience education. This framework was guided by the Sendai Framework Disaster Risk Reduction 2015–2030, which outlines seven clear targets and four priorities for action. UNICEF Thailand continued to support the Thailand School Safety Network, an integrated platform for coordination, collaboration and mutual capacity building among members to support the Ministry of Education’s technical capacity on disaster risk reduction and environmental sustainability.

UNICEF Thailand, together with Save the Children, conducted a survey on Comprehensive School Safety and Education in Emergencies to assess practices at schools and the capacity of management to support disaster risk reduction. The findings fed into a comprehensive school safety manual for management and teachers, which will be trialled in 50 schools throughout the country in 2017.

Workshops on Children’s Rights and Business Principles conducted for staff of 60 companies by the Thaipat Institute, a certified Global Reporting Initiative trainer, included discussions on respect and support for children’s rights linked to the environment and to land acquisition and use.

UNICEF Thailand has aligned itself with United Nations-wide efforts on ‘greening the blue’ to achieve environmental sustainability in its operations. Systematic efforts on this front include reporting and investing in sustainable energy and resource efficient premises, facilities and operations. The office design committee has considered ‘greening the blue’ as a core guideline for its work, applied also to waste management, use of safe energy and developing eco-friendly premises.

With the installation of a solar power system in 2015, UNICEF Thailand continued to decrease electricity consumption. Savings for the first 10 months of 2016 are estimated at US$3,020, with substantial cost savings expected over the long term. UNICEF Thailand’s premises will also be included in the wider Compound Greening project, aimed at reducing the environmental footprint. The project has been launched, with a structural assessment of
the UNICEF Thailand building started. Parallel work is ongoing to identify contributing partners and a company that will undertake a feasibility study for the project.

**Effective Leadership**

Following the annual management review, the country management team (CMT) adopted its 2016 Annual Management Plan, including annual office-wide management, programme and operational priorities, management key performance indicators, programme and operational risks, control mechanisms and governance structure.

Monthly key performance indicator reports and scorecards were reviewed at each monthly CMT meeting as a standing agenda item, including direct cash transfers and funds utilization status, and monitoring of the Harmonized Approach to Cash Transfers (HAICT) annual assurance plan (100 per cent). Key performance indicators were generally on track and, when necessary, corrective actions were taken. Programme performance was similarly reviewed at monthly programme meetings designed to take stock of progress against annual workplan objectives.

Two key performance reviews were organized at mid and end-year to gauge performance against yearly objectives, celebrate successes and pinpoint potential bottlenecks and required response strategies.

In April 2016, UNICEF Thailand revisited its comprehensive risk and control self-assessment exercise aimed at developing a common understanding of risks identified and mitigation measures put in place. The process was facilitated by Moore Stephens UK through a regional initiative to provide support to country offices in the region for a risk management workshop.

Risks and opportunities related to UNICEF Thailand’s engagement with private-sector partners were also addressed through bimonthly meetings gathering staff from management, Private Sector Fundraising (PSFR), Communication and Children’s Rights and Business Principles teams.

UNICEF Thailand’s statutory committees met regularly as planned. For greater efficiency, several committees, including the Property Survey Board, the Crisis Management Team, the Joint Coordinating Committee and Job Classifications Panels jointly served UNICEF Thailand and the Regional Office. The 2015 standard operating procedures on field monitoring visits was reviewed based on lessons learned from implementation.

The business continuity plan was revised in July 2016.

**Financial Resources Management**

The country management team systematically reviewed management key performance indicators (standard agenda item), including budget and financial monitoring and monitoring of the HAICT annual assurance plan.

HAICT assurance plan targets were met: 36 spot checks, 90 programme visits, 7 micro-assessments and 6 audits (including finalisation of three conducted in 2015) were completed. Direct cash transfers were liquidated within the six-month time frame with a few exceptions not exceeding nine months.

The total funds utilization was US$12.942 million, or 107.85 per cent, against a planned amount of US$12 million, and US$9.841 million spent. PSFR income was US$14.4 million,
which contributed US$4.1 million to global regular resources, including US$600,000 to regional thematic funding. The in-scope financial transactions and Master Data Management were successfully migrated to the Global Shared Services Centre as of 23 May 2016.

The PSFR online banking business was launched in the second quarter of 2016, aimed at improving the performance of online fund-raising. UNICEF in Thailand negotiated with the Bangkok Bank Public Co. Ltd. to reduce bank commission fees on credit card donations. Effective 20 October 2016, the following rates have been obtained: 1.4 per cent for mail orders and 1.8 to 1 per cent for Visa and Master Card, against a previous flat rate of 2.5 per cent. Savings are estimated at US$7,200 per month.

UNICEF in Thailand operates eight bank accounts: three for the Regional Office and five for UNICEF Thailand, including four dedicated to the local fundraising operation. Based on Division of Financial and Administrative Management recommendations, the new bank account with Standard Chartered (Thailand) in United States dollars and Thai baht was opened in October 2016 and will be operational from January 2017.

In 2016, 921 payment vouchers totalling around US$10.5 million were processed through cheques and iCash (online banking). Monthly bank reconciliation of the bank accounts managed by UNICEF Thailand was submitted to Global Shared Services Centre for further timely processing.

Fundraising and Donor Relations

In 2016, UNICEF Thailand raised US$14.6 million and recruited 8,040 new pledge donors, bringing the number of active monthly donors to 70,000.

Funds raised provided 100 per cent of other resources for the planned UNICEF Thailand country programme. The balance of funds was split between global regular resources, the Regional Thematic Fund, the global emergency fund and specific emergencies such as the Ecuador earthquake.

A majority of the monthly donors were recruited through face-to-face fund-raising. UNICEF Thailand worked to ensure that donors can make sustained monthly payments, are kept up to date with UNICEF activities, and understand the impact their donations have on children’s lives. UNICEF communicated frequently with donors through newsletters, special reports, briefings from Goodwill Ambassadors and updates on social media (e.g., Facebook, Twitter and LINE).

A well as the individual donor programme, UNICEF Thailand has growing philanthropy and corporate engagement programmes that build strategic partnerships with high-net-worth individuals and companies. In 2016, UNICEF Thailand strengthened relationships with Sansiri, DTAC, TOPS supermarket and the Central Group. To maintain relationships at this level, UNICEF Thailand provides more customized and detailed reports that match the individual’s/company’s area of interest plus special briefings and field visits.

UNICEF Thailand had no formal donor reports due in 2016.

Evaluation and Research

The integrated monitoring and evaluation plan /PRIME was updated quarterly in 2016 and reviewed by the country management team. UNICEF Thailand is spending 1 per cent of total programme expenditure on evaluation. In 2016, the Research and Knowledge hub met five times and examined seven cases to provide internal quality assurance for research, coordinate ethical reviews and external peer reviews, and facilitate knowledge management.
The costed evaluation plan for the country programme 2017–2021 was jointly prepared and approved by the UNICEF Executive Board in September 2016. The costed evaluation plan received the highest rating by a quality review in 2016 of UNICEF Country Programme Documents. As part of the review, UNICEF Thailand’s Strategic Notes also received a ‘high quality’ rating. To strengthen evaluation of the next country programme, two baselines were initiated.

In 2016, UNICEF Thailand launched an evaluation of its advocacy work aimed at improving advocacy as a key strategy in the new country programme. A reference group was established, including advocacy and evaluation experts from different UNICEF country offices. However, the initial report did not meet quality standards, thus the contract was terminated and the evaluation postponed to 2017.

Management’s response to the evaluation of the National Child and Youth Development plan was finalized by the CMT and uploaded to the evaluation management response tracking system.

The Thailand Evaluation Network, with technical support from UNICEF Thailand and the Canadian Evaluation Society, developed an evaluation course and organized a training workshop for line ministries and NGOs in October 2016.

UNICEF Thailand also worked with the Thailand Development Research Institute to assist the Department of Children and Youth of the MSDHS to develop an impact evaluation plan for the national Child Support Grant programme. Implementation of this plan began during the year. Baseline data for the impact evaluation were collected and a draft report is under way.

Efficiency Gains and Cost Savings

In 2016, UNICEF Thailand continued the cost-reduction strategy implemented since 2013. Work processes were revised wherever bottlenecks and redundancies were identified. The Common Services Unit’s supply team systematically undertook negotiations with contractors in efforts to ensure that best value for money was obtained during pre-contracting discussions.

In line with the overall greening initiative, the installation of solar panels was completed at the end of 2015, resulting in savings for the first 10 months of 2016 of approximately US$3,020. Greater savings are expected in the long run. Another aspect of the greening of premises was the launch of the UNICEF Compound renovation. UNICEF Thailand premises are expected to become UNICEF’s first 100 per cent green premises in the Asia-Pacific region.

In terms of savings achieved in travel, several staff have chosen to voluntarily downgrade to lower airfare costs (resulting in savings of US$4,140.41). The common services unit travel team continued to raise awareness among staff about timely travel planning to obtain the most cost-effective bookings as well as advocate for a paperless office by encouraging colleagues not to print travel authorizations (in line with guidance from headquarters issued in 2016).

Supply Management

In 2016, the common services unit’s supply team supported UNICEF Thailand, the Regional Office and UNICEF country offices in the region with procurement activities, identifying cost-
effective supply strategies and implementing efficient business processes. Support included issuing bidding exercises that resulted in multiple-year long-term agreements (LTAs), opening LTAs for use by country offices, making active efforts to increase the bid response rate by issuing Requests for Expressions of Interest, promoting the use of standard templates and providing guidance to respective sections on development of terms of reference.

Several new LTAs were established to secure the supply of frequently procured services, including two LTAs for UNICEF Thailand PSFR on telemarketing services.

Common Services Unit – Supply continued to participate in the inter-agency Procurement Community of Practice, a forum for sharing information on existing LTAs by participating UN agencies, identifying under-performing vendors and exchanging knowledge and good practices on greening initiatives.

Since September 2016, a Contracts Specialist has been on board to support increased demand from UNICEF Thailand for consistent guidance on the establishment and management of institutional contracts as well as corporate partnership agreements for fundraising purposes. This is timely as UNICEF Thailand is looking at various innovative ways of fundraising that require development of new templates/adjustment of existing templates to accurately reflect the nature of partnership arrangements.

### Procurement value of goods and services in 2016 for UNICEF Thailand (in US dollars)

<table>
<thead>
<tr>
<th>Category</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Programme supplies</td>
<td>137,971</td>
</tr>
<tr>
<td>Operational supplies</td>
<td>217,173</td>
</tr>
<tr>
<td>Procurement of goods</td>
<td>350,144</td>
</tr>
<tr>
<td>Institutional services and contracts</td>
<td>4,199,1536</td>
</tr>
<tr>
<td><strong>Total procurement (good and services)</strong></td>
<td><strong>4,899,824</strong></td>
</tr>
</tbody>
</table>

A market survey aiming to identify potential contractors for communication and PSFR activities was completed in May 2016.

**Security for Staff and Premises**

During 2016, the overall security situation in Thailand remained calm, except in the far South. Security and safety in the three southernmost provinces have been monitored by Thai authorities due to ongoing insurgency violence. During 11–12 August 2016, a series of explosions occurred in public areas in some southern provinces. However, it was mentioned that the incidents were not linked to terrorism but were aimed at creating public disturbance. These incidents highlighted the importance of maintaining security awareness among staff.

UNICEF Thailand maintained close coordination with the United Nations Office of Safety and Security (UNDSS). There were no major incidents affecting office security and staff safety in 2016. Shared security advisories, a weekly travel advisory and SMS alert messages were shared and quarterly communication tree exercises were conducted as per UNDSS guidance. New staff attended mandatory security briefings while separate briefings were conducted for staff travelling to the far South.

Following the passing of the King on 13 October, UNDSS issued guidance on possible traffic congestion in the area near the Grand Palace. Due to possible logistical challenges in accessing the office, UNICEF Thailand staff were advised to work from home on 24 October. While large numbers of mourners will continue to pay their respects near the Grand Palace over the coming months, no safety and security concerns have been reported through UNDSS.
LTA arrangements have been maintained with transportation companies across Thailand, ensuring that Minimum Operating Security Standards (MOSS)-compliant vehicles are provided for staff during field visits to improve their safety and security.

The complexity of the ongoing security situation in the far South remains a key concern for UNICEF Thailand. Close coordination with UNDSS is maintained to ensure staff can deliver programmes and other activities to the affected areas without impacting staff safety.

Human Resources

Based on programme expansion and the need to remain relevant in the middle-income country, several new/upgraded positions across sections were proposed and approved. Starting in 2017, staff headcount for local positions will be 15 per cent higher. Given implementation of global initiatives (i.e., ACHIEVE, MyCase and Talent Management), a series of staff trainings were conducted.

UNICEF Thailand maintained a 100 per cent performance evaluation review completion rate by the global deadline, and regularly held discussions on the importance of these reviews to help foster a positive management culture. Existing mechanisms were used to promote staff learning and a learning needs assessment was conducted to identify gaps to equip and retool staff for the next programme cycle. Following the assessment, the Common Services Unit supported various learning activities (i.e., staff retreat, enterprise risk management, results-based management e-module, Funding Authorization and Certificate of Expenditure training).

Implementation of different flexible working arrangements has been well accepted and applied by all staff (such as working from home). A series of staff well-being sessions (i.e., on insomnia, lower-back pain, CPR, coping with grief) were offered and three face-to-face training sessions were held on meeting the 10 minimum standards on HIV in the workplace.

As part of knowledge exchange and inter-agency collaboration, UNICEF Thailand participated in Protocol and Human Resources working groups. The Common Services Unit–Human Resources also supported: (1) the transition of human resources administration to Global Shared Services Centre, entailing new work processes and interaction with different focal points; (2) regional representative as field reference group and transition coordinator, sharing knowledge and acting as a point of contact/help desk for transitioning country offices; and (3) managing multiple recruitments while ensuring gender balance in the workforce. Alternative options for advertising through traditional and new media channels were instituted, aimed at attracting suitable male candidates.

Effective Use of Information and Communication Technology

Cloud computing system: The Office 365 desktop component tool was available to all UNICEF users on both official and personal devices. A 60 Mbps primary duplex link and 20 Mbps IPsec/backup link full bandwidth were shared by UNICEF Thailand and the Regional Office to enable secure access to the cloud-based component online tools including the Donor Perfect On-Line application platform.

