Executive summary
In 2017, UNICEF Thailand launched its new five-year country programme, with emphasis on leveraging positive change for children and giving all children a fair chance to thrive and reach their full potential. With an annual program budget of US$ 8 million, UNICEF rolled out strategic partnerships with 18 government departments and 15 civil society groups.

Early childhood development (ECD) was a priority area that progressed in 2017. Thailand emerged as a leader in this area in the Association of South East Asian Nations (ASEAN) and beyond, with UNICEF as the Government’s primary partner. In March, the Prime Minister led the signature of a multi-ministry memorandum of understanding with the ministries responsible for health, education, interior (including provincial level) and social development that focused on early childhood development. This was the first ever inter-ministerial agreement and will coordinate and integrate government efforts for the holistic development of young children.

A major milestone in support of children under three years old who live in poor and near-poor families was the scale-up of the Child Support Grant, almost tripling the number of children receiving financial support from about 150,000 in December 2016 to over 400,000 by December 2017.

In a legislative leap forward, Thailand’s new constitution of 2017 promises free of cost access to kindergarten for all children in the country. Another key milestone for early childhood development was the law that enforces the International Code of Marketing of Breast-milk Substitutes. Long-term advocacy and technical inputs by UNICEF Thailand contributed to evidence-based analysis in the passing of the law.

The Government’s parenting programme for early childhood development moved forward in March 2017 with the completion of a UNICEF-supported media kit on positive parenting practices and protection for parents and caregivers of children under five years old. UNICEF also scaled-up of capacity of 1,540 caregivers from 300 early childhood development centres that enrol an estimated 20,000 children across 13 provinces.

UNICEF Thailand confirmed its leadership in equity data generation for children with the release of the fifth Multiple Indicator Cluster Survey (MISC) report. The report covers data of over 100 indicators on children at the national level and for the 14 most disadvantaged provinces. UNICEF organized first-ever decentralized discussions at provincial level about the data that generates local policy decisions and action. The data was also used in national planning and budgeting as well as reporting on the Sustainable Development Goals (SDGs).

A 20 year national education plan, benefiting from UNICEF technical support, was launched in April. The Office of the Basic Education Commission began reform of the poor-school subsidy that presently targets over 1.5 million children, for better equity and effectiveness of the free education programme. Recommendations from the UNICEF-supported Education Public
Expenditure Tracking Survey were informed by these reforms.

With UNICEF support and advocacy, the Cabinet approval of Thailand’s first five-year National Child Protection Strategy was a policy milestone. The strategy guided inter-ministerial efforts to ensure a safe and protective environment for all children. To improve assessment and case responses at the local level, a UNICEF-supported capacity-strengthening model was provided to Government staff in 98 new sub-districts across several provinces.

Focus on the second decade of life is another priority of the new country programme. In partnership with LINE Webtoon, approximately two million adolescents and youths benefited from information on reproductive health, safe sex and youth-friendly health services from three episodes of Teen Mom that were edited with age-appropriate information and guidance supported by UNICEF. Additionally, 150,000 adolescents accessed the UNICEF-supported online health information platform Lovecare Station in 2017.

Plans for a large-scale pre-exposure prophylaxis (PrEP) demonstration project, to prevent HIV-infection in high-risk adolescent groups, were cancelled due to funding issues. To prevent HIV in adolescents, UNICEF will support an adolescent health strategy and evidence-based operational guidelines for adolescent-specific PrEP implementation.

UNICEF’s online communication reached over 3.7 million viewers, on average, each month in 2017. A public advocacy campaign on children affected by migration reached more than 11.5 million people and received 1.8 million video views in four weeks. The campaign launched UNICEF’s long-term advocacy efforts on equity and migration that align with the global Children Uprooted campaign.

UNICEF Thailand received US$15.73 million in donations from Thailand-based individuals and private sector partners. The funds provided 98 per cent of non-core Regular Resources (RR) to the country programme. The balance of the funds contributed to UNICEF global and regional RR, and to funding humanitarian responses across the world.

**Humanitarian assistance**

In January 2017, 14 provinces of southern Thailand experienced the worst flooding in a decade. The floods affected over an estimated 360,000 households and more than 1.1 million people. In addition to the relief provided by the Government and in partnership with a local NGO, Holt Sahathai, UNICEF Thailand provided an unconditional cash transfer of US$ 38 (THB1,200) to 430 especially vulnerable flood-affected families, including foster and kinship families, in the South in early 2017. UNICEF Thailand supported the procurement of education supplies for 46 pre-schools that were damaged by the floods. Monitoring the flood situations continued throughout the year.

In mid-2017, a measles outbreak struck the southern provinces of Thailand. With support from the health section of the UNICEF East Asia and Pacific Regional Office (EAPRO), UNICEF Thailand and the World Health Organization (WHO) collaborated to monitor the situation and supported the Ministry of Public Health (MOPH) in its response. To address the low vaccination rates among the predominantly ethnic Malay Muslim population in those provinces, UNICEF successfully advocated with MOPH to develop a programmatic response for 2018.

UNICEF Thailand engaged in disaster preparedness. Together with the World Bank, European Union and United Nations agencies, UNICEF contributed to a post-disaster needs assessment
capacity-building exercise with government counterparts across several ministries based on the response to the 2017 floods. UNICEF led on the water, sanitation and education components of the training that capacity of the Ministry of Education (MOE) and other agency staff to plan for and conduct a post-disaster needs assessment.

UNICEF Thailand committed to humanitarian action outside the country. In March, UNICEF, in collaboration with a local television station, organized an SMS campaign for the Syria emergency appeal. The Country Office (CO) funded a celebrity from the television station to Lebanon to experience and report on the situation of Syrian refugees. More than 56,000 people responded to the campaign, and the CO raised more than US$521,000.

In November, UNICEF Thailand deployed its chief of child protection to Bangladesh in support of the response for hundreds of thousands of Rohingya refugees fleeing from Myanmar's Rakhine State.

Equity in Practice

In the past decade, Thailand had achieved many of the Millennium Development Goals (MDGs) in advance of the 2015 target date. However, some regions and vulnerable groups, including rural and mountainous communities, children with disabilities and children whose mother tongue is not Thai, were left behind, and regional, wealth and gender disparities persisted.

While poverty declined consistently at national level, income inequality measured by the Gini coefficient fell in recent years, though it remained above 0.45, indicating that economic growth was not accompanied by a substantial reduction in inequities. As the demographics shift with an aging population and a slowing birth rate, the importance of investing in the next generation today, children and youth, is being recognized.

Thailand progressed toward a comprehensive universal social protection system. Universal free basic education, social pensions, universal health coverage, a disability grant and a grant for HIV-positive persons were acknowledged successes. However, the social protection policy framework omitted an important issue, access of children under six years old to income security.

In 2015, as a result of UNICEF advocacy, Thailand adopted the Child Support Grant (CSG) for infants aged under one year old from poor and near poor households as a first step to bridge the coverage gap.

The adoption of the Child Support Grant shifted the focus of national priorities toward a) ensuring implementation of the existing CSG policy and b) high-level policy discussions and advocacy to close the coverage gap for children under six. Thailand cabinet’s approval in March 2016 to expand coverage to 0-3 year olds and increase the CSG to around US$17 per month from US$11 was a milestone for vulnerable children across the country. The decision extended Government financial support to children under three years old living in poor and near poor households.

In 2017, more than 400,000 vulnerable children were provided with the needed basic social protection safety net. The successful expansion was a result of years of advocacy work and technical support to optimize the CSG mechanism by UNICEF Thailand and partners with and within the Royal Thai Government. The Cabinet was monitoring the CSG implementation and used evidence to inform future policy options, including the CSG expansion for all children under six years old.

The success of the Thai Government’s adoption and implementation of the grant attracted the
interest of ASEAN and other countries from the region to come and learn from the experience. UNICEF hosted delegations from Bhutan, Cambodia and Lao, facilitating South-South cooperation and exchange and reinforcing the role of the Royal Thai Government as a leader in social protection for children.

Looking to 2018 and beyond, a key area of focus will be the improvement of monitoring mechanisms and capacity of national stakeholders to allow for advanced implementation of the CSG and better experience of beneficiaries for access and utilisation. In 2017, UNICEF supported the adoption of a results-based framework as a basis for regular reporting in a cross-sectoral manner.

As a result of UNICEF support in monitoring implementation in 2017, the CSG operation centre in the Ministry of Social Development and Human Security (MSDHS) improved grant implementation with more precise budget-estimation for fiscal year 2019/2020; inclusion of eligible applicants under the social security scheme into the grant; monthly and annual reporting of the scheme and introduction of the e-payment of the benefits.

The feedback mechanism alerted the national CYC on: the need to better integrate with the social security information system; indications of inclusion and exclusion errors based on the early results from the targeting study; and general awareness and knowledge of rules and regulations on registration by the prospective beneficiaries.

The national steps to improve CSG monitoring were complemented by the baseline report of the impact evaluation for the grant. While the end-line is expected by mid-2018, the initial discussions on the baseline of the impact evaluation attracted the attention of Cabinet members in recognition of the importance of independent data for policy making.

**Emerging areas of importance**

UNICEF’s country programme 2017-2021 was designed to approach children’s development holistically, following a life-cycle approach, addressing social norms and parental practices with greater focus on the most disadvantaged children.

**Early childhood development.** Thailand emerged as a leader in early childhood development (ECD) in ASEAN and beyond, with UNICEF as the Government’s primary partner. In March, the Prime Minister led the signature of a multi-ministry memorandum of understanding (MoU) focused on ECD. This first ever inter-ministerial agreement will coordinate and integrate the Government efforts towards holistic development of young children and includes the ministries responsible for health, education, interior -including provincial level- and social development. The MoU set out six priority targets for improvement: underweight; stunting; age appropriate development; family environment; ECD centres meeting national standards; and primary school readiness.

A milestone in support of children under three years of age living in poor and near-poor families was the successful scale up of the CSG, which almost tripled the total number of children receiving financial support from approximately 150,000 in December 2016 to more than 400,000 by December 2017. UNICEF Thailand supported implementation monitoring, regular reporting, e-payment of the benefits, understanding on the rules and regulations for registration; and analysis of overlaps between the grant and other schemes under the social security fund.

In a legislative leap forward, Thailand’s new constitution of 2017 promises free of cost access to kindergarten for all children in Thailand. Another key milestone for ECD was the passing of a

The parenting component for ECD moved forward with the completion of a media kit on positive parenting practices and appropriate protection for parents and caregivers of children under five years old. The kit was developed by the National Health Foundation and the Ministry of Public Health with UNICEF support and was launched in March. Finally on ECD, UNICEF began scale up of the capacity-strengthening component to 1,540 caregivers from 300 centres across 13 provinces. These ECD centres were enrolling approximately 20,000 children. An ECD caregivers’ manual was completed and the capacity of local authority staff was strengthened to support the holistic development of children.

**The second decade of life.** Another area of focus for the new country programme is the second decade of life. As the demographics change with an aging population and a slowing birth rate, there is growing recognition of the importance of investing in the approximately 8.7 million adolescents (13 per cent of the total population). The adolescent birth rate, at 51.2 per 1,000 females aged 15 to 19 years was high, with vulnerabilities for these teenage mothers.

During 2017, the National Strategy for Adolescent Health and Wellbeing was drafted and expected to be approved by the Royal Thai Government in 2018. In 2017, 150,000 adolescents accessed the online health information platform ‘Love care station’ and 2,574 of them received counselling services. Via UNICEF’s strategic partnership with Line WEBTOON, approximately two million adolescents and youth benefitted from information on reproductive health, safe sex and youth-friendly health services disseminated via three cartoon episodes of “Teen Mom”, a popular online cartoon series that generated over 2.3 million page views.

UNICEF Thailand made a good start with youth networks for adolescent participation in 2017 by providing funding for regional workshops, technical support and communication tools such as U-Report. UNICEF organized four regional assemblies with the networks, along with a ‘Parliament takeover’ and a ‘cinema takeover’ to celebrate the global World Children’s Day campaign.

Thailand remains a source, transition point and destination country for human trafficking for both sexual and labour exploitation. Thailand’s national policy framework towards migrant children provides access to birth registration, access to free public education and access to health care. However, gaps remain between the policy and practice in reaching migrant children. The Royal Ordinance announced in June 2017 began to address the long-term management of migrant workers in Thailand, but the policy raised challenges, especially on protection regarding detention and deportation of migrants younger than 18.

**Strategic Plan 2018-2021**

Despite the fact that the Thailand country programme was developed before the UNICEF Strategic Plan 2018-2021, there is reasonable alignment. In 2017, an evaluability assessment of the Thailand country programme was conducted by an external expert to assess the logic, alignment, measurability and evaluation readiness of the country programme. The assessment found that the Thailand country programme was aligned with 10 out of 25 results areas of the Strategic Plan.

In 2018, to follow up on evaluability assessment recommendations, internal office results groups will be established around each outcome of the Country Programme. The results groups will improve cross-sectoral programming and monitoring in line with the theory of change. For
example, the results group on ECD will bring together the relevant expertise on health, nutrition, education, child protection, social protection and social policy, communication, communication for development (C4D) to jointly assess progress on programmatic aspects that achieve the outcomes on early childhood development. The results groups will review and adjust the theory of change for the outcome to incorporate the recommendations from the evaluability assessment and develop a cross-sectoral workplan. As part of this exercise, which will be supported by the planning, monitoring and evaluation specialist and coordinated by the Deputy Representative, the results groups will conduct a mapping of the outcome’s theory of change and indicators against the Strategic Plan indicators. Attempts to align will be made where possible and the results groups will monitor progress.

**Summary notes and acronyms**

| AMP | annual management plan |
| ASEAN | Association of South East Asian Nations |
| C4D | communication for development |
| CMT | country management team |
| CPD | country programme document |
| CSG | Child Support Grant |
| DCY | Department of Children and Youth |
| DMH | Department of Mental Health |
| ECD | early childhood development |
| ECPAT | End Child Prostitution in Asian Tourism |
| HACT | harmonised approach to cash transfers |
| KPIs | key performance indicators |
| MDGs | Millennium Development Goals |
| MICS | Multiple Indicator Cluster Survey |
| MoE | Ministry of Education |
| MoI | Ministry of Interior |
| MoPH | Ministry of Public Health |
| MoU | memorandum of understanding |
| MSDHS | Ministry of Social Development and Human Security |
| NSO | National Statistics Office |
| OBEC | Office of Basic Education Commission |
| PrEP | pre-exposure prophylaxis |
| PRIME | planning, research, impact monitoring and evaluation system |
| RR | regular resources |
| SDGs | Sustainable Development Goals |
| TDRI | Thailand Development Research Institute |
| TSSN | Thailand Safety School Network |
| UN | United Nations |
| UNCT | UN Country Team |
| UNDP | United Nations Development Programme |
| UNICEF | United Nations Children’s Fund |
| UNPAF | UN Partnership Assistance Framework |
| WASH | water, sanitation and hygiene |
| WHO | World Health Organization |

**Capacity development**

UNICEF Thailand’s scaled up ECD capacity-strengthening to 1,540 caregivers from 300 centres across 13 provinces. The ECD centres enrolled approximately 20,000 children. A caregivers’ manual was completed and the capacity of local authority staff strengthened to support the
holistic development of children.

A UNICEF Thailand sponsored workshop was conducted for 243 local health and education officials and social workers to build capacity to implement a health-screening model for children with disabilities, to support the scale-up of health screening to special education centres nationwide. The training was part of the long-term capacity-building strategy to promote quality and sustained health services for children with disabilities.

Following success in building national capacity of the Thailand Evaluation Network, UNICEF built capacity of decision-makers from the national legislative assembly on the use of evaluations and the role of the evaluation function in Government. The efforts laid the ground for the commitment of the executive and legislative branches of Government to prepare a national evaluation policy in 2018.

UNICEF partnered with education authorities in the Deep South and with Microsoft to develop a core group of 26 teachers skilled in information and communication technology (ICT) in classrooms to improve teaching and learning. The teachers were supported to train an additional 130 teachers and will build teacher networks across the region. To encourage the process, UNICEF Thailand created a networking platform for teachers to exchange experiences and inspirations online.

UNICEF and partners brought together more than 30 editors and senior journalists in a seminar on children’s rights in the media, followed with a three-day capacity-building workshop with 24 selected media practitioners that focused on child sensitive reporting on the challenges facing vulnerable children.

