UNICEF Thailand’s main achievements in 2014 included the strengthening of evidence on the situation of children to support policy development and implementation. The following major studies were disseminated: Multiple Indicators Cluster Survey (MICS) 2012, including a secondary data analysis on the nutritional status of young children; the first phase results of a longitudinal study on the development of children ages 0-3 years who did not move with their migrating parents; a situational analysis of young people at high risk of HIV exposure and operational research to improve low anti-retroviral adherence and positive prevention among adolescents living with HIV.

Advocacy efforts led to strong alliances and critical mass, resulting in public debate on several important issues for children, in particular the review of the law on child protection, the breast milk substitute (BMS) code, the universal child support grant (CSG), education for migrant and minority children and violence against children.

UNICEF Thailand engaged with the corporate sector for fundraising, advocacy and programming throughout 2014. A two-year agreement with the Thaipat Institute was concluded for the dissemination of the child rights business principles to major companies and the Chamber of Commerce in Chiang Mai was mobilised on education for migrant children.

In 2014 UNICEF Thailand exceeded its fundraising target of US$15.5 million, raising US$ 5.6 million, and provided 100 per cent of Other Resources (OR) for the UNICEF Thailand country programme.

The political crisis, which occurred late in 2013, continued in the first quarter of 2014 and was ended by a military coup in May, followed by several changes in the Royal Thai Government (RTG) offices at the political and technical levels. This delayed the implementation of some of UNICEF’s activities or required programme adjustments.

UNICEF Thailand sustained its partnership with Sansiri Plc to support advocacy/awareness raising, testing new UNICEF corporate sustainability tools, and commitment to ban child labour on construction sites. Sansiri Plc also renewed its commitment to provide UNICEF Thailand with US$1 million annually over the next three years. Another strong partnership with DTAC, a mobile phone services provider, promoted birth registration and parenting via SMS messages.

UNICEF Thailand worked closely with other United Nations (UN) agencies to respond to the Rohingya refugee situation. UNICEF Thailand also strengthened its partnership with the World Health Organisation (WHO) and UNFPA on access to health and early pregnancy, and with UNESCO on early childhood development and education. UNICEF Thailand also supported the UN Resident Coordinator for advocacy on the South and contributed to the preparation of the Special Representative of the Secretary General (SRSG) report on Children Affected by Armed Conflict (CAAC).
UNICEF Thailand expanded partnerships with civil society organizations (CSOs), including the celebration of the Convention on the Rights of the Child (CRC @25), the awareness raising on Violence Against Children, the support for access to health services by children with disabilities and advocacy on the child support grant.

The Mid-Term Review (MTR) in mid-2014 led to a redefinition and fine-tuning in education, social policy, child protection and adolescents, in order to focus on adequately addressing the gaps and challenges in a broader partnership with the RTG at national and local levels, civil society and private sector, and to align with the Strategic Plan 2014-2017.

Bottlenecks to progress for Thailand's most disadvantaged children included: low awareness of children’s rights; gaps in legislation, policies and guidance; traditional views regarding children and the role of adolescents and youth in society; financial barriers for the poorest families to access services; social and financial barriers for specific groups, mostly immigrant children; and inadequate action and interdepartmental coordination. UNICEF Thailand worked with the RTG, civil society and other partners to develop appropriate approaches and strategies to address these bottlenecks.

**Humanitarian Assistance**

In early 2014, more than 1,000 Rohingya refugees arrived on Thailand’s shores, fleeing from a gravely deteriorating situation in Rakhine State (Myanmar), which prompted displacements and fresh movements of Rohingya refugees in Thailand. It was reported that some refugees became victims of organized criminal rings. The RTG estimated that 20 per cent of these refugees were children and women. Timely interventions by the RTG enforcement agencies led to the rescue of several hundred people in transit camps in Southern Thailand (exact numbers below).

The Rohingya children and women were sent to temporary shelters managed by the Ministry of Social Development and Human Security (MSDHS). Men and some boys were retained in detention centres and police stations. If children were found in detention centres, UNICEF Thailand and UNHCR monitored their immediate transfer children to the RTG shelters. Discussions between the UN and RTG are ongoing on a case to case basis.

As a result of the psychosocial care and support activities provided to 343 Rohingya women and children in six shelters in previous years, the Ministry of Public Health (MoPH), with the support of UNICEF Thailand, published a booklet on psychosocial support to child refugees highlighting lessons learned from the experience. The booklets were distributed to all 77 shelters around the country.