Information and communication technology (ICT) network: The WiFi network was improved, achieving 100 per cent coverage for UNICEF Thailand and the Regional Office through an increased number of wireless access points to a total of eight.

Mobile technology: Mobile phone/SIM cards with unlimited mobile data access service were provided to essential users to enable access to the cloud-based office automation tools from anywhere at any time.
Skype for Business was available and six good-quality conference webcam devices have been provided to all sections chiefs. The 360-degree high-quality conference station (Polycom CX5000) was utilized to support the use of the office automation tool.

Telephony application: The Contact Centre system was implemented for PFSR together with a new application providing an interactive voice response to donors via telephone lines to improve interactions with donors.

Development of SharePoint Online: A UNICEF Thailand dedicated site was launched, allowing staff access to documentation and facilitating online information access.

Digital and social media: UNICEF Thailand was active on five social media platforms: Facebook (124,691 Likes), Twitter (18,115 followers), YouTube (5,864 subscribers), Instagram (2,173 followers), and LINE (1,840,776 fans).

Facebook and Twitter were most actively used to engage online supporters directly and to reach online influencers for advocacy, communication and fund-raising.

YouTube was used for all video content. UNICEF Thailand experimented with youth-led video content with its youth network partner, YNET. LINE was used for big fundraising campaigns, online polls and to celebrate relevant events.

**Programme Components from RAM**

**ANALYSIS BY OUTCOME AND OUTPUT RESULTS**

**OUTCOME 1:** Strengthened national systems for social policy and economic analysis, generating evidence and monitoring the situation of the most vulnerable children.

**Analytical Statement of Progress:**

In 2016, UNICEF Thailand continued its efforts to build national capacity in social policy and economic analysis. Following the Prime Minister’s endorsement in 2015 of a proposal for a Child Support Grant for infants aged 0–12 months, initial feedback focused on the remarkably fast progress achieved during the first months of grant implementation. This assessment was made by major think tank Thailand Development and Research Institute, with the support of UNICEF Thailand and in partnership with the Economic Policy Research Institute (South Africa), the Thai Health Promotion Foundation and Khon Kaen University. This response and additional analysis on the poverty reduction effects of the Child Support Grant, public media advocacy and lobbying by UNICEF Thailand resulted in the decision by the Cabinet in March 2016 to expand the Child Support Grant to children up to age 3 and increase the monthly grant to 600 baht (around US$17) from 400 baht (US$11).

Furthermore, a national impact evaluation panel was launched in April 2016 with the financial support of UNICEF Thailand and the Thailand Health Promotion Foundation. The panel will help national partners understand the Child Support Grant’s impact on young children from the poorest households. The policy decision by the Cabinet marks a huge step in the progressive realization of children’s rights to income security.

UNICEF Thailand strategically seized the opportunity of the third high-level meeting on children, ‘A Billion Brains: Smarter children: Healthier economies’, held in November 2016 in Kuala Lumpur, Malaysia, to organize a national consultative process on child-sensitive social protection in Thailand. Through UNICEF Thailand’s convening role, the meeting reached a consensus on the importance of child-sensitive social protection for the development of children’s cognitive abilities. The following strategic aims were adopted: (i) closing the social
protection coverage gap for children 3–6 years old who remain outside the reach of the Child Support Grant; (ii) optimizing the efficient implementation and coverage rates of existing schemes, especially for vulnerable children in Thailand (including children with disabilities, those living with HIV, internal migrants and children living without their parents) to achieve maximum impact and address inequities in access and outcomes for children; (iii) increased investment in ECD; and (iv) analysis of the impact of existing grants, effectiveness of the linkages between child-sensitive social protection and child protection, the role of professional social workers, and the overall ECD strategy for Thailand.

Adjustments to Thailand’s free education policy represented another success in the policy arena. Changes to education policy were piloted in 2016 by the Office of Basic Education together with Thammasat University and the Quality Learning Foundation, with technical advice from UNICEF Thailand. Innovations focused particularly on the identification of poor children to improve education inclusiveness and expansion of subsidy quotas for poor students. The modifications follow the key recommendations of the Public Expenditure Tracking Survey (PETS) report on Thailand’s free education policy, conducted by UNICEF Thailand and the Ministry of Education in 2015. Once piloting is completed, the results will inform revisions to education policy aimed at ending exclusion of the most marginalized children and achieving a more equitable distribution of resources in the education sector. National partners made considerable progress in monitoring the status of children and women in Thailand with the completion of fieldwork and analysis of MICS 5, financially supported by UNICEF Thailand. While the launch of the MICS report is expected in early January, preliminary analysis of the data shows interesting trends for Thailand, which will be further explored in thematic briefs and equity reports for the 14 provinces and the Bangkok Metropolitan Authority (15 provinces were represented in the MICS, including Bangkok). Analysis of multi-dimensional child poverty conducted in 2015 by Thailand Development Research Institute with the support of UNICEF Thailand – included in the latest national report on the MDGs – have helped to frame planning and coordination of the national response to the SDGs in Thailand. Technical consultations have raised the general awareness of experts from the National Statistical Office (NSO), National Economic and Social Development Board, MSDHS and other ministries on instruments for monitoring and reporting on SDG 1.2, which calls for a reduction by at least half of the proportion of people living in poverty by 2030. Furthermore, the identification of key data and resource constraints for the child-related SDGs, a process led by the National Economic and Social Development Board and NSO and supported by UNICEF Thailand, is likely to shape the latter’s support to national partners for overall SDG monitoring and reporting over the next country programme period.

National partners led the drafting of the new National Child and Youth Development Plan (2017–2021), with the participation of a wide range of stakeholders and using an evidence-based approach. Their strategy was in line with the recommendations of a national evaluation of the previous National Child and Youth Development Plan (2012–2016). UNICEF Thailand supported the National Education Commission in developing a comprehensive ECD strategy that extends beyond early learning and the healthy development of young children. In addition, the Ministry of Public Health began preparation of a new adolescent health strategy.

Together, these initiatives highlight greater commitment by national partners to results-based planning for children and are expected to lead to improved prioritization and monitoring of results for children in the next National Economic and Social Development Plan for Thailand. The lack of knowledge about and application of results-based management for national planning and budgeting – identified by UNICEF Thailand as a major gap – is a pivotal strategy in its new country programme.
OUTPUT 1: By end of 2016, policy making on priority issues affecting children and women is strengthened by provision of evidence and analysis from high-quality studies, research and evaluations conducted by line ministries and academic institutions.

Analytical Statement of Progress:
Research and knowledge generation on the impact of internal migration on early childhood well-being and development was enhanced through UNICEF Thailand’s support of a longitudinal and mixed-method study by Mahidol University’s Institute for Population and Social Research. Once the study completed, key findings were validated and shared through a consultative meeting with national experts, policymakers and relevant ministries in early 2016. The reports are available in Thai and English. The concept note of the next phase of the study is being developed by the Institute for Population and Social Research with technical support from the UNICEF Innocenti Research Institute in Florence for improved research design and methodology.

The PETS, commissioned by UNICEF Thailand, was completed and its findings provide strong evidence for improved and more equitable allocation of funds to vulnerable children. UNICEF Thailand, working in partnership with Office of Basic Education, organized a series of policy discussions on education expenditure based on the PETS report (available in Thai and English). Office of Basic Education is currently revising education expenditure policy. To further examine issues of equity, UNICEF Thailand in partnership with Oxford Public Management conducted an assessment of public finance management for children. The report, which identifies existing and potential entry points for equity for children, is being completed. The findings will be used to inform UNICEF Thailand’s technical assistance to national partners for improvement of key stages of the planning and budgeting process towards prioritization of children’s issues.

As part of strengthening evidence generation to inform social work policy, UNICEF Thailand supported the situation analysis of social workers conducted by Thammasat University’s Social Administration Faculty in close collaboration with the School of Social Welfare of the University of California, Berkeley. A national Steering Committee was established for the study to provide strategic direction and quality assurance. The concept note on research methodology, data collection and tools was approved by the Steering Committee and field data collection is in progress.

UNICEF Thailand has an established programme of support to strengthen national monitoring and evaluation capacities through the provision of training and technical support for conducting evaluations and sharing evaluation approaches and practices. UNICEF Thailand has worked in partnership with the Thailand Evaluation Network and the Canadian Evaluation Society to develop a national evaluation curriculum and training courses. Some 25 officials from line ministries and NGOs participated in a national evaluation capacity-building workshop in Thailand organized by the Thailand Evaluation Network in November 2016. In that same month, a representative from the network participated in the International Evaluation Conference organized by the Asia-Pacific Evaluation Association in Hanoi to encourage sharing of evaluation knowledge. UNICEF Thailand has also been working in partnership with the Thailand Development Research Institute and the Department of Children and Youth to develop a monitoring and evaluation system for the Child Support Grant programme to provide long-term evaluation support and strengthen the capacity of the Government for policy monitoring. The review on building national evaluation capacity showed the need to further invest in increasing demand for evaluation among national stakeholders. This will remain a priority throughout the new country programme.

OUTPUT 2: By 2016, national strategic planning and programming processes are strengthened through the use of monitoring data on the situation of children and women, especially those with multiple deprivations.
**Analytical Statement of Progress:**

UNICEF Thailand commissioned a national situation analysis on children and women to inform the new National Child and Youth Development Plan, in partnership with the Department of Children and Youth (MSDHS). To ensure that the plan embraces results-based management principles, capacity building in results-based management was conducted for about 50 representatives from line ministries, civil society, NGOs and academia. This helped the MSDHS introduce a new approach to the national planning process. Using quality evidence for decision-making remains a key capacity gap among national partners and will be addressed as a priority in the next country programme.

UNICEF Thailand invested in additional analysis on children with disabilities, both for its own situation analysis and the preparation of a ‘shadow’ report for the Convention on the Rights of People with Disabilities review in early 2016. Both led to clarification of key directions for advocacy, programming and improved social protection for children with disabilities. The capacity of Children’s and Youth Councils capacity was strengthened through UNICEF Thailand’s support of a report being produced by children themselves on the implementation of child rights for the next periodic reporting to the Committee on the Rights of the Child. The Department of Children and Youth and UNICEF Thailand organized a series of capacity-building sessions for Children’s and Youth Councils on research design and methodology, the identification of priorities and report writing. The research is intended to document the unfulfilled rights of children, in particular children living in poverty, migrant and hill tribe children and children living in the far South. The Children’s and Youth Councils collected field data in December 2016 and the report will be finalized in early 2017.

With technical and financial support from UNICEF Thailand, the NSO completed fieldwork for the MICS 5 in early 2016, with a response rate of more than 95 per cent. Four NSO staff participated in the weeklong Global MICS Data Analysis and Dissemination workshop held in April. The workshop helped the NSO to customize MICS data sets, calculate weights, finalize the sampling and produce tabulations for each module. A Key Findings Report was completed and approved by the national Steering Committee. A national launch is planned for the MICS national report early 2017 and equity reports from the 15 provinces represented are in progress. The MICS data will be used for setting baseline data for the SDGs related to children. Furthermore, UNICEF Thailand commissioned a consultant to identify key priority areas of focus for the SDGs and children in Thailand and the next UNICEF Thailand country programme. Findings were shared among key stakeholders, including the National Economic and Social Development Board, NSO and Department of Children and Youth in December 2016.

UNICEF co-organized a workshop in July attended by about 40 participants from the Thailand Development Research Institute, National Economic and Social Development Board and NSO on multi-dimensional child poverty geared to improving the monitoring and reporting of SDGs in Thailand. The workshop examined different ways to measure poverty and carry out multidimensional poverty analysis and the use of survey data. This initiative, together with the capacity building for National Economic and Social Development Board staff on the Multidimensional Poverty Index, is expected to help monitor multiple aspects of child poverty under SDG 1.2 for Thailand.

**OUTPUT 3:** By 2016, the national social protection system for children strengthened by introduction of a child support grant.

**Analytical Statement of Progress:**

UNICEF Thailand’s primary investment in 2016 focused on supporting the Department of Children and Youth to use evidence and different media channels for policy advocacy to expand coverage of the Child Support Grant. On 22 March 2016, the Cabinet approved the
extension of the Child Support Grant scheme to allow children from poor and near poor families up to 3 years of age (from 0–1 year currently) to receive a monthly grant of 600 baht (about US$17). The Bureau of Budget allocated 1.13 billion baht (US$31.7 million) for implementation of the Child Support Grant for the 2017 fiscal budget year. UNICEF Thailand continued its advocacy support by helping with the preparation of regular reports to the Cabinet on the roll-out of the Child Support Grant scheme.

During its first year of implementation from October 2015, a total of 152,616 women were enrolled in the Child Support Grant programme, accounting for 119.23 per cent of the target beneficiaries (as of October 2016). National partners experienced significant operational challenges, which included: the need for improved registration and database and an enhanced data quality and management information system; and links between the management information system and the databases of other government schemes and its e-payment system. There were also challenges with the overall coordination of registration and payment with the Ministry of the Interior and its local branches.

To address these challenges, UNICEF Thailand provided support to the Department of Children and Youth to improve registration processes and the verification of the Child Support Grant beneficiary database at both national and sub-national level. UNICEF further supported the Child Support Grant management information system’s online linkage with other relevant ministries (i.e., Ministry of the Interior and Ministry of Finance’s payment system). To spur knowledge sharing and build awareness among staff from national and provincial social development offices and the Bangkok Metropolitan Authority, UNICEF Thailand supported an extensive review with national partners on the lessons learnt and regional differences in implementation, as well as the documentation of Thailand’s experience in the management of the Child Support Grant policy. A key implementation bottleneck related to the understanding of professionals as to what constitutes child sensitive social protection. To address this gap, UNICEF and the Department of Children and Youth have prioritized tailor-made capacity building for the department and other key relevant government officials, coupled with a focus on monitoring and evaluation and strategic planning for the next steps of Child Support Grant implementation.

In 2016, UNICEF Thailand helped support the establishment of a national evaluation panel to examine the impact of the Child Support Grant in Thailand. The baseline report is expected in early 2017 and together with the final report will serve as a basis for continued advocacy for expansion of the Child Support Grant for children up to 6 years of age. The Thailand Development Research Institute is leading this initiative, with technical guidance from UNICEF Thailand and the Economic Policy Research Institute (South Africa), and in Cooperation with the Thailand Health Promotion Foundation and Khon Kaen University.

**OUTCOME 2:** Strengthened national systems for reducing disparities and social exclusion and increasing protection of children from violence, abuse, neglect and exploitation.