Evidence generation, policy dialogue and advocacy
Evidence generation, policy dialogue and advocacy were strategies used by UNICEF Thailand from the onset of the new country programme.

The provincial mappings of social data related to children in 14 of the most vulnerable provinces, in cooperation with the National Statistics Office, was an analytical tool for decentralized cross-sector reviews on child issues with partners from ministries of education, health, MSDHS, interior and decentralized authorities. The mappings highlighted gaps in social service access when compared with national or regional averages and will inform equity-driven budget investment.

MICS data informed the Royal Thai Government voluntary national reporting on the Sustainable Development Goals (SDGs) in the summer 2017. The National Statistics Office adoption of the UNICEF-provided child-disability module for the National Disability Survey will fill a data gap in 2018 on the vulnerabilities of children living with disabilities.

With advocacy by UNICEF Thailand and partners, the Control of Marketing of Infant and Young Child Food Act was passed in April by the National Legislative Assembly, which will improve exclusive breastfeeding practices. The adoption of the National Child Protection Strategy, advocated for by UNICEF, laid out reform steps for improved family-based solutions for children at risk of violence, abuse, neglect and exploitation. The launch of the public expenditure tracking report on education, conducted by UNICEF in cooperation with Thammasat and the Office of Basic Education Commission (OBEC), showed how equity-focused budget allocations by the Ministry of Education could be refined for equity reform benefiting poor and vulnerable children.
Partnerships

Partnerships were at the core of UNICEF’s focus during the first year of the country programme.

The planned budget in partnerships for 2017 was US$ 8.7 million. UNICEF signed 18 workplans with five ministries and three departments of the Office of the Prime Minister. The five ministries were: Ministry of Social Development and Human Security, Ministry of Interior, Ministry of Education, Ministry of Public Health, and Ministry of Justice. UNICEF established 15 partnerships with civil society organizations.

UNICEF prioritized engagement with the private sector in the area of child rights and business principles. The CO engaged with businesses on issues of breastfeeding in the workplace, information and services for adolescents, prevention of abuse and exploitation of children, access to education of disadvantaged children and advocacy for children’s rights. Special attention was given to children of migrant workers, particularly from the construction sector. The Good Space initiative was continued alongside Sansiri to improve well-being of children living in construction camps and to develop a study by Baan Deck on the children’s challenges and to identify initiatives so children of migrant workers living on construction sites benefit from protection and access to services.

Another key partnership with the private sector in 2017 was with the Central Group around a physical exposition site built in the partner’s mall, offering clients a journey into children equity challenges in Thailand and a glimpse of UNICEF programmes. Rotating over 10 different locations in the year, this enabled tens of thousands of mall visitors to grasp and engage with children’s issues in the country.

External communication and public advocacy

Communication and public advocacy were core strategies of the UNICEF Thailand Country Programme this year, contributing across sectors. Advocacy strategies were developed for four key areas building on the global cause framework approach. ECD and equity were prioritized in 2017 and UNICEF Thailand participated in two global cause framework campaigns: #EarlyMomentsMatter and #ChildrenUprooted.

There was growth in reach and engagement this year, with more than 3.7 million people reached through Facebook and Twitter each month; Facebook followers increased by 28 per cent and Twitter followers by 20 per cent, and an unprecedented 1,654 mentions of UNICEF across traditional media outlets.

Public advocacy on equity involved a two-phase campaign under the banner of #FightUnfair, with the first phase launched in partnership with four new celebrity “Friends of UNICEF”. The second phase focused on migrant children and reached more than 11.5 million people, with 1.8 million video views and content shared more than 18,000 times.

The Super Dad campaign in June resulted in extensive reach and engagement in a short period of time. This was a key moment of public advocacy on ECD and a good example of the ‘global’ approach to cause framework implementation.

World Children’s Day in Thailand involved a mock ‘takeover’ of Parliament with a special session by youth supported by UNICEF, with more than two hundred youth representatives, a ‘cinema takeover’ with more than one hundred youth, celebrity videos, social media outreach and inclusion of World Children’s Day-related messaging in the prime minister’s weekly televised address.
Other highlights include an integrated fundraising and public advocacy campaign for children in Syria in January raising over US$ 475,575 and receiving 56,000 SMS donations; the public launch of the MICS 2015-2016 findings in March; and an expo that engaged more than 10,000 people in UNICEF Thailand’s work.

In 2017, UNICEF Thailand supported knowledge exchanges in various fields. Following completion of a case study on the national evaluation system by UNICEF and the United Nations Development Programme (UNDP), the CO supported senior parliamentary members to present at the Asian Evaluation Week, hosted by the Government of China and the Asian Development Bank. During a regional workshop supported by UNICEF Thailand and UNDP in October in the Philippines, national partners in the region engaged in high-level discussions on their experiences with the development of evaluation policies.

UNICEF Thailand disseminated the findings of the Lancet Commission on Adolescents during the International Mental Health Conference held in Bangkok in August and through a regional webinar. The findings of a review of comprehensive sexuality education were discussed at multiple regional platforms, which stirred considerable national and regional interest.

The Government adopted the Child Support Grant in 2015 and achieved remarkable coverage through 2017. This progress caught the attention of governments in the region that are considering a social protection system with a particular focus on young children. Ministry of Finance officials in Cambodia and senior government officials in the Lao People’s Democratic Republic visited Thailand to learn about its social protection system. The visits influenced subsequent discussions on the adoption of a similar scheme in both countries. UNICEF supported a delegation of scholars from the Royal University of Bhutan in late 2017 to explore the experience of Thailand in linking social protection with the SDGs. Overall, Thailand’s experience led to a wave of consultations by governments in ASEAN on the adoption of child grants in the region.

UNICEF collaborated with the MOPH in capacity building of government officials in China, the Islamic Republic of Iran and Myanmar on the elimination of mother-to-child transmission of HIV and syphilis.

**Identification and promotion of innovation**

UNICEF Thailand partnered with Microsoft and Education Region 8 in the One Teacher Project to foster innovative teaching methods for teachers to best communicate around life skills in the classroom. The project helped 26 teachers in southern provinces provide professional community learning support to an additional 130 teachers to integrate interactive ICT tools for classroom instruction as well as distance and online learning. To encourage this process, UNICEF Thailand created a networking platform for teachers to exchange experiences and inspirations online using collaborative tools. The demand from teachers to be part of the network was high, following positive feedback on the training from the core group of 26 who will work with local authorities to sustain and expand the initiative.

UNICEF Thailand contributed to comprehensive sex education and sexual health services for adolescents and youth with an innovative programme communication and partnership with LINE WEBTOON. The collaboration led to three special episodes in a cartoon series revolving around teen pregnancy, and provided key factual information on the risks of unprotected sex whilst promoting the UNICEF-supported online counselling service Lovecare Station, which offers adolescent and youth an opportunity to access critical online know-how and counselling on the
matter in an engaging and constructive manner. The cartoon received 2.3 million views in a month and Lovecare Station noted a 35 per cent increase in online visits. This led to new opportunities, with UNICEF working with LINE WEBTOON and GMM-TV, a digital television provider, to disseminate information regarding sex education and with Lovecare Station in a TV programme based on the cartoon series.

UNICEF Thailand improved internal processes to make them more effective and paperless. ICT tools supported a culture of collaboration, decision making, accountability and efficient resource management.

**Human rights-based approach to cooperation**
Thailand demonstrated commitment to the Convention on the Rights of the Child and strengthening accountability mechanisms. Thailand was one of few (35 out of 198) countries to fully ratify all three optional protocols, regularly reported on the realization of child rights, and achieved progress in the last decades. However, regional, wealth and gender disparities persist. Thailand is a source, transition point and destination country for human trafficking for both sexual and labour exploitation. The concluding observations from the last Committee on the Rights of the Child reporting period recommended that the Government focus on marginalized groups.

The situation analysis for the 2017-2021 country programme determined the most disadvantaged children were those living in poor households; children in rural and mountainous communities; children with disabilities; children affected by migration; and children whose mother tongue is not Thai. The fifth MISC report in 2017 highlighted provincial inequities for the country’s 14 most disadvantaged provinces.

To contribute to national effort to address structural causes of non-realization of rights, the 2017-2021 country programme places these children at its core. The prevalence of children with disabilities is under-reported. Advocated by UNICEF, the inclusion of child-functioning modules in the national disability survey was a step in national efforts to strengthen data and national policies.

UNICEF worked with the Government and civil society to establish safeguards to protect children and serve their best interest throughout the migration process; support enrolment and learning and community health insurance plans. UNICEF developed and documented mother tongue education programmes in the Deep South and with hill-tribe communities in the north that improve learning outcomes for non-Thai speaking children, who were the lowest-achieving students in the nation.

Thailand prepared for its next round of Convention on the Rights of the Child review, when the country will submit combined fifth and sixth reports to the Committee on the Rights of the Child Committee. UNICEF provided the government technical support on drafting the report, and supported the Children and Youth Council to draft a parallel youth report highlighting their issues of concern.

**Gender equality**
UNICEF Thailand continued to build on its initiatives to address gender equality. A priority for the country programme 2017-2020 is teenage pregnancy. Other priorities include gender-sensitive data generation, inclusion of PrEP in national guidelines, and engagement of fathers in the ECD parenting programme. The generation and dissemination of age and gender-disaggregated data from the MICS 2015-2016 at the national and provincial levels was
completed in 2017.

UNICEF invested in advocating for an inclusive policy on pre-exposure prophylaxis (PrEP) including adolescents in various national and international platforms. Thailand National Guidelines on HIV AIDS Treatment and Prevention 2017 now includes provision of PrEP to reduce HIV transmission among young transgender people and young men who have sex with men. UNICEF’s ECD programme and the positive parenting programme promoted participation of fathers and emphasized their role in parenting.

Regarding teenage pregnancy, efforts were made to reach adolescents with appropriate information. To understand and address the gender issues underpinning the teen pregnancy rates in the country, UNICEF Thailand and MOPH initiated the development of a database on reproductive health that includes information on adolescent pregnancy and abortion. Disaggregated data from the Child Support Grant indicated that 40 per cent of beneficiaries were teenage mothers, which prompted analysis on the depth of vulnerability faced by teenage mothers in the country. This will be the focus of work by UNICEF Thailand and its partners over the remainder of the Country Programme.

On the prevention side, UNICEF’s partnership with Path2Health promoted a gender-sensitive online information platform, resulting in 150,000 young people accessing information on sexual and reproductive health and about 2,000 youths accessing counselling services. In May 2017, the recommendations from the UNICEF-supported review of comprehensive sexuality education, with a focus on gender issues, were disseminated. Follow-up actions were initiated by MOE and MoH. UNICEF Thailand invested in supporting the MOE, the MSDHS and the MOPH in developing a ministerial strategy to implement the Adolescent Pregnancy Prevention ACT, 2016

**Environmental sustainability**

UNICEF Thailand continued to support the Thailand School Safety Network, a platform for coordination, collaboration and mutual capacity-building among members to support the MOE’s technical capacity on disaster risk reduction and environmental sustainability, guided by Comprehensive Safety School Framework. With technical support from UNICEF Thailand, World Vision, a member of the Thailand School Safety Network conducted a baseline survey on disaster risk reduction in the country in 2017 with 12,225 schools participating. Among the responding schools, 83 per cent reported that they were at risk of natural hazard, 14.8 per cent reported no risk, while 2.4 per cent reported that they did not know what type of risk they were facing (289 schools).

The report revealed that more than 70 per cent of schools provided disaster reduction education, while nearly 50 per cent of teachers reported that they had learned about the topic in some kind of workshop. The Thailand School Safety Network and UNICEF will work with the Office of Basic Education Commission to ensure that the disaster risk reduction lessons are mainstreamed into teacher training modules in the near future.

UNICEF Thailand aligned itself with UN efforts on ‘greening the blue’ to achieve environmental sustainability. Systematic efforts on this front include reporting and investing in sustainable energy and resource-efficient premises, facilities and operations. The project on greening was initiated in early 2017 to find solutions for environment-friendly workspaces. The concept design stage is completed, with about 80 per cent of detail design accomplished.
Effective leadership

Following the annual management review, the country management team (CMT) adopted its 2017 Annual Management Plan (AMP), including annual office-wide management, programme and operational priorities, management key performance indicators (KPIs), programme and operational risks, control mechanisms and governance structure.

Monthly KPI reports and scorecards were reviewed at each monthly country management team meetings as a standing agenda item, including direct cash transfers and funds utilization status, and monitoring of the harmonised approach to cash transfers (HACT) annual assurance plan (100 per cent). KPIs 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 programme objectives.

The 18 workplans signed with government partners were monitored regularly through technical level discussions with partners, field monitoring visits and formal reviews at mid and end-year.

Two office-wide performance reviews were organized at mid and end-year to gauge performance against programme priorities by outcome and cross-sectoral areas, celebrate successes and identify potential bottlenecks and required response strategies.

January 2018 will be UNICEF Thailand the next annual management review. As an integral part of this process, the office will carry out a review of its risk and control self-assessment aimed at developing a common understanding of risks identified and mitigation measures put in place.

UNICEF Thailand’s statutory committees met regularly as planned.

Financial resources management

To improve fund management, the country management team review included indicators (KPI) for progress of financial implementation rates, grants monitoring, resource mobilization and utilization, direct cash transfers (DCT) levels monitoring, HACT assurance status and status of private sector fundraising fund-raising targets.

The overall expenditure rates for the office were 98 per cent in 2017 with a budget of US$11.4 million, comparable to the 2016 utilization rate of 107 per cent. The office contributed US$3.4 million to the global Regular Resources (RR) and Regional Thematic Fund (RTF) income.

The outstanding DCT at the end of 2017 met the global KPI of less than 1 per cent with a zero balance over nine months, the same rate of 2016.

Training was conducted to introduce the new ‘e-ZHACT’ VISION module rolled out globally to enhance efficiency through reduced steps and use of less paper.

HACT assurance activities completed through the seven micro assessments, 15 spot checks and 41 programme visits, achieving 100 per cent of the plan.

Following sustained efforts throughout the year and innovative and creative private sector fundraising management, UNICEF raised US$15.73 million in 2017. The results were over $1 million higher than the income raised in 2016 and included over US$500,000 raised for the Syrian crisis. The CO continued to receive a reduced rate on bank fees from donations as negotiated in October 2016 resulting in the savings of US$7,200 per month in 2017.
Bank account management was improved through the consolidation of the bank accounts, with ten accounts scaled down to seven accounts. The CO transitioned payroll to direct-to-bank modality where payments were processed by Global Shared Services Centre (GSSC) and deposited into the local banks through the bank communication management modality without the direct intervention of the CSU Finance.

**Fundraising and donor relations**

In 2017 UNICEF Thailand raised USD$15.73 million and recruited 13,000 new pledge donors, bringing the total active monthly donors to 67,600.

These funds provided 97.8 per cent of Other Resources for the Thailand country programme. The balance of the funds was split between global RR, the RTF, the global emergency fund and specific emergencies like the Syria crisis.

Most monthly donors were recruited through face-to-face fundraising. Donors’ information was reviewed to assure sustained monthly payments.

Once acquired, UNICEF provided an ‘on-boarding’ through both mail and digital channels to help donors understand the work of UNICEF and the impact their donation has on the lives of children. This communications journey continues over the entire length of a donor’s relationship with UNICEF and includes newsletters, special reports, briefings from goodwill Ambassadors and update through social media (Facebook, Twitter, and Line).

On top of the individual donor programme, the UNICEF CO had growing philanthropy and corporate engagement programmes that built strategic partnerships. In 2017, UNICEF Thailand strengthened relationships with Sansiri, D’Tac, TOPs and the Central Group. To maintain relationships at this level UNICEF provided customized and detailed reports that match the individual partners’ areas of interest plus special briefings and field visits.

UNICEF was grateful for support received from all its private individual and private sector partners, all and one genuine champions for children. Without this support, UNICEF would not be in a position to pursue its efforts for children’s rights in the country and beyond.

UNICEF Thailand had no formal donor reports due in 2017.

**Evaluation and research**

All evaluations, research and studies planned for 2017-2021 were inserted into the PRIME System and regularly monitored for progress. In 2017, no evaluation management responses were due.

An evaluability assessment of the country programme document (CPD) was conducted in 2017 by an impartial, external expert. The assessment concluded that the CPD is logical, equity-focused, measurable and evaluable. The report suggested minor adjustments to the results matrix and the evaluation plan. The findings of the assessment were presented and discussed at the annual review meeting, and necessary steps to address the findings and recommendations in 2018 were planned.