As of early December 2014, a total of 370 Rohingya refugees were brought to 14 different locations across the country, mostly in immigration centres and police stations. Twenty nine women and children were in RTG shelters, 80 per cent of whom were located in the province of Ranong, close to the Myanmar border. Periodic dialogues with the Ministry of Foreign Affairs and UNICEF and relevant UN agencies were also conducted to exchange the latest updates and information on the Rohingya refugee situation.

An inter-agency body at the central level composed of UNHCR, UNICEF Thailand, International Organization for Migration (IOM), International Committee of the Red Cross (ICRC) and several Non-Governmental Organizations (NGOs) regularly convened to share updates on the situation in the immigration detention centres and in the government shelters. This led to stronger coordination between the UN agencies and international organizations providing relevant
humanitarian assistance. Follow-up and close monitoring is ongoing in shelters and immigration detention centres with UNICEF Thailand focusing on the women and children staying in the shelters. Information exchange between Thailand/Myanmar/Malaysia UN Country Teams is ongoing.

UNICEF Thailand provided humanitarian assistance for women and children who stayed in a MSDHS shelter in Songkhla province. Assistance included a three month supply of food and non-food items, such as children’s snacks, nappies, clothes, electric fans, medical supplies, chairs, tables, indoor and outdoor materials, and tents. Due to the uncertainty of the situation with the people found not being properly identified and with no clear guidance provided on their permitted movements, people attempted to run away from the shelters and some of them succeeded. UNICEF Thailand is currently collaborating with the MSDHS and Ministry of Education (MoE) to provide early childhood care and support and non-formal education for 30 children remaining in the shelters.

UNICEF Thailand explored a community-based approach for preventing violence in the far south and continued to engage with local government and CSOs. UNICEF supported the MoPH in empowering communities and families affected by ongoing violence by providing psychosocial support and referrals to children and their families, most of whom had schools either burned or attacked. In the last quarter of 2014, six schools were burned in the province of Pattani, with 1,193 children (544 girls/649 boys) affected. UNICEF Thailand provided US$28,000 to support the Pattani educational service area in providing teaching and learning materials for 1,193 children (544 girls, 649 boys) in the six affected schools. UNICEF Thailand reached out to families via radio and disseminated information on adequate care and support to children living in the midst of violence in their communities.

### Equity Case Study

UNICEF Thailand supported the National Statistics Office (NSO) in conducting the Multiple Indicator Cluster Survey (MICS) in 2006 and in 2012 to collect key information on children and women to assess and address health, nutrition, education and child protection issues. The MICS was the largest household survey conducted in Thailand and contained reliable and representative data at the national and regional levels linking children and women’s issues with socio-economic status. The MICS data provided useful information on the equity status in Thailand and served as a source of information on issues pertaining to the relationship between poverty, gender, the educational level of mothers and fathers and other household members, and geographical location.

Although comprising multiple filters for disaggregation such as geographical zones (Bangkok and five regions), gender, wealth, Thai and non-Thai, the MICS 2012 showed limitations in some areas for measuring inequities and for improved programming. For instance, geographical disaggregation showed variations between vast regions but further data at provincial or even district levels are needed to address inequities. This is particularly true for the South and the North East. In Bangkok, there was no disaggregation between the different urban settings such as slum areas. The next MICS will attempt to address some of these issues whilst others will need additional surveys or studies.

The MICS data directly contributed to UNICEF Thailand’s results. Using the data from MICS 2006 and MICS 2012, UNICEF Thailand prepared analytical work on the nutritional status of children under five years old. The analysis revealed the critical social factors that underline the development of a pro-equity policy, implementation of changes, and social action.
Subsequently, MICS dissemination materials were developed by UNICEF Thailand based on a comparison of data and information derived from the two MICS, with analyses of inequities to promote a culture of equity-oriented decision-making and policy development in the RTG. UNICEF Thailand will work with MoPH in 2015 to develop a national programme plan and strategy to address the disparity areas and vulnerable groups identified.

UNICEF Thailand organized training on the use of MICS data for quantitative analysis and also organized MICS data training for representatives of the children and youth councils to prepare their recommendations to the Prime Minister for the celebration of the 25th anniversary of the CRC. The MICS 2012 data directly contributed to the RTG’s efforts to address equity. The process of MICS implementation has increased accountability and demand for equity data. Strengthening national capacity and political will has been reinforced as a result, through increased research, studies, training, accountability and demand for equity data as solid evidence for policy changes and interventions, in order to achieve a measureable reduction in inequalities in Thailand. The NSO has now adopted MICS as a regular household survey to be conducted on a triennial basis.