**Analytical Statement of Progress:**

The MDGs Thailand Report, published in 2016, highlighted that Thailand has not achieved MDG 2: universal primary education. The primary net enrolment rate was 87.9 per cent for 2014 – the most recent available data. Late enrolment was identified as a significant factor, as well as the challenge of dropout from primary school.

The secondary net enrolment rate was reported at 68.4 per cent (MDGs report) with little recent progress made despite considerable investment in education (20 per cent of the national budget). The UNICEF and UNESCO Institute of Statistics Out of School Children study calculated the secondary dropout rate at approximately 5 per cent. It also highlighted several disparities in access to education within Thailand based on wealth and geography (an ongoing focus of UNICEF Thailand’s advocacy in education), although gender disparities
were largely absent. For the study, UNICEF worked with the Ministry of Education to identify bottlenecks to inclusion. The cost of schooling, ineffective management and use of data as well as inequitable allocation of resources were identified as primary barriers. UNICEF will work with the Ministry of Education to implement recommended strategies to address these barriers, in particular on local level data management and planning.

The 2016 secondary school national exams results highlighted low learning outcomes, with mean student scores below 50 per cent recorded in eight out of nine subjects, with noticeable inequalities between large urban and small rural schools.

During the country programme period, UNICEF Thailand and partners advocated for increased investments in ECD, creating a critical mass of support on the issue. The new Constitution passed in 2016 affirmed that the State shall provide 12 years of free education to every child, and stressed the importance of ECD services, focusing on physical, cognitive, emotional and social development.

The MSDHS, in partnership with the Centre for the Protection of Child Rights, an NGO, completed the initial demonstration of operational child protection systems in 10 provinces and 40 sub-districts. This initiative precedes the creation of sub-district child protection committees, mandated by the Child Protection Act, whose draft amendment has been finalized. Referral systems have been put in place in all 40 sub-districts. All multi-disciplinary teams with responsibilities for child protection across sectors – social welfare, education, health, security and justice – in the 10 provinces have either been re-established and/or re-trained, strengthening the response mechanisms in cases of abuse, exploitation, violence and neglect.

In 2016, there were 5,238 children under the age of 18 in juvenile justice facilities because of court verdicts. This represented 29 per cent of the 18,302 children in all juvenile justice facilities – including 690 children under age 15. A draft amendment to the Criminal Code to increase the minimum age of responsibility from 10 to 12 years has been completed and is under submission to the Cabinet. The amendment is Thailand’s response to the recommendation to increase the minimum age of criminal responsibility in the Concluding Observations of the Committee on the Rights of the Child and the Universal Periodic Review of the Human Rights Council.

In 2016, the registration of non-Thai newborns increased to 80.7 per cent from 73 per cent in 2015, an indication of the Government’s efforts in this area. Thailand was an early achiever of MDG 6: halting the spread of HIV. In 2016, Thailand was validated by WHO as having eliminated mother-to-child transmission of HIV. The mother-to-child transmission of HIV rate decreased from to 2.1 per cent in 2014–2015 to 1.9 per cent in 2015–2016. UNICEF Thailand supported the country’s preparation for validation of the elimination of mother-to-child transmission jointly with United Nations agencies.

The number of adolescent pregnancies decreased from 47.9 per 1,000 females 15–19 years old in 2014 to 44.3 in 2015 (Reproductive Health Bureau), although the rate remains relatively high. Thailand enacted a Teenage Pregnancy Act in 2016 and UNICEF Thailand provided technical inputs and contributed to the development of the national strategy for the prevention of teen pregnancy. The organization, with the Joint United Nations Programme on HIV/AIDS (UNAIDS), helped generate evidence on the incidence of HIV among young men who have sex with men and contributed as a member of the national strategy planning committee to the development of the national plan to end AIDS by 2030. A cutting-edge initiative for HIV prevention, use of oral pre-exposure prophylaxis (PrEP), was launched by UNICEF Thailand in partnership with the Government. The introduction of PrEP (particularly for older adolescents), linked to HIV testing, is part of a five-year multiple-partner demonstration project.
UNICEF Thailand completed a study on comprehensive sexuality education in schools in Thailand. The findings indicate that nearly all secondary and vocational institutions provide comprehensive sexuality education, either as an integrated or stand-alone subject or both. However, although diverse topics are covered, many institutions discuss sexuality from a point of view that emphasizes the negative consequences of sex and does not cover positive aspects to promote students’ analytic and critical-thinking skills related to sexuality.

In 2016, the Ministry of Public Health launched a review of the curriculum of parenting classes in public hospitals and health facilities, which target pregnant women and parents of young children. UNICEF Thailand provided support, in particular with the production of materials on positive parenting. However, integration of specific interventions to prevent violence against children is still a challenge for the health sector and will continue to require UNICEF Thailand’s support. As a result of the organization’s advocacy, strengthening parenting skills was identified as a priority in the National ECD Plan.

**OUTPUT 1:** By 2016, the capacity of children's caretakers and staff in line ministries to provide equitable access to quality early learning opportunities to all children is increased.

**Analytical Statement of Progress:**

The process to develop the National ECD Plan for children up to 6 years of age spanned all of 2016, with UNICEF Thailand playing a prominent role as technical partner. Led by the National ECD Committee and involving key stakeholders from concerned ministries, the draft plan embraces a vision: that all children in Thailand develop to their full potential and have equitable access to quality ECD, health and nutrition services that adhere to national standards. UNICEF Thailand supported the development of an ECD situation analysis to underpin the planning process, and convened a planning session involving a wide range of stakeholders. The organization advocated for the inclusion of key issues such as strengthening parenting programmes and skills, adoption and adherence to early learning and development standards and the development of an implementation coordination mechanism.

In 2016, UNICEF Thailand strengthened the ‘Demonstration ECD Centre’ programme. The ECD demonstration concept is about well-trained staff demonstrating effective use of instructional and early learning materials and assessing children’s holistic development and learning, based on the national early learning and development standards. It also emphasizes strengthening engagement with and improving the skills of families to support the development of young children.

The partnership objective is to contribute to increased utilization of public ECD services by the poorest and most disadvantaged young children. UNICEF Thailand convened meetings between the main ECD service providers, resulting in a forum to plan and monitor coordinated approaches to ECD across different agencies. A scale-up plan for the ECD demonstration programme over the next five years was also developed with partners. The programme is expected to reach more than 600 ECD centres throughout Thailand. In 2016, UNICEF Thailand and partners built the capacity of 1,120 ECD professionals to provide holistic young child (3–5 years) development through a series of capacity-building workshops as well as centre-based mentoring sessions. To address the bottleneck of a lack of available effective materials, early learning and play materials were provided to 32 ECD centres and puppets to 659 ECD centres enrolling 47,682 children as part of the scale-up plans of the new country programme.

The ECD parenting programme strengthened the capacity of 246 professionals at 24 ECD centres to communicate with and counsel parents and family members on ways to support child development. Some 3,074 parents were engaged directly by the programme in 2016, and as a result have greater skills to provide quality care to children in the areas of nutrition,
UNICEF Thailand initiated a programme with the Office of Education Council to revise and update the national early learning and development standards and improve the Guidelines for Parents and Caregivers related to Care and Development during the Early Childhood Years, which will be used in parenting programmes. The update includes additional topics such as the rights of the child, eliminating violence against children, using positive communication and positive discipline methods.

OUTPUT 2: By 2016, education opportunities to promote equal learning to ethnic minority and migrant children (including children with disabilities) in primary education are increased.

Analytical Statement of Progress:
Children from migrant and ethnic minority backgrounds and children living in poor and remote areas are more likely to be out of school. UNICEF Thailand has formed partnerships with local education authorities in three northern provinces to strengthen their capacity to support the right to education for these children. In 2016, the UNICEF Thailand partnership with Mae Hong Son education authorities continued to support the management of 38 small and remote schools enrolling 952 ethnic minority children.

In Chiang Mai province, UNICEF Thailand collaborated with education authorities to provide education for 695 disadvantaged migrant children at primary level in six different locations. The organization also worked with TAK provincial education authorities to monitor and regulate 65 learning centres, registering 13,921 migrant children. With UNICEF Thailand support, the local education authorities created a database of migrant children enrolled in the non-formal learning centres and provided official recognition of and coordination support to these centres.

UNICEF Thailand supported the establishment of a public-private partnership involving the Chiang Mai education authorities and the provincial chambers of commerce, in support of migrant education. In 2016, nine private-sector companies continued to provide support to 11 schools through this partnership, and UNICEF Thailand convened two forums bringing together local business and education partners to discuss ways of strengthening the partnership. In 2016, UNICEF Thailand also began to develop a business case for public-private partnerships in education using documentation from the Chiang Mai experience in order to promote this model in other parts of Thailand.

A greater focus on the issue and strengthened data collection has resulted in a large increase in schools reporting support for migrant and ethnic minorities. The Office of Basic Education database reported that the number of schools enrolling ethnic minority and migrant children in the three provinces where UNICEF Thailand has been working closely with local education authorities was 990 in 2016 (153 in Tak, 521 in Chiang Mai, and 316 in Mae Hong Son).

While Thailand’s education policy provides for education for all children, many migrants encounter barriers to entry at school level because of discrimination and lack of information about education policy, among other factors. In 2016, UNICEF Thailand, in partnership with Save the Children, worked with the Office of Basic Education to develop inclusive enrolment guidelines with infographics and information on the policy of enrolling all children, with a particular focus on migrant children. This will be sent to all schools and will act as a practical guide for registering and enrolling migrant children.

The Out of School Children study by the Ministry of Education with UNICEF Thailand technical support was completed in 2016 but not published, pending updates from the new MICS data, which will become available in early 2017. There are noticeable disparities,
particularly by wealth and region and the study also identified the most significant barriers to accessing education, which will form the basis of UNICEF Thailand’s continued advocacy with the Ministry of Education to ensure that all children achieve their right to education.

OUTPUT 3: By 2016, the capacity of teacher and sub-national education officers to provide basic education is increased.

Analytical Statement of Progress:
International research shows the positive impact on learning outcomes of children studying in their mother tongue. The UNICEF-supported Patani Malay-Thai multi-lingual education programme in the far South of Thailand was established to model mother tongue-based education in 15 schools. The far South has low learning outcomes and where the majority of the children speak Patani Malay. The programme’s research component, conducted by Yala Rajaphat University, concluded in 2016 and the results were disseminated in October at an International Language in Education Conference in Bangkok. The assessment results demonstrated that children in the mother-tongue programme schools achieved better learning outcomes, including in Thai comprehension and writing tests, than comparison schools. The programme was awarded the UNESCO King Sejong Literacy Prize 2016, with UNICEF Thailand’s partner, Mahidol University, receiving the prize on behalf of the programme.

The Mobile Library initiative in partnership with Mae Hong Son provincial education authorities promotes reading in remote communities with low child literacy levels and where the scarcity of reading material for children in schools and at home is a barrier to literacy development. In 2016, more than 1,400 children in remote areas had access to interesting books and were supported through guided activities to improve reading skills. It also strengthened the capacity of teachers in 38 schools to engage children in reading activities, with local education partners reporting improvements in children’s reading skills in 2016. The programme also trained and provided books to over 100 youth reading ambassadors from 10 secondary schools, who then engaged younger children in their communities in reading activities.

Thailand is undergoing a reform process to address shortcomings in education and to ensure that schools adequately provide the skills that young people require in the twenty-first century. Thailand’s participation in the PISA international assessments revealed gaps in skills attainment, including in a key life skill: core critical thinking. In partnership with the Ministry of Education and the NGO Right to Play, UNICEF developed a Life Skills Education Teacher Manual, which will be officially launched in January 2017 and will be used by the Ministry of Education and schools for teacher capacity building. The manual includes video links to good teaching practice incorporating activities to develop life skills as well as sample lesson plans across all subjects and grades to provide teachers with practical guidance on life skills teaching.

UNICEF Thailand continued to support eight Teacher Resource Centres, which are hubs for capacity-building support to teachers within the local education area. In 2016, the Teacher Resource Centres provided capacity development to 1,248 teachers in 481 schools, many of which are small and whose teachers lack adequate professional development opportunities. Capacity development focused on the use of multi-media tools such as story boards, video links and software programs for life skills and language development to help bring the classroom to life and for more effective teaching of mathematics, science and technology. The capacity of 108 teachers in the far South in integrating ICT tools into classroom teaching was also strengthened.
OUTPUT 4: By 2016, capacity of school and sub-national levels to reduce and manage risks on climate change is increased.

Analytical Statement of Progress:
UNICEF Thailand continued to strengthen the institutional capacity of Thailand’s education and disaster risk reduction stakeholders in the Comprehensive School Safety Framework through partnership with the Ministry of Education and the Department of Disaster Prevention and Mitigation (Ministry of the Interior). The framework is a comprehensive approach to reducing risks to the education sector from all hazards. It aims to protect learners and education workers from death, injury and harm in schools; plan for educational continuity in the face of expected hazards and threats; safeguard education sector investments; and strengthen risk reduction and resilience through education.

Droughts and floods pose the greatest threat to Thailand, impacting the entire country to varying degrees, particularly the Central, East and South regions. In 2016, UNICEF Thailand in partnership with Save the Children finalized a survey on Comprehensive School Safety and Education in Emergencies to support capacity building of the Ministry of Education in these areas. The findings have been incorporated into various discussion platforms in the Thailand School Safety Network as well as integrated into support for a technical content review of Comprehensive School Safety for testing new training packages.

In partnership with Save The Children, UNICEF Thailand supported a needs assessment for the Comprehensive School Safety teachers’ training package, conducted with Thailand School Safety Network members, including representatives from schools and local education authorities. Training guidelines and a curriculum were drafted for the Comprehensive School Safety training-of-trainers resource persons from the different schools. The pilot training for 50 Ministry of Education educators on School Disaster Management and Risk Reduction and Resilience Education was conducted with UNICEF Thailand support. The participants were chosen based on their experience of working in education during emergencies. UNICEF Thailand and Save the children provided technical guidance and supplementary resources and materials. As a follow-up, regional trainings to trial the package have been planned for the North, South, West, Northeast and Central regions, covering 10 schools in each region. In addition, the capacity of 58 Department of Disaster Prevention and Mitigation regional office staff who will support schools in emergency preparedness has been strengthened on Comprehensive School Safety.