In 2017, the CO re-initiated an evaluation which was discontinued in 2016 of its advocacy work. The evaluation aims to distil learning from past patterns and practices that could be applied to the planning and implementation of advocacy initiatives in the current programme. The inception report was finalized at the end of 2017.
Another ongoing evaluation that is equally utilization-focused is the impact evaluation of the CSG. Because this was an impact evaluation, the process spanned a number of years. In 2017, the baseline survey was finalized, and preparations for the end line survey began. The findings of this evaluation, conducted as a public-private partnership with the Government, will inform the Cabinet on the choices for expansion or universality of the CSG policy.

UNICEF focused on building senior members of National Legislative Assembly understanding on models for national evaluation systems that Thailand could learn from. These, coupled with the South-South cooperation forums for senior government officials in China and the Philippines in the field of evaluation, led to the decision of the National Legislative Assembly to explore the feasibility of the preparation and adoption of a National Evaluation Policy.

**Efficiency gains and cost savings**

Savings were realized in the procurement of discounted travel air tickets up to an estimated US$ 6,480 in 2017 compared to US$ 4,140 in 2016. This was achieved through a mix of early procurement of air tickets, use of discounted non-refundable tickets and a few staff opting to travel economy class instead of business class. In line with the Executive Director’s global initiative the office will continue to explore further opportunities to reduce the cost of travel in 2018.

Thailand entered five long term agreements (LTAs) with suppliers of goods and services. The LTAs allowed the office to procure goods and services without repeating the bidding process, thereby saving on staff time and effort. Frequently used services were hotels, workshop venues and travel services. Other LTAs that supported efficient procurement of the CO were regional office LTAs for design and printing as well as global and regional LTAs for HACT assurance activity that was valid in early 2017. There was opportunity to scale up the use of LTAs in order to manage the competing work load on CSU procurement staff – such as issuing common services LTAs for translation, editing services, workshop rapporteurs as well as private sector fundraising related services media services.

Savings in staff time were realized through the use of LTAs to contract external firms to carry out implementing partner’s assurance activity. This is noted in this report under HACT- caption “Financial Resources Management”.

**Supply management**

In 2017, the Supply Unit continued to support both the UNICEF CO, the UNICEF Regional Office and the UNICEF Malaysia Office as well as responding to ad hoc requests from the other countries in the South East and Pacific region. There were five active LTAs established by the CO or extended during the year, in addition to Regional Office LTAs that were common to both the regional and COs.

In 2017, the procurement unit took on the non-traditional role of supporting the preparation for the greening and renovations project to be implemented in 2017 as well as sourcing for temporary premises and supporting the design concept thereby further constraining the unit’s capacity.

CSU participated in the inter-agency procurement community of practice, a forum for exchange of efficient procurement practices. In 2017, LTAs from agencies were uploaded in a common Office Management Team site for ease of access by all member agencies.
Below is the 2017 profile of procurement of services and goods for the UNICEF Thailand Country Office with a total value of US$ 2.3 million for 2017.

Profile of procurement of goods and services in 2017 (**data as at 31 Dec 2017)

<table>
<thead>
<tr>
<th></th>
<th>Value US$</th>
</tr>
</thead>
<tbody>
<tr>
<td>Programme supplies</td>
<td>92,137</td>
</tr>
<tr>
<td>Printing fundraising material for private sector fundraising</td>
<td>162,973</td>
</tr>
<tr>
<td>Admin supplies</td>
<td>102,577</td>
</tr>
<tr>
<td>Total value of local supplies</td>
<td>357,687</td>
</tr>
<tr>
<td>Institutional contracts</td>
<td>1,955,305</td>
</tr>
<tr>
<td>Total value of procurement (goods and services)</td>
<td>2,312,992</td>
</tr>
</tbody>
</table>

To address 2017 performance gaps, priorities for 2018 will include a comprehensive survey of the market for certain services, in particular those that pertain to non-traditional UNICEF operations. This may address one common cause of delay in completion of contracts: scarcity of technical expertise in Thailand and resulting costly single-source procurement. Market surveys carried out in 2018 will provide benchmarks for recurrent services in programme and private sector fundraising activities, thereby mitigating risks. The Supply Unit took part in a pilot e-Procurement system managed by Supply Division in Copenhagen with the aim of achieving efficiency gains, enhanced internal controls and process automation.

The CO will undertake a systematic evaluation of service providers in 2018 to build a solid database of partners as well as enter into multi-year LTAs for recurrent services.

**Security for staff and premises**

During 2017 the overall security situation in Thailand remained calm except, as in previous years, in the far south where some incidents of unrest were reported by UNDSS. UNICEF Thailand maintained close coordination with UNDSS and there were no security-related incidents affecting staff. Security advisory briefs were shared regularly and SMS alert messages were sent out as necessary with the telephone tree simulated successfully several times during the year.

Guidance was issued by UNDSS on traffic road blocks and during the October week of the Royal cremation ceremony, enabling staff to plan and safely implement alternative work arrangements without interruption to business continuity.

UNDSS supported the review of MOSS compliance of car hire companies issued with LTAs in order to assure staff safety during project field trips – in particular as safety remains a major concern in accessing the UNICEF/Partner projects located in the far south provinces of Thailand. Two out of four drivers attended a half-day Safe Driving Training with UNDSS while the rest will be trained in 2018.

The UNDSS facilitated a fire wardens’ training as well as basic fire and prevention techniques, as well as providing support to one fire drills in 2017 and evacuation procedures training.

In 2018, the office will continue to update MOSS compliance at the temporary premises – in compliance with recommendations of the UNDSS.
**Human resources**

In 2017, the CO acquired new specialists as per the authorized human resources (HR) structure against its 2017-2021 program goals. Human resources supported the staffing requirements regardless of contract type and nature of assignment through creative sourcing to attract qualified candidates within Thailand’s highly competitive mid-income context.

Despite the challenges of the local market and the unique needs of sections, human resources met the KPI recruitment of less than 90 days per recruitment, with an average of 72 days.

Following the implementation of gender-balance workforce strategy, there was improvement in gender parity, especially among the international staff category, but in the national category. UNICEF Thailand will pursue its efforts in such regards.

One issue was the capacity of the Common Services Unit (CSU): staff numbers for UNICEF EAPRO and the CO were no longer commensurate with the capacity in the UNIT. This imbalance will need to be addressed to ensure quality and timely support to programme implementation; to allow opportunities for CSU staff; and to continue support to other countries in the region, such as the Tokyo Office and the Seoul Office, with limited human resources. Numerous incoming stretch-assignment staff overburdened the human resource and protocol functions.

Staff welfare issues revealed by the Global Staff Survey were addressed by management through a combined effort of human resources and the Bangkok staff association. A developed action plan will be monitored throughout 2018, with progress reports provided to management.

As part of knowledge-sharing and interagency collaboration, UNICEF Thailand continued to actively participate in the protocol and UN Common human resources working groups as well as their other initiatives.

**Effective use of information and communication technology**

Hardware and software upgrades: PC and laptop replacement plan was implemented, in line with the three-year replacement policy, and will complete the process by January 2018; 65 per cent of users were migrated to Windows 10 in December 2017.

Telephony application: The contact centre was used for private sector fundraising and enhanced to provide an interactive voice response to donors. UNICEF Thailand and UNICEF EAPRO will implement the new O365 telephony system in January 2018 to enhance digitization and wireless systems, including integration of the various office communication equipment.

Business continuity: In 2018, the ICT unit, with the support of the new regional chief of ICT, will transfer and install ICT equipment to the temporary office premises, including the relocation back to UNICEF premises in later 2018.

Sharepoint: The Team Site was used for information sharing and communication. Training was conducted on expanded use to enhance office-wide use and efficiency.

Mobile technology and media: U-Report was introduced as a youth participation digital tool. The opinions of over 1,000 members were used to help design MOPH communication materials regarding HIV and AIDS. Other government agencies will benefit from U-Report for their project designs.
UNICEF worked with the Department of Health to expand the SMS-based Child Care Information Dissemination Project through RapidPro (the platform behind U-Report) to reach more parents with information related to ECD.

In comparison with the 2016 data, UNICEF Thailand steadily increased the number of online supporters on its two main social media channels: 27.5 per cent on Facebook and 20.3 per cent on Twitter. LINE was used as a platform to support fundraising campaigns and promote big events to more than 1.7 million ‘friends’. UNICEF involved online influencers and celebrities in several online campaigns.

Programme components from RAM

ANALYSIS BY OUTCOME AND OUTPUT RESULTS

OUTCOME 1 By 2021, children between the ages 0 to 5 years are progressively cared for through quality ECD services and in protective and nurturing family environments.

Analytical statement of progress

The MICS 2015-2016 findings, published in early 2017, show again that access to ECD services was high in Thailand, with 85 per cent of children aged three to four years accessing childhood education. The 2017 Constitution mandated expansion of ECD to cover three years of free pre-primary education, which will provide access to children aged three to five years over the coming years.

The MICS findings revealed a strong positive correlation between access to ECD services and development outcomes. While the overall ECD index shows that most children were developmentally on track, more than 30 per cent of children aged three to four years were developmentally off track in literacy and numeracy, with more than 20 per cent off track in the social-emotional domain. This finding strengthens the UNICEF programme of support on capacity of ECD centres in providing holistic child development, as outlined in output 2.

The MICS findings showed that while progress was made in breastfeeding rates, national targets were not met. Around 40 per cent of babies were breastfed within the first hour of their birth. For babies born in private hospitals, the rate was lower, at nearly 25 per cent, and the exclusive breastfeeding rate for the first six months was 23 per cent, an increase from 13 per cent in 2012. UNICEF Thailand used this data to support communication around National Breastfeeding Week. One child in 10 younger than five years was too short for their age, or moderately or severely stunted. Stunting occurred more frequently among children whose mother had no education and among children living in the poorest households.

The MICS findings highlighted deficits in parenting practices and home environments for young children, with clear gender- and wealth-related disparities. While six in ten mothers engaged with their child aged three to four years in four or more activities that promote learning and school readiness in the three days preceding the survey, fathers engaged at half that level. The design of the UNICEF-supported parenting programmes that is outlined in output three were informed by these findings.

Since the official launch of the MICS findings in March 2017, UNICEF Thailand partnered with the National Statistics Office (NSO) to disseminate the results, with a focus on ECD and
disparities, at the national and provincial levels and to advocate for measures that address the challenges.

The year was marked by the work of the National ECD Committee chaired by the Deputy Prime Minister, which continued to develop a National ECD Plan, and by the work of ministries and authorities whose coordination on ECD is becoming more and more effective.

Progress on moving to an approved plan was slow, despite an inclusive process that brought together ministries and agencies to determine priority results, strategies and indicators. By year end, the National ECD Plan was still in draft form. The draft plan contains several priorities, including equitable access to quality and holistic ECD services for 100 per cent of children, enhancing capacities of ECD professionals, strengthening and scaling up parenting programmes that focus on good nutrition and child protection and enhanced coordination of ECD policy and programmes.

UNICEF Thailand engaged with the National ECD Committee to develop guidelines for parents and ECD teachers / caregivers on nurturing care, which will help improve the quality of ECD services throughout the country.

The Ministries of Education, Public Health, Interior and Social Development, and Human Security signed a MoU in March that supported coordination and integration of ECD service delivery and highlighted areas of policy alignment. Its vision and content deal primarily with ECD, framing it as the solution to human capital development, and a drive to high-income country status. UNICEF contributed by organizing a joint review of workplans between the Ministry of Public Health (MOPH), the Ministry of Interior (MOI), the Office of Education Council and the Bangkok Metropolitan Administration (BMA).

An ECD curriculum for children aged three to five years was developed and endorsed by the Ministry of Education (MOE) in August for implementation in all ECD settings. UNICEF was part of the development committee, providing inputs on nutrition and positive discipline. The new curriculum strengthens the approach to holistic child development.

Following UNICEF Thailand’s advocacy and technical support to the Government over the previous country programme, the National Legislation Assembly passed the law in April to support the enforcement of the International Code of Marketing of Breast-milk Substitutes (BMS Code). The Control of Marketing of Infant and Young Child Food Act was published in the Royal Gazette in September and was in full force. UNICEF continued to provide support during 2017, with the help of EAPRO, strengthening the capacity of health officials to develop a system to monitor implementation and report violations.

The MOE established a committee to coordinate the achievement of the fourth SDG, with UNICEF appointed as member. The committee developed a road map for achieving SDG 4, with baselines, targets and strategies. Through UNICEF advocacy, the MICS was identified as the source of data to measure holistic development of children under five (target 4.2), and UNICEF helped the MOE focus on the ECD elements of SDG 4 at regional meetings, such as the Asia-Pacific Meeting on Education 2017 and the ASEAN-UNICEF Symposium on Leaving No One Behind.
OUTPUT 1 By 2021, ECD policy makers and stakeholders have enhanced understanding on holistic child development and capacity to implement integrated, inclusive ECD programmes.

Analytical statement of progress
UNICEF Thailand worked with policy makers across the MOE, MOPH, MOI, the Ministry of Social Development and Human Security (MSDHS) and within the National ECD Committee on developing the National ECD Plan. This included advocacy on nutrition, parenting, the quality of services and skills of ECD professionals using the MICS data to ensure an equity focus and specific indicators tracking access to services for disadvantaged children, including children with disabilities, migrant children and children from poor families. UNICEF provided technical support for coordinating inputs from relevant ministries.

UNICEF Thailand organized high-level forums on ECD and disseminated data, evidence and resources on ECD, including a translated version of *Building Better Brains*, a customized version of the Parenting Standards and advocacy messages based on *The Lancet* ECD publication.

MICS data were critical for advancing advocacy on ECD issues. The Deputy Prime Minister and the Office of Education Council Secretary General were part of a group of leading policy makers in attendance when UNICEF presented the MICS data and spoke on the importance of addressing challenges based on the latest evidence and neuroscience on child and brain development.

UNICEF Thailand worked with provincial policy makers to help them better understand children’s issues as well as the science of child development and supported the BMA to set ECD priorities within the next five years, drawing upon the national strategy and MICS data for Bangkok.

UNICEF Thailand continued advocacy for legislation related to the International Code of Marketing of Breast-milk Substitutes in 2017, including coordinating an event to show public support for the law and advocating with the law review committee members. Following passage of the Control of Marketing of Infant and Young Child Food Act in April, UNICEF continued to promote the benefits of breastfeeding through advocacy and communication and technical support to the MOPH for the development of the Ministerial Notification to give effect to the law.

UNICEF Thailand continued to advance the Breastfeeding in Workplace initiative, including development of a database of participating employers. Support was provided to the MOPH and other stakeholders to produce an advocacy package that targets the business sector to promote breastfeeding.

Building on UNICEF Thailand’s nutrition analysis and with EAPRO support, the Nutrition and Hygiene Guideline for ECD Services was drafted within the CO workplan with the MOPH and to build up capacity of ECD professionals.

OUTPUT 2 By 2021, ECD professionals (ECD centre staff and mother and child health professionals) have strengthened capacity and tools to support the holistic development (physical, social, emotional, cognitive) of young children.
Analytical statement of progress
UNICEF Thailand developed ECD workplans with the MOI, the MOPH and the BMA to strengthen the capacity of ECD professionals to provide quality holistic nutrition and child development services for young children and families.

Working with the International Baby Food Action Network through a regional agreement, national trainers of the BMS Code from the Department of Health and 55 BMS Code Watchers at the country’s 13 Health Promotion Centres received knowledge and tools to monitor the code’s implementation.

In partnership with the MOI and the BMA, UNICEF Thailand made progress in strengthening the capacity of ECD centres and caregivers in 13 provinces to support the holistic (physical, social, emotional, cognitive and creative) development of children. UNICEF Thailand designed and delivered capacity-development workshops for a core group of 55 caregivers and local authority staff from 13 provinces who, in turn, will be the backbone of the 2018 workplan to scale up that capacity within their provinces through a cascading model, with UNICEF Thailand support. In 2017, capacity of 1,540 caregivers in 655 ECD centres enrolling 47,682 children was strengthened as a first step in the scaling-up plan towards certification of competency.

UNICEF Thailand supported the development of a manual for caregivers, which was tested in November during a training of 55 caregivers. The manual provides a comprehensive overview of ECD, starting with an understanding of child development and neuroscience, an overview of developmental domains and how ECD services and engagement with children can support their holistic development. It provides guidance to caregivers on how to integrate activities into daily routines and how to observe children’s behaviours and measure competency development. It covers environment management, improving nutrition and hygiene practices, which is the focus of a partnership between UNICEF and the MOPH, and coaching and communication skills for engaging with parents. Following feedback on the draft manual from caregivers, the revised version included more context-specific guidance on communication with parents and children.