In 2015 the NSO, with UNICEF Thailand support, will conduct the next MICS at the national level and with booster samples in 14 provinces that are living under the national poverty line. This will provide Thailand with trend data and the increased sample size of the provinces will allow the robustness of equity analyses. The MICS 2015 will ensure involvement of decision makers, technical officials, statisticians, researches and civil society throughout the process for accountability for equity data.

The MICS 2012 data was also used during UNICEF Thailand’s programme Mid-Term Review (MTR) to sharpen UNICEF Thailand’s programming results.

**Summary Notes and Acronyms**

- ACP - Alternative Care Practices
- AMP - Annual Management Plan
- AMR - Annual Management Review
- ANC - Ante-Natal Care
- ART - Anti-Retroviral Therapy
- ARV - Anti-Retrovirals
- ASEAN - The Association of Southeast Asian Nations
- BCP - Business Continuity Plan
- BF - Breastfeeding
- BMA - Bangkok Metropolitan Administration
- BMS - Breast Milk Substitutes
- BRA - Bureau of Registration Administration
- CABA - Children Affected by AIDS
- CCCs - Core Commitments for Children
- CES - Canadian Evaluation Society
- CMT - Country Management Team
- CPCR - Centre for the Protection of Child Rights
- CPD - Country Programme Document
- CRBP - Children’s Rights and Business Principles
- CRC - Convention of the Rights of the Child
- CSG - Child Support Grant
CSOs - Civil Society Organisations
CSR - Corporate Social Responsibility
CSU - Commons Services Unit
DDPM - Department of Disaster Prevention and Mitigation
DLA - Department of Local Administration
DRR - Disaster Risk Reduction
EAPRO - East Asia and Pacific Regional Office
ECD - Early Childhood Development
EFA - Education for All
EID - Early Infant Diagnosis
ELDS - Early Learning and Development Standards
EQL - Equity – Quality - and Leadership in Education
ESAOs - Educational Service Area Offices
FDA - Food and Drug Administration
HACT - Harmonised Approach to Cash Transfers
HIV - Human Immunodeficiency Virus
HRBA - Human Rights-Based Approach
ICRC - International Committee of the Red Cross
ICT - Information & Communication Technology
IDD - Iodine Deficiency Disorders
IOM - International Organization for Migration
IPSAS - International Public Sector Accounting Standards
KAP - Knowledge, Attitudes and Practices
KPIs - Key Performance Indicators
LTAs - Long Term Agreements
MEII - Migrant Education Integration Initiative
MICS - Multiple Indicators Cluster Survey
MoE - Ministry of Education
MoI - Ministry of Interior
MoJ - Ministry of Justice
MoPH - Ministry of Public Health
MoSDHS - Ministry of Social Development and Human Security
MoUs - Memorandum of Understanding
MTB/BLE - Mother Tongue Based/Bilingual Education
MTCT - Mother To Child Transmission
MTR - Mid-term Review
MVC - Most Vulnerable Children
MYR - Mid-Year Reviews
NCYDP - National Child and Youth Development Plan
NECC - National Early Childhood Committee
NESDB - National Economic and Social Development Board
NESDP - National Economic and Social Development Plan
NGOs - Non-Governmental Organizations
NHSO - National Health Security Office
NRC - National Reform Council
NSO - National Statistics Office
OBEC - Office of Basic Education Commission
OIA - Office of Internal Audit
OoSC - Out-of-School Children
PBAs - Programme Budget Allotments
UNICEF Thailand implemented a systematic approach to the capacity building of national and local partners to deliver more sustainable results for children. Significant contributions in 2014 can be captured in three main areas.

At the national level, UNICEF Thailand supported the RTG and Non-Governmental Organization (NGO) counterparts to build capacity for advocating child rights, monitoring the situation of children, and providing recommendations to the concerned RTG agencies to improve the situation of children in Thailand. This capacity building support was delivered through technical assistance and international exchange of experiences gained through MICS using disaggregated data and on the International Code on Breast Milk Substitutes (BMS); technical discussions and sharing lessons learned on BMS and Children’s Rights and Business Principles (CRBP); and direct technical support targeting empowerment on specific issues such as evaluation, alternative care, and social protection. Results achieved included information sharing with Thailand’s CRC Coalition; advocacy for the BMS Code; and the promotion of CRBP to the private sector and key RTG agencies for education and child protection.

UNICEF Thailand provided technical support to local authorities in 48 sub-district administrative organizations in 11 provinces that were provided with trainings and continuing coaching sessions to strengthen measures for child protection as well as systematic response to individual cases of children who need protection services. This support was an integral part of UNICEF Thailand’s collaboration with the Ministry of Social Development and Human Security (MSDHS) and other NGO partners, including the Centre for the Protection of Child Rights and Save the Children.