In 2016, UNICEF Thailand advocated with the Ministry of Education to address the issue of child drowning, which is the number one cause of mortality among young children in Thailand. Work continued the ‘swim safe’ programme, which teaches children how to swim through swimming lessons at school. The initiative was initiated with Office of Basic Education and Ministry of Public Health involvement. Office of Basic Education has identified 20 schools in 10 Education Service Areas and local education authority representatives participated in a workshop that examined programme objectives and strategies. The swim safe curriculum has been identified in consultation with Ministry of Public Health and portable swimming pools (the lack of pool facilities being a large constraint) have been procured, one for each Education Service Area. These will be operational from early 2017.

OUTPUT 5: By the end of 2016, related laws in child protection and related policies are improved to prevent, respond to violence, abuse, exploitation and neglect (Enabling Environment – legal and policy review).

Analytical Statement of Progress:
The draft amendment of the Child Protection Act of 2003 was finalized. In 2016, UNICEF Thailand supported the Sub-Committee on Law Reform in organizing two public hearings in the provinces of Lamphun and Ubon Rachathani to gather inputs from local authorities, communities and practitioners to ensure that mechanisms in the draft legislation are implementable. This was also to ensure that the mechanisms are aligned with the Child Protection Strategy, approved by the National Child Protection Committee. In addition, the technical views of professionals such as the Office of Judiciary and Social Work Council were solicited. Once endorsed by the Minister of Social Development and Human Security, the draft law will be presented to the Cabinet.

Regarding juvenile justice, both the Committee on the Rights of the Child and the 2016 Universal Periodic Review recommended that the Government of Thailand increase the minimum age of criminal responsibility, currently 10 years. UNICEF Thailand helped to convene a major meeting involving key officials from the Ministry of Justice and MSDHS, including prominent experts in child protection, to agree on actions needed to increase the minimum age of criminal responsibility to 12 and address forthcoming challenges for services for children in conflict with the law who are under the age of criminal responsibility.

UNICEF Thailand supported Juvenile Justice Week in September to raise public awareness on this issue and called for collaboration from all stakeholders to protect children in conflict with the law. Because of these efforts, the Sub-Committee on Law Reform, to comply with the Committee on the Rights of the Child and the Constitution of Thailand and supported by UNICEF Thailand, reviewed the Penal Code to increase the age of criminal responsibility to 12. The draft will be reviewed in public hearings before submission to the Cabinet. UNICEF Thailand also advocated for amendments to the legislation on Diversion and Alternative Measures to Detention, completed this year. The draft bill has been submitted to Parliament for deliberations and approval. These revisions will strengthen the application of diversion practices, and with support from UNICEF Thailand, the Department of Juvenile Observation Protection of the Ministry of Justice is developing a coordination protocol among concerned agencies accompanied by a reference manual.

In parallel, UNICEF Thailand advocated with the Sub-Committee on Law Reform for revision of the provision on the custodianship of parents (Section 1567) in the Civil and Commercial Code. This section, which allows a person exercising parental power ‘to punish the child in a reasonable manner for disciplinary purposes’, is often interpreted as legally allowing parents to practice corporal punishment on their children. UNICEF Thailand also advocated to increase the minimum age of marriage from 17 to 18 years. Law revisions will follow the same process, i.e., undergo a series of public hearings for validations and comments from various groups and sectors prior to their presentation to the Cabinet.

Law review is a long-term process and will remain a major feature of the next country programme.

OUTPUT 6: By the end of 2016, institutional capacity of police, public prosecutors and judges are strengthened to prevent and respond to violence, abuse, exploitation and neglect (law enforcement).

Analytical Statement of Progress:
Enforcement of child protection-related laws is essential to an effective child protection system. In 2016, the Police Education Bureau of the Royal Thai Police monitored how child protection knowledge was used at all 22 training centres in Thailand, a follow-up to landmark capacity development in child protection for 42 police trainers in 2015 to improve enforcement. All centres reported positively. The reference manual used in this training plus continued advocacy by UNICEF Thailand were instrumental to a revision of the Police
Education Bureau curriculum to integrate a human rights-based approach. The revised curriculum is with the Board of the Royal Thai Police Commission for final approval. Once approved, all police officers under the Police Education Bureau will be trained on child rights sensitization.

In 2016, UNICEF Thailand began engagement with the Female Enquiry Officers Club, a nationwide network implementing a similar training module to build the capacity of all 300 female enquiry officers in child protection. These officers commonly work with female victims of abuse, particularly sexual abuse, which constitutes a high percentage of all abuse cases.

In 2016, intensive training on child rights and child-sensitive procedures in the handling of juvenile and family cases was conducted for 30 pioneer public prosecutors based on a curriculum developed by the Office of the Attorney General with UNICEF Thailand input. The content is being mainstreamed into the training of public prosecutors under the Department of Juvenile and Family Litigation. The 30 public prosecutors will become child protection focal persons in the provinces, with an expansion of specialized training planned in future and continued efforts for closer coordination between the justice and social welfare sectors. A manual on child-sensitive procedures (developed in 2015) was distributed, with UNICEF Thailand’s support, to the country’s 3,700 public prosecutors. The manual serves as a guide to ensure that procedures are applied coherently and according to international norms. UNICEF Thailand provided support – sharing technical content in meetings and identifying mapping of services by stakeholders – to a network of 47 agencies participating in a Memorandum of Understanding with the Central Juvenile and Family Court to promote coordination in handling the cases of children in line with the United Nations Model Strategies and Practical Measures on the Elimination of Violence Against Children in the Field of Crime Prevention and Criminal Justice. A working protocol to implement the Memorandum of Understanding was trialled in 12 demonstration provinces, with cases involving children under close supervision of the court.

In 2016, the Ministry of Justice, with UNICEF Thailand support, reviewed the policies and regulations on diversion (alternatives to detention) for young people in conflict with the law. A series of workshops were conducted for ministry staff and justice stakeholders to review reference guidelines and working protocols among partners.

The Department of Juvenile Observation and Protection reviewed child protection policy to develop guidelines for ending violence in juvenile justice facilities. A facility in Suratthani Province will be the first to implement the guidelines following recent incidents of violence there. The new country programme will build on all these efforts.

**OUTPUT 7:** By the end of 2016, relevant stakeholders are equipped with skills to address related cases on the Optional Protocol to the CRC on a Communications Procedure.

**Analytical Statement of Progress:**
Thailand ratified the Optional Protocol to the Convention on the Rights of the Child on a communications procedure on 25 September 2012. The Optional Protocol, which came into effect in April 2014, provides for a communications or ‘complaints procedure’ that allows individuals, groups of individuals or their representatives who claim that their rights have been violated by a State that is party to the CRC or its two Optional Protocols, to bring a complaint or communication before the Committee on the Rights of the Child.

Following ratification by Thailand, a working group on the coordination of the Optional Protocol to the CRC on a Communications Procedure was established by the MSDHS. However, little progress was made over the past two years because of the lack of ownership and leadership among concerned agencies. To date, there is no comprehensive plan on the implementation of Optional Protocol to the CRC on a Communications Procedure while roles
To increase the momentum for implementation of the Optional Protocol to the CRC on a Communications Procedure, UNICEF Thailand advocated with the National Human Rights Commission of Thailand, which is mandated to monitor human rights violations in country, to take a leadership role and move implementation forward. In 2016, the Children and Education Sub-Committee of the National Human Rights Commission of Thailand agreed to organize a strategic meeting to revive the initial discussions about Optional Protocol to the CRC on a Communications Procedure. This meeting involved core agencies, including the Department of Children and Youth (Department of Children and Youth) of the MSDHS, the Department of Rights and Liberty Protection of the Ministry of Justice, Office of Judiciary, the Office of the Attorney General, and other child rights experts. The meeting focused on the identification or mapping of existing domestic remedies and services and a collective plan to mobilize implementation of the Optional Protocol to the CRC on a Communications Procedure among stakeholders.

UNICEF Thailand worked with the King Prachathipok Institute, a political academic institution, to share information already documented on domestic remedies in Thailand for use as a tool in the mapping. The MSDHS and National Human Rights Commission of Thailand officially agreed on the development of a joint workplan to support coordination and implementation of the Optional Protocol to the CRC on a Communications Procedure together with their network of partners. Under this plan, the National Human Rights Commission of Thailand will oversee the complaint mechanism and provide technical support to ensure its accessibility to children. The MSDHS will oversee the strengthening of coordination among partners and information dissemination. In order to efficiently disseminate information on the Optional Protocol to the CRC on a Communications Procedure, UNICEF Thailand has completed the translation of a child-friendly booklet on the Optional Protocol to the CRC on a Communications Procedure in Thai and will support the National Human Rights Commission of Thailand and the Department of Children and Youth in disseminating it to the public and at community level along with a Frequently Asked Questions and Answers brief in Thai. Efforts to strengthen the implementation of the Optional Protocol to the CRC on a Communications Procedure will be pursued in the next country programme.

OUTPUT 8: By the end of 2016, overall commitment and capacities at the national and sub-national levels are strengthened to legislate, plan and implement, that prevent and response to violence, abuse, exploitation and neglect at UNICEF-targeted areas.

Analytical Statement of Progress:
By the end of 2016, capacities at sub-national levels were strengthened to prevent and respond to violence, abuse, exploitation and neglect. Collaboration between UNICEF Thailand, the MSDHS and a local NGO, the Centre for the Protection of Children's Rights, resulted in the establishment of a multidisciplinary team in each of 40 ‘demonstration’ sub-districts in 10 provinces. Referral protocols were put in place; records were kept for tracking individual cases; and committees at sub-district level were able to provide initial support, and for complicated cases, referrals to provincial shelters for children and families. Each sub-district committee has about 10–15 members, including health volunteers, health promotion hospital staff, village head and teachers. One staff from the local administration office acts as a child protection focal person. UNICEF Thailand supported coaching sessions for capacity development of committee members.

Some 1,415 child protection cases were identified in 2015–2016, compared with 244 cases in 2014 before the start of the demonstration initiative. The two-year caseload included 25 cases of physical abuse, 27 of sexual abuse, 8 of exploitation, 171 of neglect, 60 of children at risk of wrong-doing and 1,079 of children at risk due to difficult circumstances. Each sub-
district organized prevention activities including identifying at-risk places in the community, life skills education for children and training for village leaders. A workshop was held with 110 participants from the 40 sub-district committees to identify successes and challenges in anticipation of an expansion of child protection systems at sub-district level. Some sub-districts were visited by the national law reform team for gathering inputs for revision of the Child Protection Act towards greater decentralization.

UNICEF Thailand and partners reached out to tourism stakeholders through advocacy and capacity development. ECPAT International and UNICEF Thailand organized a forum for 30 hotel owners in Phuket province and UNICEF supported Friends International with ‘ChildSafe’ trainings for 1,000 stakeholders in the tourism industry.

The UNICEF Thailand and Cambodia country offices conducted a field visit to assess the situation of children migrating between Cambodia and Thailand. They agreed to engage with the Governments of both countries and NGOs to ensure that documented and child friendly repatriation services are provided, particularly for separated and unaccompanied children. The UNICEF Thailand and Myanmar country offices jointly strengthened the monitoring and reporting on grave violations against children in relation to the situation in Myanmar. A workplan was drafted for advocacy and programming for children affected by armed conflict in Thailand’s far South.

While the MSDHS is committed to expanding child protection systems at sub-district level, the capacity of staff at central level who will oversee the expansion is still insufficient and requires further technical support.

In 2017, child protection systems will expand to an additional 164 sub-districts in 21 provinces under the lead of MSDHS, with expansion planned to more than half the country by the end of the country programme. Work on issues such as child safe tourism and children at the border area will be integrated into sub-district child protection systems.

**OUTPUT 9:** By the end of 2016, positive attitude on violence against children and demand for protection services are increased.

**Analytical Statement of Progress:**
The #ENDviolence campaign in Thailand continued in 2016 with a focus on the protection of children online and communicating to a critical mass of parents to encourage non-violent child-rearing and positive parenting. UNICEF Thailand also supported the integration of non-violent child-rearing practices in parenting classes at hospitals and health facilities under the Ministry of Public Health, with informative materials to guide parents.

A mapping of parenting programmes in Thailand showed that although there have been past attempts by the Government to provide information about the harmful effects of violence against children to spur behaviour change, the methodology and impact of the interventions were not systematically evaluated. This constraint highlighted the need for comprehensive messages and support for non-violent child-rearing and positive discipline to be integrated into parenting education classes geared to pregnant women and parents of young children. The non-violent approach needs to be part of a systemic approach to child protection as a whole. Positive parenting to prevent violence against children, with regular evaluations to gauge behaviour change, will be a key child protection strategy in the next country programme.

UNICEF Thailand strengthened its partnership with the MSDHS and the Ministry of Digital Economy and Society through drafting of a national strategy on child online protection. UNICEF Thailand provided technical assistance to promote safe use of online media by
children and youth. The strategy was approved by the National Child and Youth Development Commission and will provide guidance to all stakeholders on ways to safeguard children from online violence. In February, UNICEF Thailand convened a multi-sectoral forum which included six private-sector companies, to discuss the importance of child online protection. This event led to more active engagement by businesses, including mobile phone companies. UNICEF Thailand provided technical expertise to mobile phone provider DTAC, as part of their partnership, for drafting a parenting manual on the safe use of the Internet to protect children. The manual was distributed online to all DTAC subscribers.

At the policy level, the Ministry of Education has approved guidelines to develop a policy on protecting children from bullying, corporal punishment and sexual harassment to cover all departments, including non-formal, private and vocational education. Detailed policies will be developed in 2017. UNICEF Thailand provided technical and financial support to the Ministry of Education, reviewing drafts and participating in discussions with each of the departments.

Similar policies on violence against children in other settings are being put in place. Since the approval of a child protection policy for welfare institutions in 2015, UNICEF Thailand has supported capacity building for 22 welfare institutions, representing 69 per cent of the 33 institutions in the country. Meanwhile, a review of existing policy on the prevention of violence in juvenile justice facilities is ongoing, together with the development of positive discipline guidelines for staff working in the facilities.

In 2015, One Stop Crisis Centres under the Ministry of Public Health reported 10,712 cases of child abuse in Thailand. Of these, 6,740, or 63 per cent, were sexual abuse cases, mostly of girls.