UNICEF Thailand employed the free LINE application to build a community of practice among 1,497 caregivers in 13 provinces to share good practices and monitor and support caregiver experiences post-training.

No progress was made on public-private partnerships because the Children’s Rights and Business Principles staff member recruitment did not take place.

OUTPUT 3 By 2021, parents and families have enhanced knowledge and skills on nutrition, care, protection and development of young children

Analytical statement of progress
UNICEF Thailand’s partnerships with the Ministries of Interior and Health include strengthening the knowledge, skills and practices of families to support nurturing, care and development of young children. Parenting was included as a priority area in the draft National ECD Plan.

UNICEF Thailand contributed towards building a consensus and vision for parenting programmes among ECD policy makers, with support for developing ECD Guidelines for Parents and Caregivers, in partnership with the Office of Education Council and assistance from EAPRO. A high-level forum co-hosted by UNICEF Thailand to discuss the draft guidelines in
August was attended by the deputy prime minister and the chair of the National ECD Committee, which helped develop a better understanding of the role and services required of parents. The guidelines outline important areas, including protection, nutrition and stimulation, with an equity focus on children with disabilities.

With the UNICEF EAPRO innovation unit and MOPH support, UNICEF Thailand helped the Government design a parenting communication platform, now at the inception stage. Based on RapidPro, the recruitment of 700,000 parents per year in the system is envisaged and will eventually cover all parents nationwide. The MOPH asked UNICEF to support the technical set-up as well as the development of content, which will include information on nutrition and feeding practices, stimulation, holistic development, child protection and a communication for development component with targeted messages to vulnerable or disadvantaged groups of parents.

To supplement the MICS data, UNICEF Thailand developed a baseline survey on knowledge, attitudes and practices (KAP Survey) of parents in targeted provinces. The findings will help monitor the results of the parenting programme and inform priorities for action. The survey was completed in 2017 and provided valuable information on parenting practices, with challenges emerging regarding corporal punishment, feeding practices and stimulation in low-income families. It provided useful information on where parents get information and how their behaviour is influenced.

UNICEF Thailand’s training for ECD professionals outlined in output 2.2 included capacity to counsel and engage parents within parenting programmes. Materials and tools were developed, including a parenting manual and the ECD Guidelines for Parents and Caregivers.

The UNICEF Thailand’s ECD communication strategy was developed to accelerate understanding among decision makers and parents on the importance of ECD. The Early Moments Matter advocacy campaign was initiated, highlighting the first 1,000 days of a child’s life with blogs and bite-sized messages in social media.

**OUTCOME 2** By 2021, all girls and boys complete free, equitable and quality primary and secondary education leading to relevant and effective learning outcomes.

**Analytical statement of progress**
Thailand made considerable progress over the past decades in increasing children’s access to primary and secondary schooling through high levels of government investment. The National Education Policy mandated free basic education to all children, regardless of nationality or legal status. MICS 2015-2016 findings, launched in 2017, showed that national attendance ratios for early childhood education and primary and secondary education are 84.7 per cent, 94.8 per cent and 81 per cent, respectively, revealing little change since 2012.

Inequities in the education system remain for disadvantaged groups in terms of access based on geography, language, mother’s education and wealth. The disparities, while evident for children aged six years entering primary school, become more pronounced at the secondary level. One in three secondary school-aged children in a household headed by a non-Thai native speaker is not in school, and almost one in four (23.7 per cent) children born to mothers with no formal education and one in five children of secondary school age in poorest quintile households are not in secondary school.
Data from the Office of Basic Education showed that for the 2016 academic year, 135,276 migrant children, a slight reduction from 2015, and 238,063 children with disabilities were enrolled in school, with migrant and disabled children remaining an education advocacy priority for UNICEF throughout 2017.

After the launch of the MICS findings in March, UNICEF Thailand partnered with the NSO to disseminate the results, including education disparities, at the national and provincial levels, and advocated for specific measures to address the challenges identified, including strengthening mother tongue-based education for ethnic minority children and more equitable and targeted financing for small rural schools.

The Organisation for Economic Co-operation and Development (OECD) Programme for International Student Assessment 2015 results, which were published in December 2016 and focus on science, reading, mathematics and collaborative problem solving, again revealed shortcomings in learning outcomes. Classified by subject, Thailand ranked 54th for maths, 57th for reading and 54th for science of 70 participating OECD countries, showing a decline from 2012. The results revealed that approximately 50 per cent of students assessed were below basic proficiency level in maths, reading and science. Girls outperformed boys across all subject areas, and student learning outcomes showed disparities between urban and rural areas, characterized by small schools and across regions.

Thai students performed poorly on the collaborative problem-solving assessment, which was a new component of the Programme for International Student Assessment framework and an important measure of students’ ability to work together and apply critical problem-solving skills. The MOE was conscious of the need to strengthen 21st century skills among students, and in January 2017, launched the 21st Century Skills Education Teacher Manual, which was developed with UNICEF Thailand and Right to Play.

The 20-year national education plan was launched in April. Its development was led by The Office of Education Council with whom UNICEF engaged during the development process, including co-hosting a development partner forum in 2016 to provide feedback and input on the draft plan, with an emphasis on strengthening the focus on equity and ECD. The plan prioritizes achieving equity in education with 100 per cent targets for enrolment and completion, skills development and improving learning outcomes. In his remarks to launch the plan, the Deputy Prime Minister acknowledged the early years of children’s lives as a key period. The plan contains important targets on reducing disparities in learning outcomes between rural and urban schools and on improving equity in resource allocation.

The 2017 Constitution called for a fund to address inequities in education and to support the education of poor children. An Independent Education Committee developed a draft Equitable Education Fund Act. The Cabinet approved the draft law in November for submission to the National Legislative Assembly in January 2018. UNICEF Thailand engaged with the Committee during the development phase, developing a concept note to outline principles for the fund, setting expectations for what the fund can achieve, how it can operate and how it will engage with government programmes, schemes and budgets to ensure complementarity and synergy rather than creating inefficient duplications. To determine inequities in the education system, UNICEF Thailand drew upon MICS data and the UNICEF-supported Public Expenditure Tracking Survey findings (launched in July) that highlighted inefficiencies in how school subsidies are designed and spent.
The MOE established a committee to coordinate activities for SDG 4, with UNICEF appointed as a member. The committee developed a road map for achieving SDG 4, with baselines, targets and strategies. Through UNICEF advocacy, the MICS was designated the mechanism to measure the holistic development of children under five years (target 4.2), and UNICEF helped the MOE prepare presentations of SDG 4 implementation at regional meetings, such as the Asia-Pacific Meeting on Education APMED 2017 and the ASEAN-UNICEF Symposium on Leaving No One Behind.

Following the adoption by the National Legislative Assembly in 2016 of legislation to reduce teen pregnancy, the Prevention and Remedial Measures for Adolescent Pregnancy Bill which stipulates that schools must offer comprehensive sexuality education, the MOE developed a road map to strengthen comprehensive sexuality education in schools. A UNICEF Thailand-supported study on the implementation of comprehensive sexuality education was launched and its findings disseminated in May. UNICEF Thailand helped bring together education partners to develop the action plan, based on the study’s conclusions and recommendations.

**OUTPUT 1** By 2021, education authorities have increased capacity to develop, implement and monitor equity focused and evidence-based quality education strategies

**Analytical statement of progress**

January saw the launch of the *21st Century Skills Education Teacher Manual*, developed by OBEC, UNICEF Thailand and Right to Play: a guide for teachers and school principals to promote the development of children’s skills, including decision making and problem solving, creative and critical thinking and communication. It included a video of good teaching practice for use in schools and in teacher-training programmes. Following a monitoring exercise on the distribution, use and quality of the manual, OBEC, UNICEF and Right to Play agreed on strategies to systematically strengthen life skills education in schools. In addition to the 42 schools in which teachers are championing life skills education, several schools are reporting use of the manual, with a final count due following analysis of the monitoring exercise.

Findings from the Public Expenditure Tracking Survey, conducted jointly by OBEC, UNICEF and Thammasat University, were launched in July, with EAPRO support. The study examined how effectively the free education programme was delivered through subsidies provided to schools and recommended how financial resources could be better targeted. The recommendations informed the OBEC reform of the poor-school subsidy to better enhance the equity and effectiveness of the free education programme.

UNICEF documented the results of a pilot mother tongue education programme in the Deep South, which demonstrated the effectiveness of multilingual education for improving learning outcomes for Patani Malay-speaking children, who were the lowest-achieving students in the nation. Documentation provided evidence of what works, along with guidance to support UNICEF Thailand advocacy for policy shift in favour of mother tongue education.

A UNICEF Thailand-supported study on comprehensive sexuality education was launched, and the findings disseminated in May. UNICEF helped bring together education partners to develop an action plan to strengthen comprehensive sexuality education in schools, based on the study’s recommendations. The study found that comprehensive sexuality education was taught in almost all secondary schools, but more teaching time and better teacher training were needed for students to build the knowledge and skills they need.
UNICEF Thailand developed the *Business Case for Private Sector Support for Disadvantaged Children*. This publication was based on the public-private partnership experience in Chiang Mai and provided case studies and guidance and made the business case to encourage private sector investment in and strategic partnership with education authorities and schools. The publication launched in first quarter 2018 to used to engage additional private sector companies and networks.

**OUTPUT 2** By 2021, schools have increased capacity to provide safe, protective and inclusive school environments.

**Analytical statement of progress**
According to a 2016 Bureau of Non-communicable Disease Control report, an average of two children a day died of drowning over the previous four years. Increased incidence of flooding and the large number of water bodies are primary risk factors. UNICEF Thailand began a Swim Safe Programme with the MOE and the MOPH in 20 schools in flood-prone provinces. UNICEF Thailand provided portable swimming pools in January and support for training for 40 teachers and school administrators. The Swim Safe instruction reached approximately 11,000 children so far. UNICEF Thailand will document the results and advocate for greater investment in providing children with survival skills to reduce drowning rates.

UNICEF continued support to the Thailand Safety School Network by advocating with other partners for disaster risk reduction measures in all schools. In 2017 in partnership with Save the Children, UNICEF Thailand provided technical support for capacity building of 40 core trainers, who then built up the capacity of 450 teachers and educational personnel to strengthen disaster risk reduction in 50 school clusters in five disaster-prone provinces and contributed to the network review and revision of the *Comprehensive School Safety Framework* manual.

Little progress was made in 2017 on strengthening school capacity on child protection measures, which will have renewed focus in 2018. The framework for child protection in schools developed by OBEC, with UNICEF support, outlines recommendations to strengthen child protection in schools and prevent instances of bullying and violence, corporal punishment and sexual abuse. The child protection online learning tools, developed with the Thailand Association of Social Workers and launched in November, offer a good opportunity to provide teachers with knowledge and skills on child protection.

The education management information system recorded 238,063 children with disabilities enrolled in school in the 2016 academic year. But there is little understanding of the total number of children with disabilities out of school, which the ongoing NSO disability survey, supported by UNICEF Thailand, will provide an estimate.

**OUTPUT 3** By 2021, parents and guardians have increased understanding and knowledge of inclusive education and equity in education.

**Analytical statement of progress**
UNICEF Thailand conducted a public advocacy campaign to strengthen awareness of how inequities impact children in Thailand. The first phase of the #FightUnfair campaign was launched in May to highlight gaps in the realization of rights for vulnerable children, such as migrant children, ethnic minorities and children with disabilities. Together with the launch of four
newly introduced Friends of UNICEF, the campaign aimed to mobilize support from the public, influencers and decision makers to create equal opportunity for these children.

The campaign’s second phase followed in November. Under the umbrella of #FightUnfair, the phase two message was rooted in #AChildIsAChild and focusing on migrant children and their inequitable access to education and health care.

Reaching approximately 11.5 million people so far, the campaign ignited dialogue and debate among the public and raised attention in the social space on inequities facing migrant children in Thailand through multi-layer content featuring social experiment videos, influencers, perspectives on inequity, Friends of UNICEF field visits along with social media posts and articles in different traditional and online media outlets.

A survey with parents, adolescents and decision makers was conducted to establish baseline data related to their knowledge, attitudes and practices on many issues, including the right to education for migrant children and children with disabilities. The results showed that while 60 per cent of parents agreed that migrant children can attend regular schools, less than half of parents agreed that the state and society should ensure equal opportunities and chances for migrant children, regardless of the costs; 33 per cent agreed that migrant children should have the same right as Thai children. The results showed that parents were more receptive to include children with physical disabilities than mental disabilities. The insights will help UNICEF design communication and advocacy activities as well as programme partnerships to promote in 2018 the rights to education for these children.

Planning has taken place with local education authorities in Tak Province and Save the Children to develop a programme on increasing the understanding of inclusive education, equity and the value of diversity among Thai and migrant parents as well as increase global citizenship skills among Thai and migrant children. The school-based activities will create opportunities for positive interactions between Thai and migrant students and parents, leading to cross-cultural appreciation and understanding of equity and diversity.

**OUTCOME 3** By 2021, all adolescents, especially the disadvantaged, increasingly practice key behaviours for healthy development and participate in decision-making at all levels to accelerate the realisation of their rights.

**Analytical statement of progress**

In 2017, UNICEF Thailand promoted the needs of adolescents among policy makers and key stakeholders, and the significance of adolescent-sensitive policies, strategies and plans that promote their health and well-being.

UNICEF Thailand published *Analysis of the Situation of Adolescents in Thailand, A Review of the Comprehensive Sexuality Education in Thailand* and the *Multiple Indicator Cluster Survey* report, with evidence on the need to prioritize programmes targeting the second decade of life. UNICEF organized a high-level event during which George Patton, Chair of The Lancet Standing Commission on Adolescent Health and Wellbeing, engaged with policy makers and other stakeholders on the findings from The Lancet Study on Adolescent Health and Wellbeing, published in 2017, which highlight the importance of investing in adolescents.

The first-ever comprehensive strategy promoting adolescent health, well-being and participation
in Thailand was developed. Following a results-based management training, which UNICEF organized for government ministries in 2016, the Government and UNICEF Thailand jointly drafted the strategy in consultation with adolescents, academics and technical experts. The strategy outlined the Government’s vision for increased commitment towards realizing adolescents’ rights to health care and information, well-being and participation and established the roles and responsibilities of ministries and agencies. The strategy will be formally approved in 2018.

UNICEF Thailand established formal partnerships with the Ministry of Justice (MOJ), the MSDHS and the MOPH to promote adolescent development and participation in general, but also adolescents in institutions and adolescents from migrant families who are among the most vulnerable young people in the country. Adolescent-specific and adolescent-sensitive health promotion and counselling services were developed, and the capacity built of professionals who work with adolescents, to deliver services appropriately.

Progress was made in institutionalizing gender-sensitive health promotion services, including behaviour-change activities, in the juvenile training centres and welfare institutions in 2017. Capacity was built with psychologists, social workers and caretakers who work with adolescents in these institutions. UNICEF Thailand brought together relevant ministries to jointly review and coordinate their programmes for adolescent health.

In 2016, the Government committed to use the UNICEF Thailand-promoted Adolescent Country Tracker, a tool for standardizing indicators and tracking results on adolescent health and well-being. In 2017, the MSDHS took the lead in coordinating with ministries to adapt the tool to the Thailand context.

To reduce teenage pregnancy rates in Thailand, the MOE and the MOPH formally agreed in 2017 to take forward several recommendations from the UNICEF Thailand-led Comprehensive Sexuality Education Review conducted in 2016 (with the findings disseminated in 2017), notably capacity development of teachers to cover the topics comprehensively and strengthen the life skills and the rights component of students.

Approximately two million adolescents benefited from an innovative approach to information dissemination through an online cartoon series. UNICEF in partnership with LINE Webtoon developed three episodes of the popular cartoon *Teen Mom* to provide age-appropriate information and guidance. Online health information platform Lovecare Station that UNICEF Thailand supported, was accessed by 150,000 adolescents in 2017.

UNICEF Thailand cancelled plans for a large-scale PrEP demonstration project to prevent HIV infection in high-risk adolescent groups due to funding issues. Considerable time and resources were invested in 2015, 2016 and 2017 to pave the way for this project. UNICEF will focus its support the Ministry of Public Health to prevent HIV in adolescents through a comprehensive adolescent health strategy and evidence-based operational guidelines for adolescent specific PrEP implementation.