UNICEF Thailand also closely engaged with children and young people in empowering them to exercise their right to participation and to advocate for themselves. UNICEF provided leadership skills trainings for youth leaders through Youth LEAD, and supported child and youth councils to provide recommendations to the concerned duty bearers as a part of the CRC@25 review.
Evidence Generation, Policy Dialogue and Advocacy

UNICEF Thailand supported drafting a policy brief to generate further evidence on the CSG in partnership with the Thailand Development Research Institute (TDRI) and in consultation with RTG agencies, civil society and academia. UNICEF Thailand worked with the National Early Childhood Committee (NECC), the Deputy Prime Minister’s office, the National Reform Council (NRC), CSOs and Youth Councils, leading to the inclusion of the CSG in the youth representatives’ proposal to the RTG for the CRC@25. As a result of UNICEF Thailand’s advocacy efforts, in December 2014 the Deputy Prime Minister announced the launch of a CSG (400 baht per child born in 2015, living in poor families), subject to cabinet approval in early 2015. Criteria are still under discussion. UNICEF Thailand will continue to advocate for the adoption of a formal CSG bill in Parliament.

UNICEF Thailand generated evidence and strengthened quality assurance mechanisms by supporting the formal evaluation of the National Child and Youth Development Plan, which started in 2014, and building overall national evaluation capacity in Thailand through the signing of a five-year Memorandum of Understanding (MOU) between the Canadian Evaluation Network (CEN) and the Thailand Evaluation Society (TES) for the implementation of the Certification for Professional Evaluators.

MICS 2012 data was used by the MSDHS for the preparation of its 2013 annual report on national child and youth development with the involvement of RTG line ministries and UNICEF Thailand. UNICEF Thailand also conducted a secondary data analysis of MICS 2006 and MICS 2012 on the nutritional status of young children and the findings were disseminated to RTG line ministries and academia.

A Public Expenditure Tracking Survey of the 15-Year Free Education Program (15YFE) was initiated to generate data and analysis on the efficiency and equity of the 15YFE.

UNICEF Thailand completed an operational research on improving low anti-retrovirals (ARV) adherence and positive prevention among adolescents living with HIV and, in collaboration with the Ministry of Public Health (MoPH), UNFPA and UNESCO, UNICEF Thailand conducted a situational analysis of young people at risk of HIV exposure.

Partnerships

UNICEF Thailand sharpened its partnership focus with civil society, the private sector, academic institutions and the RTG. As a result, eight Programme Cooperation Agreement (PCAs) were raised in 2014, compared to three in 2013.

The CRC Coalition (comprising 40 CSOs), supported by UNICEF Thailand, played a critical role in highlighting CRC@25 and violence against children (VAC) in various fora. The Thailand Safety Network (comprising 20 RTG agencies and CSOs) elevated Disaster Risk Reduction (DRR) as a priority topic on the agenda of schools and other learning institutions. UNICEF Thailand also mobilized more than 50 CSOs and networks at national and regional levels in advocating for the CSG through seminars and workshops.

Strategic engagement with the private sector was expanded. MoUs were signed with long term partners Sansiri Plc and DTAC. Discussions began with new partners, covering fundraising and programmatic aspects. A partnership with Tops Supermarket was nearing agreement to provide mobile libraries for children living in remote areas in northern Thailand. Partnerships with Bangkok Bank and Siam Commercial Bank are under development for promoting education and
addressing VAC, and MoUs are in progress with Vesatronics and Lotus Bedding to provide regular resources and free media space in 2015. The law firm DLA Piper provided pro bono legal advice to UNICEF Thailand. UNICEF Thailand mobilised US$1 million from the corporate sector. In response to Ebola, for the second consecutive year, UNICEF Thailand worked with Channel 3 morning news on a public appeal raising over US$170,000.

As the CRBP agenda gained momentum, the Child Protection and Education programmes established collaborative relationships with the corporate sector, NGOs and chambers of commerce, and a strategic partnership was concluded with Thaipat Institute to promote CRBP in private sector companies. The Chiang Mai Chamber of Commerce promoted the 10 CRBP Principles among the travel, accommodation and transportation sectors. UNICEF Thailand supported the strengthening of the capacity of the tourism sector for the protection of children.

External Communication and Public Advocacy

Advocacy was successfully focused on the introduction of the CSG and draft legislation on controlling the marketing of BMS, and included media outreach and public events in partnership with CSOs. UNICEF built strategic relationships with an NGO network and the Law Reform Committee to increase their CSG understanding and garner support. UNICEF supported BMS Code advocacy by monitoring 2014 code violations to support the draft legislation in the public hearing event and launched a media campaign on the risks of not breastfeeding.