**OUTPUT 10:** By the end of 2016, access to birth registration for migrant children is increased.

**Analytical Statement of Progress:**
In 2016, UNICEF Thailand supported the National Human Rights Commission of Thailand to build the capacity of more than 50 district and local authorities, health officers, NGOs and other government practitioners responsible for birth registration. To complement these efforts, UNICEF Thailand also supported the production of communication materials in different languages (Burmese, Lao and Cambodian) and their dissemination to areas in the eastern region, including Chonburi and Srakaew provinces.

UNICEF Thailand continued to monitor the use of online birth registration by public hospitals, a programme initiated with its support and now entirely run by the Ministry of Public Health. By the end of 2016, a total of 693 hospitals (representing 77 per cent of all public hospitals) were using online birth registration, a slight increase from 681 hospitals at the end of 2015. UNICEF Thailand’s monitoring of the system captured an increase in the online registration of non-Thai newborns to 80.7 per cent at the end of September 2016 from 73 per cent in the same month of the previous year. The total number of migrant births in the 693 participating hospitals during the 12 months to September 2016 was 42,469. The increase of almost 8 per cent in online birth registration over a one-year period is an encouraging indication of the efforts of the Government of Thailand to improve the registration of non-Thai babies because of UNICEF Thailand’s ongoing advocacy and close discussions with Thai authorities. Pivotal to this achievement are the partnerships with numerous NGOs on the ground, who not only assist the non-Thai population with negotiating the birth registration system but also provide essential information to those whose mother tongue is not Thai.
Analysing the data, the highest percentage of non-registered births is in the Northeast, near the Thai-Lao People’s Democratic Republic border. As many as 80 per cent of migrant births in provinces in northern areas of the Northeast (i.e., Udonthani, Leoi and Nongkai) are unregistered, followed by 60 per cent in the eastern part of the Northeast (i.e., Ubonratchathani and Amnat charoen). This might be due to the situation whereby Lao mothers only come to deliver their babies in Thailand and immediately return to Lao PDR after delivery.

The continuing challenge is that, despite clear procedures for the registration of migrant births set by the central Government, personal interpretations of individual officials at the sub-national level on these procedures sometimes make it more difficult for migrants to complete registration. The process is also sometimes harder because of the indifferent attitudes of personnel towards the registration of migrant births.

**OUTPUT 11:** By 2016, access to parenting education programmes has increased for parents and caregivers in lowest income families and selected other geographic areas.

**Analytical Statement of Progress:**
UNICEF Thailand is supporting the Department of Health of the Ministry of Public Health to strengthen the curriculum of its group-based parenting education programme geared to pregnant women and parents of 0-2 year olds who are accessing services in public hospitals and health facilities. The new curriculum, nearing completion, aims to accentuate the strengths of three existing parenting curricula on health and child development, as well as ensure it is practical for sub-district health promotion hospitals to use. A combination of staff shortages, competing priorities and unclear accountability of the project within the Department of Health resulted in a five-month delay in the curriculum’s roll out and production of materials. The implementation plan was thus revised and the new curriculum was to be tested in 90 health and ECD facilities in 12 districts in selected provinces starting in December 2016.

In a context where violence against children in the home (and other settings) is still widespread, UNICEF Thailand supported the National Health Foundation to produce materials on positive parenting for use in the parenting classes. The materials cover key messages on non-violent child-rearing practices, including bonding, attachment, child self-esteem and positive parenting. Videos, infographics and leaflets are being finalized and will be distributed to the 90 health facilities.

The SMS for Family initiative, launched in 2013 by UNICEF Thailand and mobile phone services operator DTAC, took two major steps in 2016. First, UNICEF Thailand began linkage of this service to the Government’s Child Support Grant scheme. It is expected that about 100,000 low-income mothers and pregnant women will be reached by SMS messaging in addition to 150,000 people who have already subscribed. This will provide vital child-care information for mothers and families who are likely to have the least access to services. Secondly, the Department of Health is leading the expansion of the SMS service to covers topics for children up to age 6. Negotiations between the Department of Health and other mobile operators are continuing to increase target groups and project sustainability.

An assessment was conducted by DTAC with a randomly chosen 200 mothers who subscribed to the SMS for Family project. The results showed that 61 per cent of them were first-time parents, and 73 per cent had a high-school education or less. Ninety-six per cent found the information clear and 56 per cent said that the information was new to them. This showed that SMS for Family is providing knowledge that parents can use to improve their child-care practices.
A major strategy for ECD in the next country programme will build upon current work at hospitals and ECD centres to reach parents with comprehensive information and support on good parenting practices for young children.

OUTPUT 12: By 2016, mother-to-child transmission of HIV is eliminated in Thailand based on WHO-UNICEF global criteria of sustained transmission under 2 per cent.

Analytical Statement of Progress:
Thailand is the first Asia-Pacific country and the second country globally to receive validation for the elimination of mother-to-child transmission (of HIV. Thailand was certified for elimination of mother-to-child transmission of HIV and syphilis in June 2016 following an intensive assessment between January and May and the acknowledgement that it met all WHO validation criteria, including for process indicators.

The rate of mother-to-child transmission of HIV in Thailand in 2015 was 1.91 per 100 HIV-positive mothers who received treatment, compared with 2.3 in 2013. Antenatal coverage and HIV testing coverage among pregnant women has been consistently above 95 per cent from 2013. Antiretroviral coverage among pregnant women ranged between 94.4 per cent and 95.6 per cent between 2013 and 2015.

WHO facilitated the regional validation mission in Thailand in April 2016 with support from UNICEF Thailand, the Regional Office, UNAIDS and the United States Centers for Disease Control and Prevention. UNICEF Thailand provided financial and technical support to the Ministry of Public Health to track the results of EMTCT. It also assisted with pre-validation, including: technical updating on the validation criteria; support for consultative meetings in the areas of service provision, data, human rights and lab services as per WHO criteria for validation; and the development of the national report from 2013 for presentation to the validation team. UNICEF Thailand participated in the validation process as an observer and facilitated the consultative meetings of the regional validation team and key counterparts of the Ministry of Public Health, NGOs, the People Living with HIV network and other health experts.

UNICEF Thailand documented the results to communicate to the public what the success on elimination means for the lives of children and their families. Joint United Nations communication materials (including video documentation) were used in Thailand and globally to showcase Thailand’s achievements.

The validation committee made specific recommendations for the country to be able to sustain the mother-to-child transmission of HIV rate below 2 per cent and to achieve Thailand’s stated aim of decreasing the rate to below 1 per cent by 2020. The key recommendation for sustaining EMTCT is to minimize the late presentation of pregnant women at antenatal care. Late presentation has been the single most important factor underpinning mother-to-child transmission of HIV and syphilis, and is particularly prevalent among non-Thai women, adolescents and young Thai mothers. The recommendations also include the need for improved reporting from private hospitals and non-governmental university hospitals.

UNICEF Thailand assisted the Government in disseminating the recommendations of the EMTCT validation at national level and through South-South learning platforms. The organization has put in place specific strategies to help sustain the mother-to-child
transmission of HIV rate under 2 per cent and to advocate for strengthening the national reporting system for tracking results as part of the national health system. While universal health coverage promotes equitable healthcare for all Thai nationals, it does not cover the migrant population. UNICEF Thailand has thus supported an NGO to conduct a feasibility assessment on the possibility of setting up private low-cost, not-for-profit health insurance for migrants along the Thai-Myanmar border.

**OUTPUT 13:** Rate of transmission among young people is reduced.

**Analytical Statement of Progress:**

Thailand has made notable advances on HIV prevention but progress among young key populations at higher risk of HIV remains a challenge. HIV prevalence among young people in Thailand in 2016 remained the same as in 2015: at 0.3 per cent and 0.2 per cent for men and women aged 15–24 years, respectively. According to a 2015 UNICEF report (‘Adolescents under the Radar in the Asia-Pacific AIDS Response’), HIV prevalence in 2014 among men who have sex with men over 25 was 8.3 per cent, compared with 11 per cent in men who have sex with men under 25. Fewer than one third of men who have sex with men under the age of 25 know their HIV status. Curbing transmission of HIV among adolescents at higher risk is a key priority for Thailand in its goal to end AIDS by 2030.

In 2016, UNICEF Thailand provided inputs into the drafting of the national HIV strategy 2017-2030. As a member of the national strategy development subcommittee, UNICEF Thailand has been actively advocating for a system to gather age and gender disaggregated data. To substantiate this, UNICEF Thailand, with the support of the Regional Office and the Department of Disease Control, completed a rapid assessment of available data on adolescents/young key populations on the basis of the Adolescent Assessment and Decision Makers tool. The key findings were consolidated in an overview, ‘HIV prevalence and related risk, knowledge, testing and treatment among young key populations (aged 15 to 24)’. A summary of existing gaps and opportunities for strengthening data in the national response are highlighted in the overview. Evidence from the adolescent and decision-makers' assessment tool, as well as a 2014 study by UNICEF Thailand on young people at risk of HIV and other sources were used to promote the adolescent component in the new national HIV strategy plan.

In 2016, UNICEF Thailand became a member of the HIV biomedical subcommittee that has influence over Thailand’s HIV policy. UNICEF Thailand and its partners advocated to the committee to incorporate oral PrEP in the national HIV health service package for all age groups. PrEP is an antiretroviral medication that can prevent the acquisition of HIV by an uninfected person. A policy revision is under way to include PrEP as an integrated component of HIV prevention. UNICEF Thailand has secured funding for the next five years to scale up PrEP and its linkage to testing among sexually active older adolescents in Thailand. Learning from this initiative will feed into global knowledge on HIV prevention. This is one of the first innovative projects for adolescents under 18 at risk of HIV in the Asia-Pacific region. Implementing partners are the Ministry of Public Health, Thai Red Cross, community-based organizations, the Centers for Disease Control, provincial agencies, UNAIDS, WHO and academia. In 2016, site assessments took place and formative research was conducted (with focus discussion groups) in the four provinces (including Bangkok) where the project will run. National and sub-national stakeholder meetings were held to firm up the proposed partnership and the five-year project plan.

**OUTPUT 14:** By 2016, systems and policies governing provision of alternative care in Thailand strengthened with nationally agreed upon standard operating procedures and mechanisms for government oversight are in place.
Analytical Statement of Progress:
In 2016, the ‘Review of Alternative Care in Thailand: Policy to Practice with a special focus on children affected by HIV/AIDs’, was widely shared with agencies under the MSDHS, responsible for different alternative care services. The review, completed in 2015, found that a majority of the resources for alternative care (both public and private) were being used for residential care for children separated from their families rather than for family preservation, reintegration and alternative family-based care.

CRC Coalition Thailand, a grouping of major international and local NGOs promoting the CRC, further expanded the review in 2016 by undertaking an online survey to assess the number and size of unregistered private residential care institutions for children. Moreover, CRC Coalition Thailand, in collaboration with UNICEF Thailand, drafted a National Alternative Care Plan to establish an alternative care system for all children without parental care and those at risk of being in this situation. Plan strategies include awareness raising among the Government and CRC Coalition Thailand members about the United Nations Alternative Care guidelines, developed to improve implementation of the CRC for children deprived of their family; development of policies for registration of residential care institutions for children; and changes in alternative care practices. Examples of change include a ‘gatekeeping’ mechanism to ensure that children have recourse to alternative care only when all other possible means for keeping them with their parents or extended family have been examined; deinstitutionalization of children through development of non-institutional options; and initiatives to prevent the need for institutionalized care (CELCIS: Moving forward: Implementing the Guidelines for the Alternative Care of Children, 2012).

The national plan includes steps for involving stakeholders, especially the main government agency, the Department of Children and Youth (MSDHS), which has undergone changes in its management structure, delaying its active involvement in the development of the plan. Advocacy messages for government counterparts and the public were developed to address barriers to implementing alternative care approaches. CRC Coalition Thailand, with UNICEF Thailand support, plans a training on the United Nations Alternative Care guidelines in early 2017, targeting management teams of 15 private institutions in the North of Thailand, identified by the online survey as one of the hotspots for unregistered residential care for children.

In 2016, UNICEF Thailand, in collaboration with the MSDHS and Friends International, expanded implementation of the nationally approved child safeguarding policy to 15 of 30 government residential care institutions for children in Thailand. Some 724 staff were coached on this policy, impacting about 1,600 boys and 1,500 girls. The policy requires adherence to standard operating procedures and calls for monitoring oversight for the protection of children in government residential care. UNICEF Thailand supported training on non-violent discipline for 120 staff from all 30 government residential care institutions.

In 2017, UNICEF Thailand will further collaborate with CRC Coalition Thailand and the MSDHS to implement the National Alternative Care Plan. The possibility of expanding the child safeguarding policy to other care settings will be explored, including government residential care for children with disabilities and children in detention and observation centres.

OUTPUT 15: By 2016, adolescent birth rates are reduced in Thailand, including increased participation of adolescents in preventing risky behaviours and being change actors.
Analytical Statement of Progress:
UNICEF Thailand completed an Adolescent Situation Analysis and used the findings for consultations with relevant stakeholders to understand the key priorities for adolescent programming. In 2016, UNICEF Thailand expanded the scope of its work to address adolescent development and participation with a comprehensive focus on adolescent health and HIV. The programme is part of the next country programme, covering several groups of vulnerable children through multi-sectoral collaboration. Core to programme development was the participation of adolescents themselves, who identified issues affecting their lives.

Thailand has continued to show a high level of commitment to reducing the high teenage birth rate, contributing to the rate’s decline to 47.9 per 1,000 females aged 15–19 in 2014 to 44.3 in 2015, according to Ministry of Public Health data.

UNICEF Thailand is a member of the adolescent pregnancy prevention sub-committee and working group, which was instrumental in drafting the Adolescent Pregnancy Prevention Act passed in March 2016. The act aims to enable adolescents to exercise their sexual and reproductive rights and to solicit multi-ministerial action towards achieving this. A draft policy on adolescent pregnancy to be endorsed by the Cabinet aims to halve the number of adolescent births in the next 10 years. UNICEF Thailand had significant input into the drafting of ministerial regulations that are expected to guide implementation of the act. As a part of a United Nations working group on teenage pregnancy, including the United Nations Population Fund and UNESCO, UNICEF Thailand, with Mahidol University and in close collaboration with the Ministry of Education, completed and shared a study on comprehensive sexuality education in Thailand. This study, incorporating a gender perspective, aims to strengthen sexuality education to enable improved adolescent reproductive and sexual health. In addition, UNICEF Thailand supported the Department of Health in developing a Teenage Pregnancy Surveillance System, which will help the Government to better track teenage pregnancies, contributing causes, affected groups and the impacts of pregnancy on adolescents. Data from the system will inform appropriate policies to address these issues.