On youth participation, UNICEF Thailand worked with the Children and Youth Council of Thailand and the Department of Children and Youth to strengthen the capacity of Council members on youth participation and digital literacy. Four regional assemblies were organized to build capacity of more than 300 council members in all 77 provinces.
UNICEF worked with youth organizations and network partners to organize high-visibility moments, such as a Parliament takeover session, in which the Children and Youth Council and youth networks conducted an Extraordinary General Meeting on 17 November to agree on national scale policy recommendations around violence against children that were subsequently submitted on Facebook live to the Deputy Prime Minister. The youth engaged in a “cinema takeover” in which UNICEF Thailand helped the Thai Youth Institute in organizing a panel discussion on youth participation and screened the premier of a youth-led, youth-produced short film to raise public awareness of adolescent health-related issues.

With the strategic change of channel to Facebook for engaging children and youth with U-Report, more than 5,000 new U-report members were recruited. U-Report was used as a digital platform for children and youth participation. Twelve polls (surveys) were conducted in 2017. Results were analysed and contributed to various projects and activities of UNICEF Thailand and partners. For example, results of a poll on violence against children were used as supporting evidence in the National Legislative Assembly organized by the Children and Youth Council and the Department of Children and Youth to develop suggestions for the Government, while the results of a poll on HIV were used by the MOPH for planning and designing informative content on HIV and AIDS.

**OUTPUT 1** By 2021, selected government agencies and key stakeholders have increased evidence, understanding and skills to incorporate the voices of adolescents in their decision making while developing adolescent-sensitive policies, strategies and plans.

**Analytical statement of progress**

The first-ever comprehensive strategy promoting adolescent health, well-being and participation in Thailand was developed (to be approved in 2018). Following a results-based management training that UNICEF Thailand organized for ministries in 2016, the Government and UNICEF jointly drafted the strategy, in consultation with adolescents, academics and technical experts. The strategy outlines the Government’s vision for increased commitment to realizing adolescents’ rights to health, well-being and participation, and establishes the responsibilities of ministries.

UNICEF Thailand continued advocacy for the adaptation of the Adolescent Country Tracker, a tool for standardizing indicators and tracking results on adolescent health and well-being. Through multiple consultations with ministries in 2017, data and sources available to report on the indicators in the Adolescent Country Tracker and SDGs were mapped out. The Department of Children and Youth led the process.

*A Situation Analysis of Adolescents in Thailand 2015 - 2016* was published. UNICEF Thailand used the findings to advocate for increased investment in adolescents through adolescent-sensitive policies, strategies and plans. In addition to the KAP Survey that UNICEF Thailand conducted to establish baseline data for its country programme, data were collected from decision makers in the MOJ and the MSDHS and adolescents in vocational schools. A scoping study on reproductive and sexual health education provided to adolescents with disabilities living in institutions was conducted to inform adolescent-sensitive health policies and programme intervention.

To reduce the country’s teenage pregnancy rate, the MOE and MOPH agreed to take forward recommendations from the UNICEF-led Comprehensive Sexuality Education Review conducted
in 2016 (the findings disseminated in 2017). Both ministries, especially in the context of the National Teenage Pregnancy Prevention Act, committed to equip schools, teachers and professionals with skills and tools to teach sexuality education in an age-appropriate and engaging way, involving adolescents in the development of the curriculum and tools.

UNICEF, UNAIDS and Thai Red Cross jointly analysed data on HIV prevention services to ensure that young key populations at risk of HIV have equitable access to prevention services. This indicated that young men having sex with men are particularly disadvantaged. Based on that evidence, UNICEF Thailand and stakeholders lobbied with the Government to revise its National HIV Prevention Policy to include PrEP, which is an high-impact HIV prevention intervention tool to the HIV services package and to lower the targeted age for PrEP to cover adolescents below 18 years. The revised policy on HIV Prevention is expected in early 2018.

**OUTPUT 2** By 2021, professionals working with adolescents have increased knowledge, skills and tools to provide a package of services that promote key behaviours to prevent HIV and other STIs, non-communicable diseases, adolescent pregnancy and promote physical and mental development.

**Analytical statement of progress**

UNICEF Thailand began engaging with ministries that work with adolescents especially the most vulnerable ones. The aim was to strengthen the capacity and expertise of professionals to provide adolescent-sensitive programmes and services.

With the MOPH, UNICEF Thailand brought together around 120 professionals from local administrative organizations, schools and hospitals in four provinces that support adolescent healthy behaviours. They discussed their working experiences on holistic adolescent health promotion covering sexually transmitted infections, teen pregnancy and substance abuse. The lessons learned from these professionals were documented for MOPH to analyse how inter-sector collaboration for adolescent health outcomes could be achieved, and to be used as a model to advocate with other ministries for replication in other areas. A total of 40 social workers, psychologists and caregivers in all 22 MSDHS welfare institutions that shelter children aged seven to 18 years old in need of protection were sensitized on adolescent-friendly services which will respond to their needs. And through collaboration between UNICEF Thailand and the MOJ, 270 staff from all 19 juvenile training centres received training on health screening and medical first aid.

First steps were made to develop the training curriculum, manual and tools to provide quality care and support to adolescents with psychological problems. The MOJ formed a technical committee to review existing services to inform the drafting of guidelines for youth-friendly health services and psychological support care.

UNICEF Thailand and Path2Health Foundation partnered to improve online and offline youth-friendly health services as well as adolescents’ access to them. As a result, 30 pharmacies in Bangkok now have at least one staff trained to provide adolescent-sensitive counselling, conduct an initial health screening and make appropriate referral to medical or other social services. Similarly, 44 private and public hospitals in Bangkok have at least one nurse trained to provide easy-access, non-judgemental, sensitive and comprehensive services to adolescents. An online survey found that 71 per cent of 336 adolescents felt very satisfied with the counselling.
The coordination of programmes for adolescents improved with the 844 teen managers that the MOPH installed at all levels. The teen managers are appointed government officials, based on their performance in relation to adolescent health promotion. They received training on adolescent health problems, a suggested model of interventions and manuals and tools that UNICEF Thailand provided to the Department of Mental Health.

OUTPUT 3 By 2021, adolescents, especially the most disadvantaged, have increased knowledge of healthy development and available services.

Analytical statement of progress
UNICEF Thailand began working with government agencies and NGOs to promote adolescents’ health literacy and access to services and thus improve their capacity to obtain, process and understand basic health information and services needed to make appropriate health decisions. The work began with a baseline survey that indicated less than 45 per cent of adolescents in welfare homes and juvenile training centres had access to adolescent-friendly health services. Even if they knew about services, their access and use were limited because the type and quality of services did not meet their needs. The findings were disseminated to ministries and will be used for programme design and interventions in 2018.

Some 3,000 adolescents were consulted to understand their health information needs and preferred communication channels. The voice of adolescents was incorporated in the programme designed by the Ministry of Public Health.

Around 150,000 adolescents and youths received online health information on sexual and reproductive health and mental health; 2,547 adolescents accessed online counselling and referral services via lovecarestation.com. Lovecarestation is an online platform to increase adolescents’ access to reliable information and services as a part of the UNICEF Thailand collaboration with Path2Health Foundation.

Approximately two million adolescents and youths benefited from information on reproductive health, safe sex and youth-friendly health services disseminated via three episodes of Teen Mom, a popular online cartoon series, which generated more than 2.3 million views. The three episodes were created through UNICEF Thailand’s partnership with LINE WEBTOON.

Forty adolescents and youth leaders in six provinces were trained and equipped with knowledge and skills on counselling and information on HIV and sexual and reproductive health to reach around 400 adolescents in their respective provinces aimed at positive behaviours and health outcomes. This approach engages adolescents as agents of social change to accelerate reductions in AIDS-related deaths and new HIV infections among them.

UNICEF Thailand with UNAIDS Thailand made considerable progress in developing an online training course on stigma and discrimination for health professionals to promote positive attitudes when working with young key populations on HIV and sexual health to achieve the global goal for elimination of HIV.

Due to funding issues and changes related to agencies in the HIV sector in Thailand, the plan to model the use of PrEP among sexually active adolescents at risk of HIV infection was cancelled, which affected several results planned for this output.
OUTPUT 4 By 2021, adolescents from selected independent youth groups, networks and the National Child and Youth Council are increasingly aware of their rights to participation, the principles of digital citizenship, and have the skills and opportunities to participate.

Analytical statement of progress
In 2017, UNICEF Thailand, the Children and Youth Council of Thailand and the Department of Children and Youth built the capacity of more than 300 children and youth representatives from 77 provinces on youth participation and digital literacy through four regional assemblies. Opinions from more than 1,300 children and youths were gathered via U-Report as input to Children and Youth Council recommendations to the Government.

U-Report is a tool that enables youth participation through a digital channel. UNICEF made a strategic decision to move from engaging U-Report members via mobile application to Facebook Messenger. Despite the challenges during the changing of the platform, UNICEF recruited more than 5,000 members from across the country.

In the second half of 2017, a partnership was created with two more youth organizations and networks: AIESEC Thailand and Girl Guides Association of Thailand, for a total of five youth network partnerships (the others are the Children and Youth Council, the Thai Youth Institute and Friends for Youth Development). Two other partnerships (National Scouts Organization of Thailand and Red Cross Youth Thailand) are in process. Since June 2017, 12 polls were conducted, with 67 per cent of them receiving more than a 40 per cent response rate. Among the polls, four were global exercises that fed results into the State of the World’s Children 2017 report (which was presented at the volunteering report side event on SDGs) and the results of which contributed to public advocacy messaging on World Children’s Day and World AIDS Day.

Capacity was built with youth network partners, reflected in them having high visibility moments. For example, the Children and Youth Council worked with the Department for Children and Youth and UNICEF Thailand to organize an Extraordinary General Meeting at the Parliament on 17 November. The Thai Youth Institute worked with a youth network from Lao People’s Democratic Republic and UNICEF Thailand to conduct a ‘cinema takeover’ to screen a youth-led, youth-produced short film on adolescent health issues.

With the National Child and Youth Development Promotion Act, 2017, which required establishment of Children and Youth Councils at the district level, and the end of term for Children and Youth Council executive members, the challenge will be to forge a relationship with the new members and to determine how to support the district councils and strengthen the role of district level members.

OUTCOME 4 By 2021, boys and girls in Thailand are increasingly protected from violence, neglect and exploitation.

Analytical statement of progress
Violence, exploitation, abuse and neglect remained daily realities for too many children in Thailand in 2017. To better tackle these challenges, several strategic steps and capacity-strengthening processes were established at both central and sub-national level to help strengthen the child protection system.

The adoption of the country’s first five-year National Child Protection Strategy (in August) was a policy milestone that will be used to guide inter-ministerial efforts. The Sub-Committee on Law
Reform of the National Child and Youth Development Committee, with support from UNICEF Thailand, contributed to the revision of the Child Protection Act, 2003, although the text is still awaiting the necessary review processes required by the new Constitution. The subcommittee reviewed the children’s rights provisions within the new Constitution, which will be used to set a reform agenda in 2018, and it contributed technical expertise to other ongoing legal reform processes, such as the minimum age of criminal responsibility. Adoption of the proposed penal code amendment to increase the age of criminal responsibility from 10 to 12 years was delayed while it underwent review by related ministries before moving to the Cabinet.

Reinforcing the skills and knowledge of the child protection workforce remained a priority for UNICEF Thailand. The Government remained committed to capacity development to strengthen detection of child protection cases in communities, especially at the sub-district level, to clarify referral pathways, to develop services that support children in need of care and to follow up on cases. Working with the Center for the Protection of Children's Rights Foundation, the MSDHS expanded capacity strengthening to an additional 164 sub-districts in 21 provinces to improve assessment and case response. UNICEF Thailand finalized and launched a child protection online e-learning programme that provided multi-layered knowledge based on a user’s interest and expertise.

The Office of the Attorney General trained an additional 40 public prosecutors on child protection (adding to the 30 trained in 2016) for deployment in 39 of the 77 provinces to provide legal advice to the provincial multidisciplinary teams tasked with addressing child protection cases. UNICEF Thailand engaged with the Supreme Court for the first time to seek agreement on developing child protection support within the court system. This new partnership will facilitate training of chief judges and lay judges in the provincial juvenile and family courts, thus allowing for better outcomes for children who enter the justice system. The MSDHS and the Department of Juvenile Observation and Protection implemented child safeguarding policies to address violence and other forms of abuse in 41 government institutions.

UNICEF Thailand, the Department of Children and Youth and Coram International launched a baseline study to better track progress in sub-district and provincial child protection systems. As part of this exercise, a database on the functioning of the child protection system will be generated and used by the MSDHS and UNICEF to provide targeted support to those provinces that face challenges in implementing some components of the child protection system, with the ultimate goal of ensuring that, by 2021, child protection services are available for all children and are of the same quality and resources in targeted provinces.

In the violence-affected southern provinces, UNICEF Thailand began a process in 2017 to restructure and deepen its programmes. The Southern Border Provinces Administration Centre, which is one of the bodies coordinating the Government’s response in the sub-region, engaged UNICEF Thailand to develop a new partnership on child protection. UNICEF Thailand met with the regional Mental Health Center 12, the Department of Mental Health and other partners to deepen their understanding of the full range of psychosocial support for children in the South, to identify bottlenecks and set out priorities for the new partnership.

The MOPH, Oxford University and UNICEF Thailand together developed a research project to adapt, test and implement a prototype parenting module for low-income families, based on the material from the Parenting for Lifelong Health for Young Children two to nine years old, a global initiative to reduce violence against children (led by UNICEF Headquarters and the WHO). A UNICEF Thailand mapping report on parenting policies and programmes had highlighted that services included little to no content on positive parenting and non-violent
discipline, reached few parents and largely focus on parenting children younger than five years. A UNICEF-supported qualitative study revealed that most interviewed practitioners were interested in providing parenting support but had meagre training or knowledge on child maltreatment prevention. The KAP survey conducted by UNICEF Thailand in 2017 revealed that work still needs to be done to address the attitudes of parents. For example, only 70 per cent of the respondents believe that children can be taught without violence.

**OUTPUT 1** Policy makers and government officials in relevant Ministries have increased ability to legislate, plan and budget for child protection.

**Analytical statement of progress**
In August 2017, the Cabinet approved the National Child Protection Strategy, a milestone as the first of this type for Thailand. The draft strategy was developed in 2014 with UNICEF Thailand technical support to the National Child Protection Committee.

With this strategy, Thailand will adopt a comprehensive approach on child protection system building that is consistent with the UNICEF Thailand Country Programme 2017-2021. It was a step towards achieving the protection of all children in Thailand because it involved the people closest to children, parents, caregivers, volunteers, local authorities, professionals and policy makers, to ensure that they fulfil their duties. The strategy will ensure continuity and a holistic approach to child protection by shifting from the single ministry approach to a multi-ministry collaboration through implementing mechanisms and tools. This will reduce the impact of regular management turnover and attendant changes in organization direction. The strategy was developed with a vision for all children to live well and be happy in safe and protective families, communities and other environments, with protection and care available to all children.

UNICEF Thailand and the Sub-Committee on Law Reform made recommendations for legislative reform on raising the minimum age of criminal responsibility from 10 to 12 years or older, raising the minimum age of marriage from 17 to 18 years and prohibition of forced marriage, among other laws, to enhance child protection. A process to review Thailand’s legislation to check for alignment with the Convention on the Rights of the Child began in October 2017. The legislative review project (with UNICEF Thailand support) will generate analysis of all child protection laws, provide input to the National Child and Youth Development Commission and reveal areas for improvement.

UNICEF Thailand assisted the Department for Juvenile Observation and Protection in launching a programme in June 2017 to strengthen pre-trial alternatives to detention. The Government’s implementation of diversion measures went beyond the UNICEF Thailand target of 39 provinces to cover all 77 provinces, with the intention to cover 100 per cent of qualified cases. The new national database to track diversion practices nationwide showed that the total number of cases that applied a pre-trial alternative to detention increased from 213 cases in 2016 to 1,441 cases in 2017.