In partnership with the NGO Path2Health, UNICEF Thailand developed an online platform that provides health information, counselling and referrals while respecting the full anonymity of users. This platform has provided sexuality and reproductive health information to more than 20,000 adolescents and online counselling services to more than 4,600 adolescents. UNICEF Thailand is supporting a multi-sectoral working group led by the Ministry of Public Health in developing adolescent health strategies. It is also advocating for a national committee including ministries such as the Ministry of Education, MSDHS and Ministry of Justice to strengthen coordination on adolescent programming. Another initiative was support for the capacity development of 320 ‘Teen Managers’ – focal points for adolescent programme planning and implementation at the sub-district level.

UNICEF Thailand, with support from the Ministry of Public Health and Department of Children and Youth, has begun piloting an adolescent country tracker for standardizing indicators to track data and results for adolescents. Assistance was also given to expand the scope of a Behaviour Surveillance Survey for better representation of data from Thailand to feed into programme planning and results tracking for adolescents.

OUTCOME 3: Heightened importance of children in national awareness and on the policy agenda and mobilization of national resources for children.

Analytical Statement of Progress:
Throughout 2016, a consistently active and vibrant public dialogue in Thailand on priority advocacy issues for UNICEF Thailand was observed. Communication and advocacy efforts
focused on raising awareness on the agreed priorities of ECD, violence against children, adolescent participation and development, and equity for all children in Thailand.

UNICEF Thailand has increasingly incorporated the principles and spirit of the UNICEF Global Communication and Public Advocacy strategy, raising public awareness on pivotal programme issues, while building on and aligning with global imperatives, evidence, tools and messaging.

In support of ECD, UNICEF Thailand continued its advocacy, coalition engagement, technical support and capacity building for the introduction of legislation on the marketing of breast-milk substitutes. This contributed to major progress being made in 2016 with the in-principle agreement of the National Legislative Assembly to adopt the Breast-Milk Substitutes Code Act. After a decade of coalition building and advocacy, it is now closer than ever to becoming law in Thailand.

Increased awareness among the public and decision-makers on the importance of ECD, and breastfeeding in particular, was achieved through special events, media outreach and social media engagement around publication of a study in March in the Lancet on the benefits of breastfeeding and in the two-week period leading up to and including World Breastfeeding Week in August.

The ‘glocal’ approach was applied effectively to the local implementation of the global #ENDviolence initiative, with the focus on child online protection. A 30-day awareness-raising campaign used global content to engage a large number of social media users and influencers. This led to an invitation for UNICEF Thailand to contribute to the development of a national strategy for the protection of children in cyberspace.

In line with the Global Communication and Public Advocacy Strategy, and taking advantage of the rapid growth of digital engagement technologies in Thailand, UNICEF Thailand continued to strengthen its voice, reach and engagement over digital media. Increased investment and experimentation in digital media resulted in nearly 30 per cent growth in followers on Facebook, and 56 per cent growth in followers on Twitter. New relationships were established with online influencers to inform and trigger online debates on key issues.

Work continued raising awareness on the right to participation and building engagement opportunities for youth across Thailand. A major achievement was the establishment of U-Report Thailand, a software-powered tool to expand youth participation. Following its launch on Universal Children’s Day, 20 November, U-Report Thailand had more than 2,500 subscribers. In the lead up to the event, U-Report was incorporated into the youth consultation process of the National Child and Youth Council and independent youth groups.

Ongoing media engagement in 2016 resulted in extensive coverage of priority issues and a high level of visibility for UNICEF Thailand, with 583 mentions of the organization in national newspapers alone.

In partnership with the Isra Institute for media training, UNICEF Thailand contributed to capacity building of media in child-sensitive reporting. In collaboration with the Juvenile and Family Court, UNICEF Thailand and the Isra Institute also brought together 30 news editors to identify ways of preventing child rights violations by the media.

The elimination of mother-to-child transmission of HIV in Thailand received a high level of media coverage in Thailand and internationally, including an interview with UNICEF Thailand on BBC World News.
Timely and evidence-based media engagement contributed to an enabling political environment and public support for the successful extension of the Child Support Grant programme for families of disadvantaged children up to age 3, another step towards providing social protection for all children up to age 6.

Celebrity engagement was strengthened further in 2016, with preparations made for three new celebrity spokespeople, or ‘Friends of UNICEF’. The launch was designed to raise public awareness of inequitable opportunities for children in Thailand, with each celebrity focusing on inequities in one of three priority child rights issues. This launch was postponed to the first quarter of 2017 because of the passing of His Majesty King Bhumibol Adulyadej.

The partnership with mobile telephone operator DTAC was further strengthened in 2016. A major success was the expansion of the ‘SMS for Family’ project to the recipients of the Child Support Grant, resulting in an additional 100,000 low-income mothers and pregnant women benefiting from the SMS-based service. UNICEF Thailand also collaborated closely with DTAC on issues related to child online protection, including the online launch of a manual on parenting in the digital era.

The knowledge and capacity of 60 companies (80 per cent of whom are listed) on child rights and business principles (Children’s Rights and Business Principles) was strengthened through workshops conducted by UNICEF Thailand partner, the Thaipat Institute, resulting in four companies introducing policy changes and 23 companies including information on Children’s Rights and Business Principles and/or child rights in their sustainability reports.

Engagement with the private sector on programmatic issues such as education and child protection has grown. Buy-in from local education authorities and chambers of commerce in Chiang Mai province has been sought for scale up of a project on education for migrant children. The first phase of the project resulted in strengthened collaboration between eight companies and 11 schools, benefiting about 950 children.

Collaboration with the Ministry of Tourism and Sports has been re-established to promote child protection among travel and tour operators. Employees of companies in the tourism sector were sensitized on respecting child rights and a mapping of chambers of commerce in Thailand was conducted to identify entry points for engagement.

**OUTPUT 1:** By end 2016, legislative framework is strengthened and knowledge and skills of health professionals are increased to support exclusive breastfeeding; IDD surveillance system strengthened and functioning in all provinces.

**Analytical Statement of Progress:**

In November 2016, the National Legislative Assembly agreed in principle to the draft Breast-Milk Substitutes Code Act, bringing it to the final stage of the legislative process. This involved five months of legal review by the Council of State, in which the association of manufacturers of breast-milk substitutes also participated. UNICEF Thailand attended most review meetings, provided detailed technical inputs and was heavily involved in the preparation process, all of which contributed to evidence-based analysis and arguments in support of the legislation.

UNICEF Thailand worked closely with partners to communicate the importance of breastfeeding. Compelling new evidence on the benefits of breastfeeding from *The Lancet* was presented to key stakeholders, including policy-makers and the media, at an event organized by UNICEF Thailand and partners in March. The need for investment in improved breastfeeding practices in Thailand was clearly messaged. In August, UNICEF Thailand joined six government and NGO partners in signing a Memorandum of Understanding on
supporting breastfeeding in the workplace, a key intervention to increase breastfeeding by mothers who work outside the home. Such support can contribute to gender equality by ensuring that female employees do not have to choose between working and breastfeeding.

During World Breastfeeding Week in August, UNICEF Thailand organized a media trip and briefing to increase public awareness of the International Code of Marketing of Breast-Milk Substitutes and Code violations. This resulted in considerable coverage of breastfeeding in nine media outlets.

The Code violation monitoring framework, manual and training guidelines have been developed with technical and financial support from UNICEF Thailand. About 150 provincial-level health workers have been equipped with greater understanding of the Code, the new monitoring framework and reporting tools. Several informal reports of violations at hospitals were received from the participants after the training, which indicates that if health workers are informed about the Code and legislation is passed, there would be fewer violations in health settings. Greater capacity building by the Department of Health and commitment for enforcement will be required at the hospital level, where Code violations are most often found.

UNICEF Thailand continued to support efforts to ensure that iodization of salt and other condiments meets standards set by the Food and Drug Administration, and that the population maintains adequate iodine levels through their regular dietary intake. In 2016, the Food and Drug Administration produced a manual and checklist for condiment producers to use to improve the consistency of iodization of their products, including fish sauce and soy sauce. Six trainings were held for the producers to ensure they can use the manual and checklist. The development of a continuous salt-mixing machine prototype is near completion and will be promoted with medium-sized salt producers. The cyclical monitoring of urinary iodine among pregnant women by the Bureau of Nutrition enabled close monitoring of the only population group that is at risk of being iodine deficient.

In 2017, UNICEF Thailand will continue working with partners on expanding breastfeeding support in the workplace and strengthening the capacity of health workers on Breast-Milk Substitutes Code Act monitoring.

OUTPUT 2: By end 2016, understanding and capacity of media on child rights is strengthened to better support and promote UNICEF advocacy work and awareness raising on critical issues affecting all children in Thailand.

Analytical Statement of Progress:

Media outreach

Media engagement was strong in 2016, with 960 mentions of UNICEF Thailand in national newspapers, TV, magazines and online media from 1 January to 22 November. Regular media outreach during the 10 months, with 46 initiatives such as media trips, press releases and human interest stories, resulted in strong media coverage on priority issues. This included strategic media advocacy on the Child Support Grant, which contributed to increased media buy-in on expansion of the grant.

Media outreach on the elimination of mother-to-child transmission of HIV resulted in widespread coverage in international and local media. This included an interview on BBC World news with the UNICEF Thailand Representative, as well as coverage in leading global media such as CNN, ABC, Asia Nikkei and the Jakarta Post and local news outlets including the Bangkok Post, BBC Thai, the Nation and Krungthep Turakit.

In the weeks around World Breastfeeding Week and Mothers’ Day, UNICEF Thailand conducted a series of media outreach activities to promote breastfeeding. This included a
press release, blog stories and a media visit. These initiatives resulted in strong print, broadcast and online media coverage, including two major online news websites that reach 17 million readers combined on their Facebook pages.

Media and capacity building
In 2016 UNICEF Thailand, in partnership with the Isra Institute (which coaches journalists) and the Juvenile and Family Court, brought together 26 news editors to advocate for the protection of children’s rights in news reports. Over the past decade, UNICEF Thailand has been working to promote ethical reporting on children through trainings and media awards to prevent violations of children’s rights – which have significantly decreased during this period as a result. Some 25 media practitioners and journalism academics attended a three-day workshop focusing on the Convention on the Rights of the Child and guidelines about interviewing and photographing children. To overcome the commercial challenge that children are not a topic that sells, UNICEF Thailand strives to find new angles to increase coverage.

In 2016, UNICEF Thailand conducted a review to assess child-friendly media activities carried out by the Isra Institute. The review found that the activities helped to promote knowledge about children’s rights and ethical reporting, including among journalism students. However, practices did not fully extend to the editors and media organization as a whole.

Media monitoring
In 2016 UNICEF Thailand established an online and offline media monitoring system to provide impact analysis and an evaluation of its communication initiatives. The monitoring system will help the organization to measure the effectiveness of its communication and advocacy efforts on issues related to children; and to identify pressure points on brand reputation to inform its strategic response. UNICEF Thailand has contracted a media monitoring company to provide daily news alerts on key children’s topics followed by a monthly report that will summarize its share of voice, reach and engagement on children’s issues on both traditional and online platforms. This will be fully implemented in 2017.

OUTPUT 3: By end 2016, greater public attention on critical issues affecting children increased through enhanced digital media outreach and engagement, especially among youth and millennials.

Analytical Statement of Progress:
In 2016, UNICEF Thailand saw a 30 per cent increase in followers on its Facebook page (to 124,691), and a 56 per cent increase in followers on Twitter (to 18,155). Following a new online engagement strategy, relationships were established with three key online influencers: Jar Phichit (Drama addict), with more than 1 million fans on Facebook, and @TUTOR_TOM (a famous teacher) and @_tangthaiz (a Grade 12 student), with 188,000 and 385,000 Twitter followers, respectively. This increased digital presence was critical for rapidly reaching the public. For example, 298,000 people were reached on Facebook and Twitter and more than 1.5 million people were reached via its LINE official account in UNICEF Thailand’s Ecuador earthquake fund-raising campaign.

In line with the UNICEF Global Communication and Public Advocacy Strategy, UNICEF Thailand successfully implemented key ‘glocal’ communication initiatives. The UNICEF Tap Project in March reached almost 400,000 people through Facebook and Twitter. More than one fifth of total participants (about 7,000 runners) in UNICEF Brazil’s ‘Get Active for Children’ initiative were from Thailand. The localised implementation of the #ENDviolence campaign focusing on online protection used global content to engage many social media users and influencers. As a result, UNICEF Thailand was asked to participate in a
Government working group to draft a national strategy on the protection of children and youth in online media.

Ten high-quality videos were produced for advocacy and fund-raising. The #ENDviolence video received more than 98,000 views on Facebook, the Ecuador emergency appeal video more than 46,000 views and Nichkhun’s Gifts of Hope video more than 32,000.

A partnership was established with Friends for Youth Development and the National Child and Youth Council to support the development of youth empowerment tool U-Report. To date, about 2,500 members have been recruited. Results of a poll conducted through U-Report were used during a national workshop and advocacy event prior to Universal Children’s Day. A partnership was established with YNET to produce a series of videos called ‘Talk of the Youth’ that were distributed via YouTube, and have been picked up by local cable television and national in-school TV networks.

While the public launch was delayed due to the passing of His Majesty King Bhumibol Adulyadej, three high-profile celebrities were engaged as new ‘Friends of UNICEF’. Various celebrities were also engaged on an ad-hoc basis, including seven for the ‘Baskets of Hope’ fund-raising campaign through a video and promotion on the social media sites of these celebrities.

There were some constraints, namely technical issues regarding the installation of the U-Report mobile app. UNICEF Thailand needs to work closely with the software developer to address these. Also, children and youth in Thailand already have their favourite online sites for voicing their concerns, which poses a challenge to introducing UNICEF Thailand’s platform and encouraging its use.

**OUTPUT 4:** By 2016, Private sector and its stakeholders is making a contribution for the realization of children’s rights.

**Analytical Statement of Progress:**
The capacity of 1,803 employees from 60 companies (50 of them listed) to integrate Children’s Rights and Business Principles into their operations was strengthened in 2016 through workshops conducted by UNICEF Thailand’s partner, the Thaipat Institute. At least four companies have introduced policy changes that include an extension of maternity leave from three months to six months, a specific mention of child labour in their code of conduct, the setting up of a child-care room at the office and the inclusion of child rights in their procurement policy. Twenty-three companies have included information on Children’s Rights and Business Principles and/or child rights in their sustainability reports.

There was greater engagement with the private sector on programming issues. Some 641 stakeholders from the tourism industry, the Government and CSOs received ‘ChildSafe’ information and training by the NGO, Friends International. Some 8,526 child-safe travellers’ tips in English, Thai, Chinese and Japanese were distributed to tourists aimed at raising awareness about protecting children from exploitation in the tourism sector, with UNICEF Thailand’s support. UNICEF Thailand’s collaboration with the Ministry of Tourism and Sports led to the inclusion of ChildSafe sessions in three workshops organized by the ministry, reaching out to 26 companies. Thirty-four employees of hotels and tour operators in Phuket province were sensitized about the Code of Conduct for the Protection of Children from Commercial Sexual Exploitation in Travel and Tourism through a UNICEF Thailand-ECPAT International project.

Buy-in from the local education authorities and chambers of commerce in Chiang Mai province was sought for scaling up a project on education of migrant children. The project in
2016 supported collaboration between 8 companies and 11 schools, benefiting around 950 children. A mapping of the 12 chambers of commerce in Thailand was conducted and entry points for engagement on Children’s Rights and Business Principles have been identified through the Joint Foreign Chambers of Commerce and key foreign chambers that focus on corporate social responsibility or sustainability. UNICEF Thailand joined six other government and NGO partners to commit to supporting breastfeeding in the workplace and support was given to the Breastfeeding Centre Foundation to build the capacity of five companies as learning hubs for other companies.

Mobile phone provider DTAC supported the SMS for Family initiative by providing free messages on child-rearing practices. Through UNICEF Thailand involvement, the project is linked to the Government’s Child Support Grant. A guidebook on digital parenting was published in partnership with DTAC and Telenor and a workshop was held jointly with Bangkok’s Ramathibodi Hospital to engage parents on online safety for children.

UNICEF Thailand supported property development company Sansiri to strengthen services for migrant children on their construction sites. A Memorandum of Understanding was signed with Sansiri and the Ministry of Public Health, witnessed by WHO, on provision of immunization for migrant children living on construction sites. Sansiri also contributed US$1 million to the Global Emergency Fund, as agreed in the Memorandum of Understanding. A collaboration with Baan Dek Foundation has been forged to document innovative partnership models with the private sector that benefit migrant children at construction sites. The findings will guide UNICEF Thailand’s engagement with the construction sector.

**OUTCOME 4: Special Purpose Outcome**

**Analytical Statement of Progress:**
UNICEF Thailand raised US$77 million between 2012 and 2016, mostly from private individuals. This amount fell short of its five-year PSFR target of US$86,650,482. The amount raised in 2016 was US$14.6 million.

Over the course of the past five years the fund-raising market in Thailand has become much more competitive, with the result that achieving the fundraising growth levels of 2009 and 2010 has become much more challenging. There are now many more local and international NGOs conducting face-to-face fund-raising, making access to venues and recruiting quality staff difficult.

There have also been changes in exchange rates during the period, which have had a negative impact on the United States dollar income figure of funds raised.

UNICEF Thailand has taken several actions to address the challenges of a more competitive environment. Over the past 12 months, UNICEF Thailand has built a new in-house face-to-face team to decrease the risk of being over reliant on one face-to-face agency. The organization launched a special appeal for Ecuador within 48 hours of the earthquake emergency, which raised more than US$314,000, received its first legacy notice, developed new partnerships with the corporate sector, engaged business leaders and philanthropists in its work, launched new year campaigns with celebrities and key influencers and inspired donors with a range of new communications materials, such as paper puppets that people colour and return to be given to children.

UNICEF Thailand received the UNICEF staff award 2015 for results related to its private fund-raising work in support of the Nepal earthquake. The award was given to staff members of the fund-raising and communication teams and to senior management.
OUTPUT 1: Private Sector Fundraising

Analytical Statement of Progress:
In 2016, UNICEF Thailand raised US$14.6 million from local fund-raising and provided 100 per cent of other resources for the Thailand country programme. A majority of this income was raised through an active pledge programme and direct marketing appeals, with additional income from corporate partners, digital fund-raising and emergency appeals. UNICEF Thailand had about 66,000 donors at the end of 2016.

UNICEF Thailand contributed US$4.1 million to global regular resources, including US$600,000 to the Regional Thematic Fund, and US$1 million to the Global Emergency Fund. UNICEF Thailand also raised US$314,000 from the private sector in support of the Ecuador emergency response.

The face-to-face fund-raising programme remains the single most important technique to recruit pledge donors in Thailand, with a total 122,689 new pledge donors recruited since the start of 2009. In 2016, UNICEF Thailand recruited 8,040 new donors through this technique. However, over-reliance on a single supplier to conduct face-to-face activities poses risks to the sustainability of this approach. To mitigate this risk, in 2016 UNICEF Thailand launched its own small in-house face-to-face team. Building the in-house team has been slower than planned due to challenges with recruitment, securing quality event sites and finding Payment Card Industry-compliant data management processes.

Recruiting new pledge donors remained the top priority and UNICEF Thailand continued to explore new techniques to bring in a high quantity of donors, including SMS and the conversion of one-off donors to pledge through telemarketing. There were challenges with the telemarketing campaign, both in acquiring good-quality prospects to call and with closing sales. Moreover, a large multi-channel SMS campaign that was planned for a launch in the fourth quarter had to be postponed to the first quarter of 2017 due to the passing of Thailand’s King. This had a significant impact on one-off income and acquiring good-quality prospects.

The donor retention team continued to focus on building donor loyalty and maximizing the lifetime value of donors. New elements of the donor journey have been introduced to strengthen relationships and the donor communication programme, and to deepen donor commitment.

After launching high-value fund-raising programmes in 2015, UNICEF Thailand spent 2016 strengthening existing partnerships and building new relationships with major donors and foundations (250 prospects in the pipeline). Approximately US$168,000 was raised for programmes in Thailand and global emergencies through personalized communication meetings and materials. On top of this, UNICEF Thailand successfully secured the first legacy notification.

Some US$1,211,071 was raised from corporate fund-raising in 2106. All existing corporate partnerships (for example, with Sansiri and Central Food Retail Company) were maintained and negotiations are ongoing with a range of other companies. The Chief Executive Officer of Sansiri visited the UNICEF Supply Division in Copenhagen and met the UNICEF Deputy Executive Director (Programmes) at New York headquarters. Sansiri supported the Gifts of Hope Basket campaign in December while the Central Group supported the Ecuador emergency campaign by providing free space in one of their high-end shopping malls in Bangkok.
OUTCOME 5: Programme Support

Analytical Statement of Progress:
In 2016, the Common Services Unit continued to provide a range of administrative and logistics support to programme implementation, advocacy activities and PSFR through different areas of operational intervention: finance, human resources, procurement, and general administrative and support services. The Common Services Unit provided operational support to both UNICEF Thailand and the Regional Office, and on some occasions to other UNICEF country offices in the region. The present report deals only with support provided by Common Services Unit to UNICEF Thailand.

Finance: The Common Services Unit Finance team provided technical support to the achievement of expected results in programming and private sector fundraising through various activities, such as performing some HACT assurance activity spot checks, negotiating with local banks for lower commission rates and working with printing companies on the process of annual tax receipts. The Finance team also played an active role in the migration to the Global Shared Services Centre (Global Shared Services Centre), with some of the finance functions successfully started in May 2016.

Human Resources: The Common Services Unit Human Resources team coordinated all international and local recruitment and provided guidance on human resources-related matters. In 2016, the human resources team played an active role in defining UNICEF Thailand’s staff development strategy, workforce planning and staff well-being, in addition to being Field Reference and taking the regional lead in the transition to the Global Shared Services Centre of local human resources functions that successfully began on 3 October 2016.

Procurement: The Common Services Unit Supply team provided support and advice with regards to procurement processes aimed at supporting the achievement of programme implementation. Progress continued to be made on supplier sourcing to identify new potential suppliers and service providers in an effort to increase the competition in response to bidding exercises.

General Administrative and Support services (Admin): The Common Services Unit Admin team provided overall support for premises, administrative services and related logistics. Coordination with the UNDSS on related staff safety and security matters was regularly conducted. Monitoring and reporting on savings attained through implementation of energy efficiency measures continued.

In 2016, in addition to the activities outlined below for each team, Common Services Unit staff supported the UNICEF Compound eco-friendly project along with other cost-efficiency initiatives.

OUTPUT 1: Human resources

Analytical Statement of Progress:
The UNICEF Thailand Annual Management Plan was finalized in March 2016 following the Annual Management Review. In addition to programme priorities, HACT management and risk management, the Annual Management Plan identified several operational priorities, i.e., migration to the Global Shared Services Centre, implementation of market surveys and conduct of the environmental footprint assessment. Actions were taken, i.e., Global Shared Services Centre migration, market surveys by the Supply team to increase the supplier base, and an environmental footprint assessment by Admin.
The Annual Management Review identified 12 risks to operations, including a high risk related to ICT systems and information security. UNICEF Thailand reviewed the risk analysis during the training on enterprise risk management organized by the Regional Office in April 2016. Following the CMT validation exercise, and as a result of further consolidation and prioritization, the revised Country Office Risk Profile now contains 10 risks, none of them high.

UNICEF Thailand has active statutory committees in place and membership is reviewed as part of the Annual Management Review and whenever necessary. Some committees are shared with the Regional Office (i.e., Property Survey Board, ICT). The Contracts Review Committee met six times (completing the review of six cases – five institutional contract cases and one individual contract case); the Property Survey Board met three times, completing the review of six cases. The CMT met 12 times in 2016. Topics identified as standing items on the CMT agenda included monitoring of management and programme key performance indicators, financial performance of programme implementation, and assurance activities conducted in compliance with the revised HACT guidelines, as well as monitoring of the scorecards when they were introduced at mid-year. The implementation of the HACT assurance plan was closely monitored by the CMT, with a 100 per cent compliance rate for spot checks, micro-assessments and audits.

Joint Consultative Committee meetings took place as planned on a quarterly basis. The Bangkok Staff Association reported regularly to the Committee and to the CMT on the implementation status of the recommendations of the Global Staff Survey.

Security briefings for new staff were conducted regularly by the UNDSS. UNICEF Thailand is considered 96 per cent MOSS compliant, as reflected in the MOSS compliance survey UNDSS conducted in February 2016. During 2016, some components of the business continuity plan were tested, including the activation of the telephone tree (quarterly testing initiated by UNDSS) and remote access to critical documents on the UNICEF SharePoint was kept up to date.

OUTPUT 2: Financial Resources and Stewardship

Analytical Statement of Progress:
The Common Services Unit Finance team provided technical support to the achievement of expected results in programming and PSFR. As at 31 December 2016, total funds utilization was US$12.942 million, or 107.85 per cent, against a planned amount of US$12 million, and US$ 9.841 spent. In 2016, other resources utilization was US$11.907 million (92.13 per cent of allocation) and US$8.894 million spent. The total amount of regular resources utilization was US$1.036 million (99.61 per cent utilized against allocation) and US$947,000 spent. In 2016, UNICEF Thailand completed 139 planned HACT assurance activities: 7 micro-assessments, 36 spot checks, 6 audits (including finalization of the 3 conducted in 2015) and 90 programme visits. Global LTAs were used for micro-assessments, financial spot checks (except for three conducted by the Common Services Unit Finance team) and audit. Challenges were encountered in conducting the audit with a change of service provider in midyear, which caused delay in the overall implementation of the plan. All concerned staff did the online Funding Authorization and Certificate of Expenditure training.

Designated training and support was provided to UNICEF Thailand on HACT requirements in November to refresh the HACT/spot-check process, with additional sessions planned in early 2017 for both programme and partner colleagues. Findings from the micro-assessment/HACT audit were discussed at a group meeting and a briefing will be provided to partners in February 2017 to assist them with implementing the recommendations in the spot check/micro-assessment reports.
PSFR income was US$14.4 million, which contributed US$4.1 million to global regular resources, including US$600,000 to regional thematic funding.

In 2016, the PSFR online banking business was launched to improve online fundraising efficiency. The Common Services Unit Finance team and PSFR played an active role in the introduction, and formal agreements were signed with several main local banks where PSFR bank accounts are located, including Bangkok Bank.

The introduction of the corporate iCash system for office operations helped to improve online bank transactions and facilitate payments through direct bank transfers without any bank charges. In 2016, 921 payment vouchers were processed, totalling around US$10.5 million through cheques and iCash.

The in-scope financial transactions and Master Data Management were successfully migrated to the Global Shared Services Centre in May 2016 with the support of the finance team. Timely monthly bank reconciliation of the five bank accounts managed by UNICEF Thailand was submitted to Global Shared Services Centre for further processing.

Based on recommendations from Division of Financial and Administrative Management, the new bank account with Standard Chartered (Thailand) was opened in October 2016.

OUTPUT 3: Human Capacity

Analytical Statement of Progress:

UNICEF Thailand has 42 staff, of which 10 are international and 32 are Thai nationals (13 National Officers and 19 General Service staff). Recruitment of new personnel is undertaken using the standard UNICEF competency-based approach. Due to an increase in staffing requirements, in particular for the next country programme, by the end of November 2016 five recruitment actions were completed, with a remaining 15 expected to be conducted by early 2017. UNICEF Thailand continued its commitment to pursue gender and geographic balance for all new recruitments. Gender balance in the workforce remains a challenge for UNICEF Thailand and alternative ways of placing advertisements, using both traditional and new media channels, were instituted with the goal of attracting suitable male candidates. Addressing this issue will take time.

UNICEF Thailand maintained a good track record of 100 per cent performance appraisal completion by the global deadline. Under the oversight of the CMT, UNICEF Thailand regularly communicates on the importance of PERs and ongoing discussions are held between supervisors and their teams aimed at cultivating a culture of effective performance management. The learning needs assessment started in 2015 continued into early 2016. Following the assessment outcome, the human resources team supported UNICEF Thailand by conducting and participating in various office-wide learning activities (i.e., staff retreat, enterprise risk management, emergency preparedness and response simulation exercise, results-based management e-module, Funding Authorization and Certificate of Expenditure training and competency based interviewing). In addition, a range of new global human resource initiatives (i.e., Achieve, a new online PER system, MyCase, a new self-service human resources administration tool) were conducted for staff.