**OUTPUT 2** Legal (including juvenile justice) and social services at the provincial levels have increase institutional capacity to protect children

**Analytical statement of progress**
UNICEF Thailand continued to support institutional capacity development of provincial justice and social service professionals through training and development of policies and procedures.
UNICEF secured the justice sector with the police and the Central Juvenile and Family Court to complement them with the Office of the Attorney General. UNICEF Thailand and the Inquiry Officials Association of Thailand agreed that female inquiry police officers, who often handle children’s cases in police stations, will be trained on child protection in first quarter 2018. The initiative to include child protection modules in training for chief judges and lay judges of provincial juvenile and family courts in targeted provinces moved forward following discussions with the Central Juvenile and Family. In November, an instruction was issued to establish a working group with UNICEF Thailand to support the partnership.

By December, 40 public prosecutors had received specialized child protection training, bringing the two-year total to 70 trained in 39 provinces. With UNICEF Thailand support, the Office of the Attorney General, through its Center for the Protection of Children’s Rights Foundation and its public prosecutors, reached out to provide legal support to provincial multidisciplinary teams.

To strengthen protection measures in residential welfare institutions managed by the Department of Children and Youth, a Child Safeguarding Policy was developed with the support of UNICEF Thailand. The policy established standards and protocols for preventing and addressing protection problems. A total of 176 staff in 11 (of 77) provincial shelters were trained on application of the policy and provided background on child protection. To strengthen implementation, accountability and follow up, 22 staff were designated as child protection focal points in 11 shelters. The Department of Children and Youth introduced Child Safeguarding Policy implementation into its annual plans (fiscal year 2017/2018) for the remaining eight of 30 government residential care institutions for children. (UNICEF provided funding for policy implementation in 22 residential care institutions from 2014-2016). The inspection and rating on compliance with the policy will begin when all government institutions have begun implementation.

UNICEF Thailand and the Department of Children and Youth conducted a baseline assessment of the child protection system that generated data on indicators and benchmarks that can be monitored over the next four years to better follow the development of the child protection system.

**OUTPUT 3** Local authorities and competent officials at sub-district levels have increased capacity to identify, prevent and refer child protection cases to appropriate professional services.

**Analytical statement of progress**
With the project initiated by UNICEF Thailand and the Center for the Protection of Children’s Rights Foundation, in which the number of children identified at risk who received assistance increased from 244 cases in 2014 to 1,415 cases in 2016 in targeted provinces, the Department of Children and Youth authorized expansion of capacity building for sub-districts. Cabinet approval of the National Child Protection Strategy 2017-2021 supported the system-building approach at the sub-national level.

DCY extended child protection system strengthening in 21 provinces. An additional 98 sub-districts received capacity building on child protection and related tools, with a formal working group appointed for each sub-district. At least 40 sub-districts (20 per cent of the 200 targeted) used nationally approved guidelines to conduct a risk assessment. From the 40 sub-districts, 215 children (102 boys, 113 girls) were identified as at risk and referred to provincial shelters for
follow up.

With support from the Center for the Protection of Children's Rights Foundation, at least 22 staff in 11 provincial shelters and six staff from DCY were coached on child protection system strengthening. A training of trainers curriculum was developed for shelter staff to institutionalize capacity building in all 77 provinces.

Critical operational tools for frontline practitioners were finalized to strengthen the child protection system, including facilitating better organized case management. Child protection guidelines and e-learning were developed with UNICEF Thailand funding, while a risk assessment tool, recording form and case conference form were developed through UNICEF advocacy.

Limited capacity of provincial shelters to independently undertake capacity building for sub-districts proved a constraint. This was addressed with the introduction of a provincial training of trainers on content and training skills. It is equally critical to review readiness of provincial shelters and multidisciplinary teams to respond to cases. The National Child Protection Strategy requires engagement of the Department of Local Administration in child protection, a new issue for the department. Data on sub-district indicators on data bases and case management is lacking due to a delay in the launch of the baseline study.

UNICEF initiated discussions with the MOPH on strengthening psychosocial responses in armed conflict-affected southern Thailand. The agreed elements included process mapping of response to critical incidents, technical consultation on psychosocial response good practices and research on usage of psychosocial services.

**OUTPUT 4** Families have increased awareness of the risks and consequences of violence, abuse, neglect and exploitation of children and of existing services.

**Analytical statement of progress**

Despite strides in health, social protection and education, families continued to experience challenges in providing stable and protective environments for children. The 2015-2016 MICS revealed that 75.2 per cent of children aged one to 14 years old had experienced physical violence or psychological aggression by parents or primary caregivers during the month prior to the survey.

A UNICEF mapping report on parenting policies and programmes highlighted that existing services include little to no content on positive parenting and non-violent discipline, reach few parents, and largely focus on parenting children younger than five years. A UNICEF-supported qualitative study revealed that most interviewed practitioners were interested in providing parenting support but had meagre training or knowledge on child maltreatment prevention.

UNICEF Thailand, the MOPH and Oxford University developed a research project to adapt, test and implement a prototype parenting module for low-income families, based on material from the parenting for lifelong health (PLH) for young children aged two to nine years programme (a global initiative to reduce violence against children led by UNICEF Headquarters and WHO). The research determined the cultural appropriateness, feasibility and effectiveness of PLH 2-9 in reducing risks of violence against children in the Thai context. The programme will launch in 2018 to provide information on the risks and consequences and available services for children at risk and victims of violence, abuse, neglect and exploitation to 120 families with children aged
two to nine years.

UNICEF Thailand raised awareness of the risks and consequences of violence, abuse, neglect and exploitation of children and existing services through pilot ECD centres, targeting parents of children aged two to five years old with a caregiver’s curriculum that includes non-violent parenting and the distribution of positive parenting media kits.

By year end, through joint efforts of Friends International and The Code of ECPAT, three companies and business networks were engaging in the prevention of violence, abuse, neglect and exploitation of children. The Friends International project, ChildSafe, raised awareness via campaigns and capacity building of stakeholders, shifting focus from child victims to interventions directed at the whole family to improve parents’ capacity to provide care and protection. The Code project raises awareness in the tourism industry of the need to address child protection concerns. Models for industry-wide engagement will be reviewed going forward to influence a wider range of stakeholders.

**OUTCOME 5** By 2021, increased inclusiveness and equity for children in national plans and policies, guided by improved budget, knowledge and data.

**Analytical statement of progress**

Thailand progressed towards equity in its national development frameworks. The 12th National Economic and Social Development Plan (NESDP) 2017-2021 emphasizes the importance that national programmes prioritize data and interventions for groups left behind. The SDGs predicate disaggregation of data to meet the goals of human enhancement and development and reduce inequalities in society, reflected in the 12th NESDP. Reliable equity data for children, sustainable budgets and independent evaluations are necessary to ensure inclusiveness of children in national plans and policies.

The MICS 2015-2016 results (both national and for the 14 most disadvantaged provinces, including five from the Deep South) highlighted national and provincial inequities for children in terms of wealth, language, education level of parents, geographical location (especially in the Deep South) and poverty level were factors that prevent children from achieving development outcomes.

When presented at the national level, the MICS results raised the attention of key stakeholders on how the survey could be used to measure progress of national plans and SDGs. The National Economic and Social Development Board used the national MICS results to inform Cabinet monitoring of nutrition, breastfeeding, water, sanitation, fertility and child development situations. The MICS launch, chaired by the minister of information and digital economy and attended by more than 150 policy makers, stirred media and public interest in the equity aspects of data from government agencies. The provincial MICS reports provided data on the well-being of children and women in the nine poorest provinces and five southernmost provinces. The findings raised awareness among the governors and key provincial stakeholders of the importance of MICS findings for planning and policy response. Each province is expected to incorporate the data into their policy planning and budgeting activities. The MICS report for Bangkok, which will be launched in early 2018, sheds light on urban inequities affecting children.

Disability proved to be a key factor for inequity and exclusion in Thailand. The disability prevalence is largely underreported, especially for children. The inclusion of child-functioning
modules in the national disability survey as a result of UNICEF Thailand’s advocacy was a step in national effort to ensure visibility for the group in both data and national policies. The adoption of the module was a shift from a medical to a more social approach to measuring functionality and adaptation to environment, in line with the global standards of the Washington Group. The survey, which will provide information on a number of indicators that measure the functional ability of children and accessibility to social services, will be completed in the second half of 2018 and will serve as a basis for policy analysis and response for children.

The plans for the SDGs required a rethinking by the Government on both technical and system data for their monitoring and evaluation. The mapping of child-related indicators by UNICEF Thailand and partners, including assessments of capacities and gaps to collect and analysis disaggregated data, informed the national road map process led by the National Committee on Sustainable Development. The initial equity reporting in the Voluntary National Review in 2017 covered traditional areas, such as nutrition and sanitation. The technical assistance by UNICEF Thailand aimed at methodology and calculation of multidimensional poverty in 2018 will contribute to the readiness of the Government to report on the baseline of SDG 1.2 for the next Voluntary National Review.

The high-level advocacy of UNICEF and partners on child equity in national budgets, and especially the investment in the first 1,000 days of children’s lives, helped inform the National ECD Committee to cost interventions included in the National ECD Strategy and helped the Bureau of the Budget conceptualize a model Mid-term Expenditure Framework for ECD. The detailed costing and planning are expected to push partners to monitor equity for ECD.

UNICEF Thailand expanded its approach to address the national evaluation function. The investment in building capacity for conducting evaluations through the Thailand Evaluation Network was complemented with a national case study on the evaluation system for high-level advocacy with national and international partners for the adoption of a national evaluation policy. UNICEF successfully advocated with the National Legislative Assembly to lead national partners for the development of a national evaluation policy, which is expected to align performance monitoring, evidence generation and independent evaluation for the public sector.

While the formulation, negotiation and adoption of two strategic partnerships (Office of Public Sector Development Commission and the Bureau of Budget) took longer than planned, and delayed the implementation of some components under Outcome 1, overall the Outcome is on track.

**OUTPUT 1** By 2021, planning departments of key social ministries have increased capacities to use evidence to plan, budget and implement national plans and policies for children in a results-based manner.

**Analytical statement of progress**

The first year of the new country programme document for Thailand was marked by progress in negotiations with government partners on the preparation and adoption of national strategic frameworks, including the National ECD Plan and Strategy. In line with this process, UNICEF advocated for focus on the budgetary aspects of the plan. As a result of this advocacy, two key commitments were achieved: commitment by the chair of the National ECD Committee to commission a costing exercise in preparation for the fiscal year 2019/2020 budget to help ensure sufficient funding allocation for the ECD plan, and understanding of the Bureau of the Budget on the importance of costing the National ECD Plan and Strategy for the midterm and
long term to support its implementation. The advocacy efforts were fuelled by MICS ECD data (national and provincial).

UNICEF Thailand convened a workshop inviting senior officials of the Bureau of the Budget in charge of budget planning and allocation for ECD-relevant ministries (MOE, MOPH and MSDHS) to share the latest situation analysis of the National ECD Plan as well as the importance of costing the plan. The data were used as the evidence base for engaging with national plans and policies for children. For instance, MICS data were presented to BMA officials when developing the ECD Plan for the city as well as the launch of Public Expenditure Tracking Survey to senior education officials to stimulate discussion on policy and programmatic response to out-of-school children.

Results from the baseline report from the impact evaluation of the SDGs provided early indications on implementation of the Child Support Grant to the MSDHS and allowed for policy adjustments. As a result, a workplan was drafted with the Bureau of the Budget and activities agreed between the two partners, awaiting final approval (in early 2018) from the Prime Minister’s Office. That approval is expected to initiate the work under this output, which was constrained.

OUTPUT 2 By 2021, integration of national data and information systems is improved, ensuring generation of evidence for monitoring equity and policy-making for children (high quality disaggregated data and information).

Analytical statement of progress
In 2017, UNICEF Thailand achieved progress in highlighting equity issues for the country. The national MICS 2015-2016 report was finalized and launched by the Minister of Digital Economy and Society, together with more than 150 policy makers, journalists and civil society staff. The equity analysis on nutrition, breastfeeding, water, sanitation, fertility and child development informed the equity analysis in the Quarterly Social Outlook issues by NESDB that informs Cabinet members’ understanding of social issues in the country.

UNICEF and the NSO published the provincial MICS report and disseminated data on the 14 most disadvantaged provinces. Special equity profiles highlighted the situation of each province and informed policy discussions among local stakeholders. The Bangkok small community MICS was finalized with disaggregated data for disadvantaged communities. Dissemination and advocacy are planned for 2018.

To address a gap in reliable data on children ‘left behind’ by the country’s development progress, UNICEF Thailand successfully advocated for the inclusion of child-functioning modules for the first time in the national disability survey through a combination of exposure to best practices and high-quality tailor-made technical assistance. UNICEF supported development of the questionnaire, field testing, training of the enumerators, data collection and the field monitoring of the data collection. The report writing and dissemination are planned for 2018.

To support the localization and baseline data for the SDGs in Thailand, UNICEF prepared a mapping report of child-related indicators in the SDGs. The MICS findings for child nutrition, water, sanitation and child marriage informed the Voluntary National Review process led by the Government.
In line with the objectives of national authorities to define and measure SDG indicators, progress was made towards establishing a national multidimensional child poverty measurement, in line with SDG target 1.2. A UNICEF Thailand-supported review of the studies, data and application of global methodologies helped guide technical consultations with the NESDB and other national partners. As a result of the scoping work, it was agreed that the adoption of global methodology will not be sufficient to capture the deprivations in Thailand, and the methodology should be adapted to the national context.

To raise the profile of importance of data for children, UNICEF Thailand pioneered a global Data for Children Strategy. The country data strategy is expected to be finalized in 2018 and strengthen the supply and use of data in the CO across programmatic areas.

**OUTPUT 3 Social Protection Evaluation**

**Analytical statement of progress**

An assessment of the evaluation capacity and mechanisms for the SDGs was completed in partnership with the United Nations Development Programme (UNDP) and UNICEF EAPRO using a regional framework to understand the status of the evaluation system and gaps. National ownership of results was ensured by the chairmanship of the study committee by the National Legislative Assembly as well as members of key agencies, such as NESDB, the Bureau of the Budget and the Office of Public Sector Development Commission (OPDC). The study results helped inform the international experience exchange during the Asian Development Bank’s evaluation week in China and at the UNICEF-UNDP regional knowledge exchange event on the SDGs, contributing to South-South knowledge exchange.

The National Legislative Assembly committed to develop and adopt a national evaluation policy following a national case study that pointed to a lack of such a policy, and independent unit to oversee evaluations as a government function. UNICEF Thailand thus engaged in high-level advocacy with different committees of the National Legislative Assembly on the importance of an SDG-related evaluation function and a culture of evaluation generally. UNICEF Thailand’s support for its preparation will form a major part of the work in 2018.

To cultivate demand for evaluation among senior government officials and increase support for the evaluation function in the Government, UNICEF, in collaboration with the Office of the Civil Service Commission, complemented leadership in-service training for deputy director generals with specific tailor-made modules on results-based management and evaluation. The systematic approach to capacity building was enhanced by technical support on impact evaluations for the NESDB, following UNICEF’s support to the strategic planning for the Thailand Evaluation Network for the next five years. The National ECD Plan was being finalized, and thus inclusion of an impact evaluation will be considered upon its adoption.

UNICEF Thailand negotiated a strategic agreement with the OPDC with an overarching role for performance management and evaluation in the Government. The future work with the Office of Public Sector Development Commission will boost the demand for evaluations.

**OUTCOME 6** By 2021, all children in Thailand, including poor and disadvantaged, benefit progressively from a child-sensitive social protection system
Analytical statement of progress
Thailand made progress in recognizing social protection as an instrument for achieving key objectives of the 12th NESDP related to human capacity development and social inequality reduction. Social protection schemes in Thailand generally follow a life-cycle approach, with a variety of schemes for different age groups and categories. Yet, the social protection policy framework left out an important coverage gap - access of children aged zero to six years - to income security.

Despite a reduction between the MICS 2012 and MICS 2015-2016 findings, stunting remained a problem for 11 per cent of young children in Thailand, with almost equal rates for all wealth groups. UNICEF Thailand’s calculations indicate a 5.04 per cent loss of gross domestic product due to early childhood stunting. The country’s total dependency ratio is at its lowest and requires careful attention in the policy mix for the young population to ensure that the future demographic burden is relieved. The adoption of the Child Support Grant in 2015 as a result of UNICEF Thailand’s support and high-level advocacy partially closed the coverage gap and shifted the focus of national priorities towards (i) ensuring effective implementation of the Child Support Grant policy and (ii) high-level policy discussions and advocacy towards the full closure of the coverage gap for children younger than six years. These two objectives underpinned the work of UNICEF Thailand in 2017.

As a result of UNICEF Thailand’s support for implementation monitoring, the Child Support Grant operation centre in the MSDHS made improvements in the following areas: more precise budget estimation for fiscal year 2019/2020, inclusion of eligible applicants under social security schemes into the grant, monthly and annual reporting of the grant activities, and introduction of e-payment of the benefits.

The feedback mechanism alerted the National Council on Youth and Children of the need to consider better integration with the social security information system and early indications of excessive inclusion and exclusion errors based on the results from the targeting study, as well as levels of general awareness and knowledge of rules and regulations on registration by prospective beneficiaries. The framework adopted by the Monitoring and Evaluation Taskforce (MSDHS) introduced indicators for outcome and output monitoring, the following up of which helped boost the quality and comprehensiveness of the reporting on the policy and meet the Cabinet’s demand for use of the grant as well as different aspects of beneficiaries’ experiences on uptake and use from the first two years of implementation.

The effective mechanism for decision-making from the Child Support Grant operation centre, Monitoring and Evaluation Taskforce, the ECD subcommittee and the National Child and Youth Council demonstrated national ownership of the Child Support Grant for the future of the youngest children. Importantly, the deputy prime minister requested a policy paper with options for the expansions of the grant to be submitted to the Cabinet by April 2018. The clarity and precision of the proposals, prepared by national partners with support from UNICEF Thailand, were largely informed by the latest evidence and international experience with universal and targeted cash transfer schemes for children. To complement the monitoring efforts of the Government, UNICEF, in partnership with the Economic Policy Research Institute, finalized the baseline report from the national impact evaluation of the grant. The findings from the research partnership between the Thailand Development and Research Institute (TDRI), Khon Kaen University and Thailand Health Promotion Foundation were first presented to the NCYC in October 2017 and informed the public hearing for the Child Support Grant in November. The findings attracted great interest among policy makers in the Cabinet, which impressed upon them the need to use data for decision making.
The success achieved by the Government in adopting and implementing the Child Support Grant attracted the interest of government members in the Association of Southeast Asian Nations and countries from the region to learn from Thailand’s experience. UNICEF Thailand hosted delegations from Bhutan, Cambodia and the Lao People’s Democratic Republic, facilitating South-South cooperation and exchange to reinforce the role of the Thai Government as a leader in social protection for children.

Capitalizing on the momentum built around child-sensitive social protection, UNICEF Thailand focused attention on the equity aspects of cash transfers for children with disabilities. The strategic partnership with the Department for Empowerment of Persons with Disabilities ensured the high-level attention to the exclusion of children with disabilities in terms of data, access to services and cash transfers. As a secretariat of the National Committee on Disability, the Department was positioned to advocate for the rights of children with disabilities, such as access to the Child Disability Grant. A closer look at the implementation problems of the Child Support Grant is to start in 2018, following release of the National Disability Survey data. That survey will help set the baseline for indicator 6.3 and help clarify implementation issues with child-sensitive social protection schemes other than the Child Support Grant.

OUTPUT 1 By 2021, government has strengthened awareness and capacity to make decisions for sustainable and inclusive social protection policy awareness and capacity for sustainable and inclusive social protection policies.

Analytical statement of progress
Further progress was made in 2017 with the Government’s capacity to make evidence-based decisions. To achieve this goal, UNICEF Thailand, in cooperation with the Economic Policy and Research Institute, supported customized training on child-sensitive social protection for 37 mid-level government officials from the social sector and the Bureau of the Budget, OPDC and NESDB. Participants discussed and prepared policy proposals, including a narrative on the design, cost of the proposed scheme, additional elements on implementation and an M&E framework.

Two proposals for universal coverage were presented and informed the subsequent thinking around the Child Support Grant. The year’s advocacy efforts culminated with high-level policy discussions in the National Child and Youth Council (NCYC), chaired by the deputy prime minister, and a series of public hearings on the Child Support Grant policy design. UNICEF, as a key government partner, presented international experiences with universal schemes for children as well as early results from the national impact evaluation for the Child Support Grant. The latter highlighted the need to cooperate with civil society to create public space for understanding and supporting a universal Child Support Grant. Such advocacy efforts are expected to dominate the current portfolio for 2018.

The discussions around child-sensitive social protection were enriched and influenced by the conclusions of the regional consultations on ECD in Kuala Lumpur at the end of 2016 and informed the debate around the policy options for ECD. These ideas, and especially the relevance of the cash transfer schemes for young children, as presented by UNICEF Thailand, informed the regional panel discussion during the ASEAN-UNICEF Symposium on ‘Leaving No One Behind’.

UNICEF supported the South-South exchange between Thailand and Bhutan, Cambodia and
the Lao People’s Democratic Republic by coordinating study visits, providing guidance to Thai partners on the content of the visits and presenting on the Child Support Grant. The South-South cooperation not only contributed to the development of social protection systems in other countries but increases the ownership of national counterparts.

Despite progress achieved, public policy discussions remain focused on single schemes. National discussion towards building a comprehensive social protection system for achieving national goals is still to be desired. Progress towards this objective was constrained by the slow reform of the mandate of the MSDHS. A strategic partnership with the Social Security Office for an overall social protection assessment to start in 2018 is expected to address this challenge.

**OUTPUT 2** By 2021, the Ministry of Social Development and Human Security and other lines ministries have enhanced capacity to effectively implement and monitor the provision of children-sensitive social protection for children (e.g. child support grant, disability grant, grant for poor students and others).

**Analytical statement of progress**

During the first year of programme implementation, UNICEF Thailand focused support toward building up the capacity of the Department on Children and Youth for delivery of cash transfers for children. To start, UNICEF supported the adoption of a results-based framework as a basis for regular reporting in a cross-sector manner. To address the backlog and geographical disparities in registration, UNICEF encouraged the Department on Children and Youth to boost joint monitoring field visits for understanding bottlenecks and barriers in vertical policy implementation. The practices and the manual for the Child Support Grant were improved as a result of the improved capacity and understanding of the members of the M&E Committee.

Four monitoring visits took place and were complemented by qualitative data from the national impact evaluation panel led by TDRI. One aspect of the monitoring focused on preparing revised budget estimates to avoid backlogs in the registration due to insufficient budget. UNICEF thus advocated with the Bureau of the Budget and the Department on Children and Youth to develop an improved budget estimation tool to allow for credible and predictable budget submissions to the Bureau of the Budget. The advocacy will improve the timely registration of and payment to beneficiaries.

To ensure relevant use of data from the management information system on the grant, UNICEF supported the position of a data analyst with the Child Support Grant operation centre in the MSDHS. The analyst’s work with monitoring indicators will improve and align the standard annual reporting on the grant to the Cabinet. Additional analysis will be on equity issues and areas for related interventions from the supply side services for very young children.

To improve the levels of awareness and understanding in relation to the Child Support Grant, UNICEF Thailand supported the Department on Children and Youth to review the content of the Child Support Grant website and facilitate up-to-date information about the grant. All of these interventions are expected to further improve implementation of the grant in 2018.

The national steps to improve Child Support Grant monitoring were complemented by the baseline report of the impact evaluation for the grant. While the end-line is expected by mid-2018, the initial discussions on the baseline findings impressed upon Cabinet members the importance of independent data for policy making.
**OUTCOME 7** By 2021, raise a total of 3,983,725,730 THB to help change the lives of children in Thailand and around the world

**Analytical statement of progress**
Since 2013, the Thailand CO’s gross income, excluding emergency funding, has been in decline. In 2017, the team managed to reverse this trend, rebuilding donor numbers and growing non-emergency income by over US$1 million, a seven per cent increase on 2016.

The focus for the year was stabilizing the face-to-face income by securing long-term contracts with agencies and expanding in-house operations. In a new partnership with the Central Group, an expo showcasing the programme work of UNICEF Thailand was conducted in ten Central Malls around Thailand. Twenty per cent of new donors were recruited during an expo and UNICEF spoke to over 10,000 people about the work.

To grow for future years and diversify risk, the team tested several new approaches to engaging and acquiring donors. This includes a multi-channel SMS campaign for Syria that raised over $500,000, a ‘fun run’ in conjunction with LINE Thailand and digital mobilization and lead generation. The team researched new channels that will be rolled out in 2018, such as a telethon and building new capacity within the team.

Thailand CO was on track to meet the 2017 latest estimate income figures and the new private sector plan’s (2018 -2021) targets and key performance indicators.

**OUTPUT 2** By 2021, to have raised US$ 12,224,566 in one off donations including emergencies and inspired gifts.

**Analytical statement of progress**
Thailand CO used a range of local and international direct marketing appeals to generate one-off donations from donors and prospects. Content included the 2016 Annual Report, the Syria emergency, the Swim Safe Programme, the MICS findings, the flood in the South of Thailand and the Basket of Hope campaign. In addition to direct mail, the Thailand CO used ongoing online paid search and direct-response campaigns to generate one-off gifts.

**OUTPUT 3** By 2021, to have 187,000 active pledge donors and have raised US$ 104,395,250 from these donors.

**Analytical statement of progress**
The Thailand CO focused on communications to donors to improve the retention rate and increase the value of their donations. The retention rate for new donors (as of month seven) went from 81 per cent in 2016 to 88 per cent in 2017. The upgraded telemarketing campaign had a success rate of 18 per cent and an increasing rate at 29 per cent.

One of the success factors was the work with three telemarketing agencies to monitor, coach and train the calling agents and quality control teams. This effort made a difference on the upgrade, reactivation and donor save campaigns.

A highlight from the pledge direct mail campaign was the birthday pack that asked donors to decorate a paper bag puppet for students. Thousands of donors returned the puppets for
UNICEF to send to remote schools in Mae Hong Son Province. The feedback from donors and schools was very positive.

OUTPUT 4 By 2021, have raised 54,900,000 THB from mid-level donors.

**Analytical statement of progress**
In 2017, the Thailand CO developed a mid-level donor programme and created a tailored communications journey to increase the retention rate of donors and income within the portfolio. While still in the early stages, the pool has around 350 people who are actively supporting a range of issues.

OUTPUT 5 By 2021 have raised US$ 2,650,985 from major donors.

**Analytical statement of progress**
In 2017, the philanthropy team worked to create support to fund the country programme work and in developing the 21st Century Team strategy. The 21st Century Team is a high-level giving circle targeting influential Thai philanthropists and their networks who together will invest US$ 8,264,464 over four years.

The focus of the year was on strengthening the pipeline of donors and building relationships with family foundations. Over the course of the year, the team expanded the pool of prospects by working with a number of influencers and using networks and events to reach new people.

OUTPUT 6 By 2021 have five legacy notifications.

**Analytical statement of progress**
Leaving a legacy to a charity is still uncommon in Thailand, and the Thailand CO had not yet started marketing the concept to Thai people. In 2017, two expatriates living in Thailand informed the Thailand CO of their intention to include UNICEF Thailand in their wills. After working with an international law firm based in Bangkok, the CO provided advice and wording that led to the formal notification from those two individuals who named UNICEF Thailand as a beneficiary in their wills.

OUTPUT 7 By 2021, the corporate relationships programme has raised a total of US$ 5,627,552 over the five years.

**Analytical statement of progress**
Much of the work in 2017 was to maintain and strengthen relationships with corporate partners. The Sansiri MOU was renewed for another three years, and several new MOUs were signed. Significant effort was made to build a pipeline of new prospects and develop the new relationships. Part of this work included the introduction of the Star for Children programme to recognize emerging partners and acknowledge mid-level support from companies.
OUTPUT 8 Private Sector Fundraising Direct Cost Foundations.

Analytical statement of progress
Progressing as planned.

OUTPUT 9 Private Sector Fundraising Direct Cost Other non-profit organizations.

Analytical statement of progress
Progressing as planned

OUTPUT 10 DM - Birthday Campaign Cultivation 2018.

Analytical statement of progress
Will commence in 2018.

OUTPUT 11 Influencers

Analytical statement of progress:
Will commence in 2018.

OUTPUT 12 Staff cost (Influencers)

Analytical statement of progress
Will commence in 2018.

OUTCOME 8 The identity, direction and well-being of UNICEF and staff are managed efficiently and effectively to enable the achievement of results for children in Thailand.

Analytical statement of progress
The UNICEF Thailand Representative oversaw the CO, with support from management and coordination mechanisms comprising the country management team and programme management team. The country management team was the main management advisory body that made recommendations to the Representative for decision-making and regularly takes stock of progress against office indicators. Other statutory committees included the contract review committee, the central review body, the programme cooperation agreement review committee, the joint consultative committee and the property survey board. Some of the committees are joint with EAPRO.

The Common Services Unit regularly took stock of progress against office indicators. The unit provided efficient and effective support to processes for reducing risk and advised on managing risk while ensuring office systems provide assurance that UNICEF Thailand’s human and financial assets are protected and used optimally. The function of the Common Services Unit included human resources, supply, administration and finance functions. Starting in 2018, the Common Services Unit will coordinate the ICT functions.

Efficiencies were enhanced through the continued collaboration with the United Nations
common services through representation in the country management team and the community of task groups. UN agencies’ common services were derived through common long-term technical agreements, active support from the United Nations Department of Safety and Security, shared examination protocol for local posts, salary surveys, learning activities and other initiatives.

A key activity for the current country programme was the renovation and greening of premises. Common Services Unit staff time was allocated over the construction project, identifying and setting up temporary office space as well as relocation and return to the new premises. The construction period is expected to run from February 2018 to October 2018. Common Services Unit will minimize interruptions to business continuity as well as secure working space for staff to support the delivery of the planned results.

In light of the above, Common Services Unit activities in 2017 included procurement and replacement of ICT equipment to facilitate ease of communication during and after relocation of premises. In the long term, the CO projects savings and energy efficiencies from the greening project.

OUTPUT 1 Human resources have the capacities, skills, morale and motivation to support country operations.

Analytical statement of progress
The UNICEF Thailand Representative handled oversight of the CO, with support from the country management team and programme management team. The country management team was the main management advisory body that made recommendations to the representative and took stock of progress against office indicators. Other statutory committees included the contract review committee, the central review body, the programme cooperation agreement review committee, the joint consultative committee and the property survey board. Some of the committees are joint with UNICEF EAPRO.

OUTPUT 2 Stewardship of financial resources creates the conditions to pursue country operations.

Analytical statement of progress
The Common Services Unit (CSU) finance team provided technical support to achieve results in programming and private sector fundraising by, for example, HACT assurance activity, negotiations with local banks for lower banking transaction rates, and maintaining contact with the Global Shared Service Centre for smooth processing of financial transactions.

The CSU Supply and Administration team provided administrative and logistics support to programme implementation and advocacy activities through different areas of operations intervention.

The output was monitored on regular basis and is on-track.

OUTPUT 3 Human resources have the capacities, skills, morale and motivation to support country operations.
**Analytical statement of progress**

Human resources worked directly with management and programme covering individual to office level in achieving programmatic results. With this business model, the human resources unit worked with programme and management on workforce planning, designing appropriate structure and ensuring satisfactory level of staff morale for productive working environment, by understanding programme needs, tailoring recruitment and retention strategies according to agile labour market.

Changes office structure with expanded workforce in 2017 was fulfilled in a timely manner. Gender balance and workforce geographical diversity, global priorities, were criteria of recruitment which the office achieved. Gender balance was improved as the workforce was favourable to female staff in the past years.

With commitment and support from management, human resources with the staff association led processes and activities to address issues that arose with the Global Staff Survey conducted in 2017, including strategies that tackled a challenge of social norms among local staff on 'Speak Up', culture and full participatory from staff at all levels.

An action plan was developed and endorsed by management to address issues, regular monitoring will be reported to office’s management. In addition, a learning culture was promoted with learning opportunities that addressed staff needs, a knowledge sharing environment and new performance management system with on-going honest feedback. Human Resource Reforms, Regional Human Resource Initiatives, changes in Human Resource-related procedures and impacts of those changes to staff were introduced and periodically explained in briefing sessions for common understanding of staff.

**OUTCOME 9** The country programme is efficiently designed, coordinated, managed and supported to meet quality programming standards in achieving results for children.

**Analytical statement of progress**

The country programme completed its first year in which it focused on establishing partnerships with the Government and civil society and articulating strategies into two-year workplans.

The CO completed 100 per cent of its planned knowledge activities for 2017, including an evaluability assessment of the Country Programme Document 2017 -2020. The CO completed 100 per cent of the planned micro assessments, spot checks and programmatic visits for quality assurance of programme delivery. One area for improvement in 2018 is the focus on civil society partnerships for public advocacy initiatives to address selected children’s rights.