As a follow up to the Global Staff Survey, the Bangkok Staff Association held consultative meetings with all staff to address areas identified for improvement. A draft workplan was developed and adopted by the CMT in early 2015 and shared with New York headquarters. Action taken includes promoting speak-up culture, information sharing and staff interaction, including a staff retreat. A series of staff well-being learning sessions (i.e., for insomnia,
lower-back pain, CPR, coping with grief) were offered along with three face-to-face trainings on meeting the 10 minimum standards on HIV in the workplace.

The human resources team played a central role in supporting the transition of some roles from human resources administration to the Global Shared Services Centre, all of which entailed new work processes and interaction with different focal points while managing a large number of recruitments.

**OUTCOME 6: Programme Effectiveness**

**Analytical Statement of Progress:**
Refinement of the draft country programme document (Country Programme Document) 2017-2021 was a major focus during 2016. First reviewed by the Regional Office and headquarters, the draft Country Programme Document was fully endorsed by the Government of Thailand and subsequently by the UNICEF Executive Board in its September 2016 session. A UNICEF quality review of country programme documents in 2016 found the quality of Thailand’s Country Programme Document to be above average, with its strategic intent and costed evaluation plan evaluated as ‘high quality’. The accompanying Strategic Notes were the only ones among those reviewed to be rated ‘high quality’.

UNICEF Thailand was closely involved in the design of the new United Nations Partnership Assistance Framework led by the Resident Coordinator and the United Nations Country Team. The Framework was finalized and endorsed by the Government of Thailand in December 2016.

The new country programme builds on the mid-term review and achievements attained under the current country programme. Some strategies will be expanded. Most of the outputs of the present country programme are met or are on track as some will be pursued over the subsequent five-year period.

To deepen the analysis of the situation of children in Thailand, UNICEF Thailand built on the Regional Office study with The Economist Intelligence Unit to develop a sharper understanding of the key trends at national and local levels and examine scenarios that are likely to impact the child rights agenda and progress towards fulfilling relevant development goals by 2030. Findings of the analysis will be used to engage with policymakers and stakeholders in Thailand.

UNICEF Thailand pursued efforts to strengthen the planning, monitoring and evaluation of its country programme. Particular emphasis was given to the development of a high-quality results structure and measurement indicators, together with the strengthening of programme monitoring visits and the establishment of baselines to gauge changes in the next country programme.

To enhance the quality of its documentation, UNICEF Thailand identified a pool of professional editors for engagement as and when required.

Efforts to strengthen public awareness and credibility of the UNICEF brand in Thailand continued, with a new brand strategy framework developed. A brand ‘barometer’ study was conducted to better understand public attitudes, and communication materials were developed and shared to celebrate UNICEF’s seventieth anniversary. In addition, a new global brand identity, logo and tagline were launched in Thailand in November and incorporated into all communication materials.
In 2016, work was undertaken to strengthen the monitoring and evaluation of advocacy communication and awareness raising in preparation for the next country programme. This included the introduction of new media monitoring tools and surveys on the knowledge, attitudes and practices of key stakeholders and on brand awareness.

Successful advocacy for the expansion of health screening for children with intellectual disabilities was a highlight of the year. Starting with health screening at eight pilot Special Education Centres in 2016, advocacy efforts led to an agreement to expand the screening model to all government-run special schools in Thailand’s 77 provinces from 2017. Prior to this initiative, health screening with referrals to health services was not provided, with the result that many children with intellectual disabilities were not able to receive needed medical care.

As UNICEF Thailand has a relatively small support budget, a portion of operational running costs continued to be funded through cross-sectoral outputs. This included funding for a Contract Specialist to provide guidance on complex Institutional Contracts, in particular for PSFR.

**OUTPUT 1: Deputy Representative/Coordination**

**Analytical Statement of Progress:**
UNICEF Thailand focused its efforts on refining the Strategic Notes that were developed for each outcome of the new country programme and the theories of change, addressing the comments from the quality review by the Regional Office and UNICEF headquarters. The draft Country Programme Document 2017–2021, including the results and resources framework and the costed evaluation plan, was endorsed by the Regional Office and approved by the UNICEF Board in September 2016.

Resources and changes in the office structure were extensively discussed in sections, with the CMT and at a final meeting with all staff. Both the draft Country Programme Document and the draft Country Programme Management Plan 2017–2021 were subsequently submitted to the Regional Office Technical Review Team and Programme Budget Review, which acknowledged the general good quality of the submission. All but one change in the office structure was approved and the recommendations from the Programme Budget Review were addressed in the draft Country Programme Document before its submission to the Board.

The mid-year and annual programme reviews provided an opportunity for sections to report on achievements, challenges and way forward. The annual programme review was preceded by several reviews with technical partners. Fifteen rolling workplans were updated by end April (some with some delay) and for the first time, UNICEF Thailand agreed with the Department of Children and Youth (MSDHS) to consolidate the plans from different sections into one workplan with joint planning, a combined midyear review and a combined annual review meeting. Due to changes in the Department of Children and Youth leadership, the latter did not take place. Three programme related Memorandum of Understandings were signed. The 12 monthly programme meetings offered an opportunity to track progress and discuss management issues, including HACT and programme monitoring.

and Data Collection and Analysis, as well as CF/PD/DRP/2015-002 on the UNICEF Procedure for Quality Assurance in Research. While this body intends to address key aspects of evidence generation in UNICEF Thailand, its function is limited to research and studies. Evaluations are managed by and subject to the decisions of the CMT. Terms of Reference were adopted as a basis for its operation. An ethics review for certain categories of research was thoroughly discussed. By end 2016, the committee had met five times.

From January until mid-December 2016, eight new Programme Cooperation Agreements and nine new small-scale funding agreements were approved following recommendations from the Programme Cooperation Agreements Committee. In addition, four Programme Cooperation Agreements from 2015 and 2016 were submitted for review.

Coordination, however, suffered from the near simultaneous departure of both the M&E Specialist and the Budget Monitoring Assistant, two key functions of coordination. While UNICEF Thailand prepared for their departure, it has not yet identified replacements.

OUTPUT 2: External Relations

Analytical Statement of Progress:
Two thousand and sixteen saw a deepened integration of the principles and tools of the UNICEF Global Communication and Public Advocacy Strategy into the work of UNICEF Thailand; more integrated and coordinated external communication efforts; and the production of high-quality multi-media communication tools and products. Initiatives were guided by clear external communication and advocacy priorities for UNICEF Thailand: equity, adolescent and youth participation, ECD and violence against children. Efforts were stepped up in 2016 to achieve a more visible, engaging and inspiring brand identity for UNICEF Thailand. This involved the creation of a range of brand visibility products, more consistent branding across all online and offline communication channels, and a draft brand promotion strategy. The seventyeth anniversary of UNICEF globally was celebrated with a diversity of branded engagement materials. The new global brand identity and tagline ‘for every child’ were introduced in Thailand and rolled out across all new materials from 20 November.

In addition to the regular production of human interest stories, fund-raising communication content, videos and photography, UNICEF Thailand produced a set of fact sheets providing an overview of UNICEF’s programmes for the next five years. A multi-year backlog of uncategorized photographs was brought into a centralized digital storage system, where they were categorized and captioned. This will help safeguard the photographic assets that UNICEF Thailand has invested in over many years, and encourage better utilization of these assets and others to be developed in the future. Collaboration between communication for programmes and for fundraising was strengthened further, with a vision to ensuring coordinated, clear and consistent communication in Thailand, a stronger and more widely understood UNICEF Thailand brand identity, and a high level of positive visibility for issues relating to children.

In 2016, efforts were also made to strengthen monitoring and evaluation of advocacy communication and awareness raising in preparation for the next country programme. To enhance UNICEF Thailand’s ability to design evidence-based and strategic communication going forward, a framework of indicators and monitoring and evaluation tools were created for communication efforts across the country programme. UNICEF Thailand received support for this from the Division of Communication at UNICEF New York headquarters with a five-week mission by the division’s head of monitoring and evaluation. In preparation, a brand barometer survey was conducted to provide baselines for brand indicators and a new media monitoring company was engaged to provide baselines and monitoring services for
indicators related to UNICEF’s voice, reach and engagement in Thailand. These indicators are aligned with the Global Communication and Public Advocacy Strategy and are reflected in the new country programme results matrix. The procurement process is also under way to provide baselines for indicators relating to the knowledge, attitudes and practices of stakeholders and influencers across all programmes in support of communication for development and advocacy.

OUTPUT 3: Effective planning and monitoring of country programme results

Analytical Statement of Progress:
Preparation of the new country programme was a main focus in 2016. The Country Programme Document 2017–2021, including the results and resources framework and the costed evaluation plan, was submitted in June 2016 and approved by the UNICEF Executive Board in September. The results framework was further developed under the guidance of the Monitoring and Evaluation specialist to refine indicators at the output level. This process was conducted through a results-based management lens, looking at which indicators are necessary and sufficient to measure the results. In a peer review, Planning, Monitoring and Evaluation specialists (P4 level) from five other UNICEF offices reviewed the comprehensive results matrix, deeming it of high quality. The development of a high-quality results matrix is a first step towards preparing for an evaluability assessment, which UNICEF Thailand will conduct in 2017.

A quality review of UNICEF country programme documents in 2016 found the Thailand Country Programme Document to be of above average quality, with its strategic intent and costed evaluation plan evaluated as ‘high quality’. The same rating was also given to its Strategic Notes, uniquely among all the UNICEF country office Strategic Notes reviewed. Baselines were established in 2016 and several data collection exercises were initiated (sub-national baseline assessment of the child protection system, baseline assessment of the application of diversion measures for children in contact with the law and a cross-sectoral baseline survey on knowledge, attitudes and practices). Data collected through these baseline assessments will enable UNICEF Thailand to report on progress towards expected results in the new country programme.

In 2016, UNICEF Thailand initiated an evaluation of its advocacy work, with the intent of using the findings to improve advocacy as a key strategy in the new country programme. A reference group was established, including advocacy and evaluation experts from different UNICEF offices, which took on an advisory role during the evaluation. However, the initial report was deemed inadequate and the evaluation was postponed to 2017.

A new template for trip reports was developed to include different trip purposes, including programme monitoring visits (HACT). The template was piloted for four months, revised and adopted by the CMT in September. Use of the template will improve the quality of information collected and its usage for monitoring purposes. Starting in September, trip reports are uploaded to the UNICEF Thailand Team Site, which allows for easy access and monitoring of quality and HACT compliance. Use of the Team Site started in the fourth quarter after an office-wide session in September by the Monitoring and Evaluation specialist in collaboration with IT.

The United Nations Partnership Framework 2017–2021 was finalized in 2016, including the corresponding results framework and the UNICEF Thailand Monitoring and Evaluation specialist supported the process of developing the inter-agency results matrix for the United Nations in Thailand.

Following the departure of the Monitoring and Evaluation specialist on maternity leave, UNICEF Thailand has struggled to find temporary assistance. This has delayed some of the
activities related to strengthening monitoring and planning, including a quality review of trip reports.

OUTPUT 4: Cross-Sectoral Operations

Analytical Statement of Progress:
The Common Services Unit provided a range of administrative and logistics support to UNICEF Thailand programme implementation, advocacy activities and PSFR through different areas of operational intervention: Finance, Human Resources, Procurement, and General Administrative and Support Services. In this respect, a P3 Contracts Specialist post was created in 2016 and filled as of September to respond to the increasing number of complex requirements for institutional contracts, the cost of which is supported by three country offices: UNICEF Malaysia (30 per cent), UNICEF Thailand (50 per cent) and the Regional Office (20 per cent).

To achieve the expected results in programming, programme funding (GC) was allocated for utilization by the operations section, whose expenditure totalled US$122,557 as at 17 November 2016. This covered funds committed and spent on services (US$59,545); for ICT, office-related expenses, UNICEF Thailand building assessment, staff retreat and supplies (US$12,414); travel on stretch assignment for the contracts specialist post and support towards the Bangkok Staff Association representative’s mission to New York (US$17,340); and for direct charges and payroll (US$33,258). In addition to the GC, other resources (SC140225) were utilized for the shared cost of the contract specialist (US$14,082) as at 17 November 2016.

OUTPUT 5: Children with disabilities have increased access to quality health care services, are empowered and have increased opportunities to share their voices on issues concerning them.

Analytical Statement of Progress:
In 2016, UNICEF Thailand’s successful advocacy efforts led to a new collaboration to promote healthcare services for children with disabilities. In June, a Memorandum of Understanding on the Healthy Communities project was signed by six agencies: Office of Basic Education, Department of Mental Health, Department of Health, Department of Empowerment of Persons with Disabilities, Special Olympics Thailand and UNICEF Thailand. The parties agreed to conduct health screening for children with all types of disabilities, starting at eight pilot Special Education Centres in 2016 with the aim of expanding the model to all 77 provinces in Thailand from 2017. Previously, such screening was not available, with the result that many children with disabilities were not able to receive the treatment they needed.

As preparation, UNICEF Thailand supported a three-day training for 60 teachers and health officials, enabling them to prepare a workplan and carry out health screening for 514 children with intellectual disabilities at the eight pilot centres in the last quarter of 2016. A set of personal health books and a health-screening manual were developed and disseminated to the eight centres, to be shared with facilities catering to children with disabilities nationwide in 2017.

To promote the physical and mental development of children with disabilities, a four-day training on early intervention was organized in June to provide nearly 100 special educators from 67 provinces with knowledge and teaching techniques on the development of fundamental motor skills and age-related movement coordination.
UNICEF Thailand also supported capacity building for youth with and without disabilities to promote social inclusion for people with intellectual disabilities. In July, a two-day training carried out by Special Olympics and supported by UNICEF Thailand brought together 80 university students to encourage them to come up with ideas and create projects to help spread awareness of the need for social inclusion for people with disabilities.

In September, UNICEF Thailand supported Special Olympics with a two-day training for 40 teachers and mentors on teaching techniques to empower young people with intellectual disabilities with skills and confidence. The training was followed in November by a three-day workshop attended by 50 adolescents with intellectual disabilities. This Athlete Leadership Programme focused on imparting skills such as public speaking, first-aid training and easy financial management, aimed at building self-confidence and enabling youth with intellectual disabilities to play meaningful roles in society. After the workshop, some of the young athletes were invited to participate in UNICEF youth groups where young people voice their opinions on issues that matter to them.

### Document Centre

#### Evaluation and research

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#### Lessons learned

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Programme documents

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