Strong progress was made in the strategic positioning of UNICEF Thailand, with advances made in digital engagement, traditional media, celebrity partnerships and brand promotion and management. Highlights included rapid growth of digital supporters, four new celebrity Friends of UNICEF and an unprecedented share of voice in traditional media.

Progress was made in shaping advocacy priority campaigns, establishing partnerships, building capacity and in research for advocacy and social change. Highlights included two flagship advocacy campaigns completed, successful launch of the MICS 2015-2016 findings in support of cross-sector advocacy, media training on children’s rights and completion of KAP surveys.
Engagement with the private sector grew. In the new country programme, one in three programme outputs engaged businesses to achieve results. By year end, 60 key businesses had increased their understanding and commitment to the Children’s Rights and Business Principles guidelines through training implemented by the Thaipat Institute.

UNICEF Thailand continued efforts to promote quality health care services for children with disabilities. The ‘healthy communities’ pilot, with the Special Olympics, was completed. The lessons learned from this pilot will inform policy advocacy and partnerships on early screening of disabilities and referral in 2018, including advocating for expansion to 77 Special Education Centers nationwide.

**OUTPUT 1** Through effective coordination, UNICEF staff and partners are provided guidance, tools and resources to effectively design and manage programmes.

**Analytical statement of progress**
The country programme completed its first year, in which it focused on establishing partnerships with the Government and civil society and articulating strategies into two-year workplans. The CO organized a midyear review and an annual review, with participation of all staff. The reviews took stock of progress and challenges in 2017, with a strong focus on results and working together across programme sections, communications, private sector fundraising and the Common Services Unit. The CO took stock of progress on innovations. The process is intended to lead to recommendations for 2018 planning.

The CO completed 100 per cent of its planned knowledge activities for 2017. A key priority was the programme evaluability assessment, the findings of which will be discussed during the first programme coordination meeting of 2018 to agree on next steps, particularly for improvements in the measurements frameworks. The CO initiated an evaluation of its advocacy function during the previous country programme (2012 -2016), with the findings to be presented in the first quarter of 2018.

One challenge that emerged in the reviews was with trip reporting. The percentage of trips for which a report was uploaded to Teamsite remained at less than 80 per cent as of yearend. The CO will discuss this trend during the annual management planning phase in January 2018 to agree on a management response.

**OUTPUT 2** ECD Evaluation

**Analytical statement of progress**
Management, design and delivery of ambitious external communication and public advocacy plans for UNICEF Thailand were successful in 2017. Highlights included:

- Recruitment led to full staffing of communication, advocacy and C4D team this year; four out of eight staff members took up positions in 2017. The ongoing focus was on supporting team members to deliver on agreed priorities, providing required resources, and supporting them in developing the required skills;
- Monitoring and evaluation of the communication programme was strengthened with social and traditional monitoring tools in place. Despite challenges in ensuring the quality
of this monitoring and the reliability of the data provided by the service provider, improvements were made;

- Building on the global cause framework approach, advocacy communication strategies were developed on four key areas of the country programme, with a focus in 2017 on ECD and on equity. UNICEF Thailand participated in two global cause framework campaigns: #EarlyMomentsMatter and #ChildrenUprooted;
- There was growth in reach and engagement this year, with more than 3.7 million people reached through Facebook and Twitter each month. Facebook followers increased by 28 per cent and Twitter followers by 20 per cent, while there were an unprecedented 1,654 mentions of UNICEF across traditional media outlets;
- Partnerships with four new celebrity supporters fronted the first phase of the #FightUnfair campaign to address inequities facing children in Thailand. The campaign reached over 20 million people, and more than a million people engaged directly with key campaign content. There were 283 prominent pieces in traditional media quoting the campaign's key messages;
- The second phase of the campaign aligned with the global #AChildIsAChild campaign and reached more than 11.5 million people, with 1.8 million video views and content shared more than 18,000 times;
- An integrated communication and fundraising campaign for children affected by the Syria conflict received 56,000 SMS donations and raised more than US$ 477,000 (THB 15M), building on strong celebrity and media engagement;
- The development of a brand strategy resulted in strengthened brand management, procurement of critical brand visibility materials, and integration of the new brand across all public communication materials.

OUTPUT 3 Positioning UNICEF’s voice, reach and public engagement progressively increase and brand perceptions are strengthened to position UNICEF as the leading expert, advocate and actor for children in Thailand and across the world.

Analytical statement of progress
Digital engagement: UNICEF Thailand’s digital engagement effort expanded significantly, reaching a total of over 3.7 million people through Facebook and Twitter each month, along with a 28 per cent increase in Facebook followers and a 20 per cent increase of Twitter followers. Central to this success was a campaign approach to communication, with engagement of online influencers, celebrity supporters and Friends of UNICEF on digital channels.

UNICEF Thailand built on and contributed to the global cause framework and related moments throughout 2017. These included the #SuperDad initiative in June and World Children’s Day in November. Materials for World Children’s Day content reached more than 350,000 people on Facebook and Twitter, while the videos attracted 70,000 views. Offline, more than 250 children from across Thailand joined in the ‘takeover’ of the Parliament and a ‘cinema takeover’ by the independent media youth group YNET.

Traditional media: Media engagement was strong, with an unprecedented 1,654 mentions of UNICEF in national newspapers, TV reports, magazines and online media from January to 27 November. Media engagement targeted outlets with the largest readership and highest ratings, focusing on enhancing public awareness and understanding of UNICEF priority issues. The UNICEF Thailand share of voice in traditional media among five leading local and international charities was 45 per cent, second only to the Thai Red Cross.
Content production: Videos, photos, publications and other materials were produced in support of advocacy, programmes, fundraising and brand, including more than 30 videos in support of a wide range of initiatives, campaigns and appeals.

Celebrity engagement Four new long-term partnerships were established with high-profile celebrities as new Friends of UNICEF, each demonstrating leadership in their own field of the arts, entertainment, sports and child development. An additional 30 celebrities were engaged on an ad hoc basis to support other advocacy and fundraising campaigns.

Brand: A UNICEF Thailand brand strategy was developed, including a roll-out of the global brand identity and assets, incorporation into communication materials and production of branded materials, such as a video and an organizational profile video and publication along with traditional products.

Challenges
Plans to be more consistent in using data to inform communications planning and execution were delayed. The media monitoring services for both traditional and social media were not as accurate as desired, particularly the daily alerts. Monthly reporting was good, but the evidence needed to be used more consistently.

OUTPUT 4 Partners and key stakeholders in Thailand have increased knowledge, capacity and opportunities to effectively advocate for the protection and realization of child rights.

Analytical statement of progress
In 2017, UNICEF Thailand developed advocacy strategies contributing to four advocacy priorities for 2017-2021, with an initial focus on equity and ECD. UNICEF Thailand participated in global cause framework priorities (#EarlyMomentsMatter, #ENDviolence, #ChildrenUprooted) and key moments, including World Children’s Day.

Advocacy campaigns
UNICEF Thailand launched a two-phase advocacy campaign under the banner of #FightUnfair. The first phase, launched in May, highlighted inequities facing children in Thailand across sectors and was launched with the support of four newly appointed celebrity Friends of UNICEF. The second phase, in November, focussed on migrant children’s access to education and health care and was aligned with the global Children Uprooted campaign, using the #AChildIsAChild hash tag. In just four weeks, the campaign reached more than 11.5 million people, with 1.8 million video views and content shared more than 18,000 times.

The alliance with the Thai Breastfeeding Foundation resulted in continued promotion of exclusive breastfeeding, particularly in promulgation of the BMS Code. The partnership enabled the continuation of inter-provincial delivery of frozen breast-milk, free of charge by the Transport Co., Ltd.

Partnership
UNICEF strengthened relations with the Prime Minister’s Office, with successful integration of UNICEF messages in prime minister’s weekly televised address for World Children’s Day.

Capacity building of media

49
UNICEF, with Isra Institute and the Juvenile and Family Court, brought together 30 senior news editors at a seminar on children's rights in news reporting, and 24 media practitioners and academics attended a three-day workshop focussing on inequities facing children. Major successes included the partnership between Isra and the Thai Media Fund, providing a sustainable foundation for media capacity building from 2018 onwards.

**Research**
A major cross-sector survey of Knowledge, Attitudes and Practices among parents, adolescents and decision makers was conducted to establish baseline data across country programme outcomes. The survey informed advocacy, and social and behaviour change communication strategies across sectors. The survey strengthened the evaluability of these strategic approaches across the country programme.

**Challenges**
A key challenge in this area was related to human resources, with the advocacy officer position vacant for the first quarter. The advocacy strategy development process was delayed for this reason and competed with priorities once the position was filled.

The baseline KAP Survey was delayed. Information relating to parents was received later than expected, data from decision makers are still being collected (expected first quarter 2018). This contributed to delays in strategy development on some issues.

**OUTPUT 5**
Increased understanding, capacity and commitment of key businesses and strategic partners towards corporate responsibility to respect and support for children’s rights.

**Analytical statement of progress**
Thirty-one per cent (8 in 26) of the programme outputs (including communication) across five outcomes benefited from businesses to achieve results in areas related with breastfeeding in the workplace, information and services for adolescents, prevention of abuse and exploitation of children, access to education of disadvantaged children and advocacy for children’s rights.

Special attention was given to children of migrant workers, particularly in the construction sector, through the continuation of the Good Space initiative with Sansiri public company limited to improve the well-being of children living in construction camps and the development of a study undertaken by Baan Deck to assess the challenges faced by these children and identify initiatives to address them.

UNICEF Thailand and the Sasin Centre for Sustainable Management developed a business case for supporting education for disadvantaged children using the Children’s Rights and Business Principles as the main guideline. The Chiang Mai Chamber of Commerce was directly involved in the development of the business case and will further endorse and utilize it with businesses.

The partnership with Thaipat Institute that started in 2014 was completed in 2017, with the following results that increased the knowledge, capacity and commitment of key businesses in Thailand: Senior executives of 30 companies signed a statement of commitment to promote Children’s Rights and Business Principles, and 30 more companies (60 in total) identified and assessed adverse children’s rights impacts using tools developed by UNICEF. Around 73 per
cent of those companies received coaching to integrate children’s rights considerations into their sustainability reporting, based on the Global Reporting Initiative framework. The sustainability and annual reports of those 44 companies were available. Of the 60 companies that participated in the project, 78 per cent are listed with the Stock Exchange of Thailand.

To further discuss how the private sector in Thailand can contribute to the realization of children’s rights and the SDGs, Thaipat Institute, the Stock Exchange of Thailand and UNICEF Thailand organized in January a forum with more than 100 members of the business community, representing more than 40 companies. Grounded on that work, new opportunities are being assessed to broaden the scope of the tripartite partnership (Thaipat Institute, SET and UNICEF) engaging with more businesses that commit with the implementation of Children’s Rights and Business Principles.

UNICEF Thailand is supporting EAPRO in the development of a survey to assess the commitment, knowledge and capacity of businesses with CRBP

**OUTPUT 6** Strategies to address cross-cutting issues related to child rights are developed and applied.

**Analytical statement of progress**

UNICEF Thailand continued its focus on issues relating to children with disabilities through a ‘healthy communities’ intervention, which offers health screening for children with disabilities. At the end of 2016, health screening was carried out in eight piloted Special Education Centres, where 514 children with intellectual disabilities received a health screening.

UNICEF Thailand support focused on analysing the children’s health data, compiling achievements and lessons learned, and advocating for the expansion of health screening to Special Education Centers in 77 provinces. In the eight pilot provinces, UNICEF Thailand supported one-day follow-up meetings with a total of 310 health officials, teachers and social workers to outline achievements, challenges and lessons learned from the project.

UNICEF Thailand supported the organization of a one-day family forum among 373 parents and caregivers of children who received a health screening. This was aimed at soliciting parents’ feedback on the health screening as well as promoting health education among parents. During the forum, parents and caregivers learned more about health care practices and children’s rights to health care services. They reported the health screening as very useful for their children.

The health screening project provided UNICEF Thailand with crucial health data of children with intellectual disabilities. Of all children who received health screening, 86 per cent had some type of health problem, and 61 per cent needed urgent referral within one week. However, only one in four children was taken to see a doctor for follow-up care within one week. This was mainly because parents or caregivers did not have time and resources to take them to hospital.

In September 2017, in a bid to advocate for the expansion of health screening nationwide, UNICEF Thailand and partners brought more than 200 education officials, social workers and health officials to a two-day training on how to provide health screening for children with disabilities.
Scaling up health screening services to all Special Education Centers in 77 provinces will be a challenge. Although government agencies (Special Education Bureau, the Department of Mental Health, the Department of Health and the Department of Empowerment of Persons with Disabilities) signed an MOU in 2016 to ensure the expansion of health screening in the 77 Special Education Centres, UNICEF Thailand will need to continue efforts in 2018 to make sure this commitment is carried out at the local level so that children with disabilities receive the quality health care services they deserve.

**OUTPUT 7 ECD Evaluation**

**Analytical statement of progress**

An evaluability assessment of the Country Programme Document was conducted in 2017 by an external expert. The assessment focused on the logic, alignment, measurability and evaluation readiness of the country programme and concluded that the CPD is logical, equity-focused, measurable and evaluable. The report suggested minor adjustments to the results matrix, and the evaluation plan, to better capture the changes UNICEF Thailand is supporting as well as improvements to the horizontal logic, i.e. how the outcomes contributed to an overall goal. The findings of the assessment were presented and discussed at the annual review meeting, and necessary steps to address the findings and recommendations in 2018 are being planned.

Two major baseline assessments were started in 2017 and were on track to generate the data by first quarter 2018, which will allow UNICEF Thailand to monitor progress in areas of support: a multiple indicator KAP Survey, and the child protection system baseline assessment.

The evaluation of the CO's advocacy work (started in 2016 and postponed) was on track to produce findings for better advocacy. An external evaluation team was hired, and the inception report was finalized.

The development of a monitoring matrix for the roll-out of the child protection system was started in 2017. This tool will be of use to UNICEF Thailand to keep track of components of the system that are functioning in which provinces and districts.

The introduction of a new tool (on Teamsite) to plan monitoring visits, missions and other trips led to better coordination and improved the tracking and quality of programme monitoring visits. In 2017, programme monitoring visits were conducted for 100 per cent of partnerships as per the HACT minimum requirements. Feedback on monitoring reports was provided along with support on how to improve monitoring and reporting.

Templates for the development of internal workplans per outcome (in line with the theory of change) were developed and will be used in 2018 as a tool to improve monitoring and reporting on results across sectors.

The establishment of the research hub in 2016 improved the quality of studies commissioned or supported by the CO. In 2017, the research hub reviewed the terms of reference, inception reports and data collection tools for all studies in the Integrated Monitoring and Evaluation Plan. The terms of reference for evaluations were being reviewed and approved by the Country Management Team.
OUTPUT 8 Cross sectoral - Operational costs

Analytical statement of progress
Operational support to programmes was essential to ensure results as well as to ensure adherence to UNICEF procedures and regulations.

Document center

Evaluation and research

<table>
<thead>
<tr>
<th>Title</th>
<th>Sequence Number</th>
<th>Type of Report</th>
</tr>
</thead>
<tbody>
<tr>
<td>A Situation Analysis of Adolescents in Thailand 2015-2016</td>
<td>2017/004</td>
<td>SitAn</td>
</tr>
<tr>
<td>Public Expenditure Tracking Survey (PETS) on the 15-Year Free Education Program: Kingdom of Thailand</td>
<td>2017/003</td>
<td>Study</td>
</tr>
<tr>
<td>Thailand Provincial MICS 2015-2016</td>
<td>2017/002</td>
<td>Survey</td>
</tr>
<tr>
<td>Thailand MICS 2015-2016</td>
<td>2017/001</td>
<td>Survey</td>
</tr>
</tbody>
</table>

Other publication

<table>
<thead>
<tr>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>Thailand - Complete List of published documents in 2017</td>
</tr>
</tbody>
</table>

Lessons learned

<table>
<thead>
<tr>
<th>Document Type/Category</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>Innovation</td>
<td>Making the CMT more efficient and effective</td>
</tr>
</tbody>
</table>

Programme documents

<table>
<thead>
<tr>
<th>Document Type</th>
<th>Title</th>
<th>Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reference Documents</td>
<td>GSS Action Plan Thailand CO</td>
<td>GSS TCO Action plan.pdf</td>
</tr>
</tbody>
</table>