Media outreach continued throughout the year on a wide range of subjects. A total of 540 media pieces in Thailand mentioned UNICEF Thailand in 2014.

In 2014 UNICEF Thailand experimented with digital communication, introducing an Instagram account and successfully participating in the global #ENDviolence campaign on social media toward the end of the year. Growth in followers on all social media channels was steady throughout 2014. In recognition of the need for more dedicated capacity in digital media engagement, recruitment is underway for a new post created during the MTR in 2014 to strengthen digital engagement in 2015.

In the run up to the Convention on the Rights of the Child (CRC @25) celebrations, UNICEF Thailand joined hands with the MSDHS to engage millennials from across the country. This culminated in the presentation of a set of recommendations from youth to the Minister of MSDHS on Universal Children’s Day.

In the last quarter of 2014, UNICEF Thailand produced two feature stories and a video on the lives of children who were affected by the Tsunami and supported advocacy for the MOE-hosted forum in Phuket Province for the Tsunami commemoration.

Preparations began in the second half of the year for two major public communication campaigns to be launched in early 2015, to address negative social norms regarding VAC and encourage increased investment in early childhood development. It is hoped that these campaigns will increase the visibility and the credibility of the UNICEF brand in Thailand.

Identification Promotion of Innovation

The SMS for Family project is one example of UNICEF Thailand successfully leveraging an innovative partnership with the corporate sector to support programme delivery and advance progress toward results for children. UNICEF Thailand’s partnership with DTAC, the second largest mobile phone operator in Thailand, allowed it to try several innovations by using the
Short Message Service (SMS) to leverage Information and Communication Technology to deliver information to several target groups.

The SMS for Family project provided parents with a free SMS message service with information on pregnancy care and positive child rearing practices for children aged zero to two years old. The free service helps increase access to information on health, nutrition and child development, as well as anti-natal care and vaccination appointments. The Bureau of Registration Administration (BRA) and the Ministry of Interior (MoI) used the SMS service to send reminder messages to families on birth registration, if they do not register a new birth within the 15-day limit for new birth registrations.

A formal outcome assessment of the service is planned for 2015. It will evaluate the extent to which parents’ knowledge, attitudes, and practices on child care practices have changed among those parents who receive the SMS, in comparison with those parents who do not receive the SMS.

UNICEF Thailand will also continue to explore how innovations can add value to implementation of the current country programme, including in supporting the campaign on Violence Against Children and the ‘internet.org’ initiative.

**Support to Integration and cross-sectoral linkages**

As most of UNICEF Thailand’s results are cross-sectoral, result teams comprising staff from various sections were established to coalesce cross-sectoral ideas and skill-sets to collectively generate a stronger harmonized approach to achieve planned country programme results. This cross-sectoral approach resulted in increased efficiency in assisting the RTG, the development of new partnerships, building capacities of partners, evidence generation for advocacy, and strengthening the multi-pronged approach to programming for achieving equity and rights of women and children.

In 2014, research studies, situation analysis, evaluation (i.e.NCYDP) and programme implementation were completed with cross-sectoral collaboration, including the introduction of CRBP as a basis of forging new partnerships.

The multi-media campaign aimed at curbing the increasing level of violence against children in Thailand was the result of collaborative work between child protection, communication, private sector fundraising (PSFR) and social policy. This comprehensive public awareness campaign aimed to encourage and empower individuals to prevent violence in their homes, schools and communities and to shift behaviours and address social norms.

The PSFR section worked across sections to amplify learning and results and feature the work of UNICEF Thailand in fundraising appeals and communications to generate funds for the country programme as well as for international regular resources and contributions to the regional thematic fund.

The policy on bullying, sexual harassment, and corporal punishment in school setting was a major policy initiative of the Education and Child Protection programmes, and as a result the Office of Basic Education Commission (OBEC) drafted a policy for child protection in 2014, to be launched in 2015.

UNICEF Thailand’s HIV/AIDS and Child Protection sections worked with UNICEF New York to
initiate a study on alternative care of children, with a special focus on children infected with and affected by HIV/AIDS, for evidence based policy dialogue and to promote equitable services.

Other ongoing examples of integrated and cross-sectoral work for knowledge management and evidence generation include the situational analysis on adolescent (teen) pregnancies, Public Expenditure Tracking Survey, MICS 2012, the UN Working Group on Adolescent Programming, and inter-ministerial meeting on the south.

**Human Rights-Based Approach to Cooperation**

A Human Rights Based Approach is fully integrated into UNICEF Thailand’s programming. UNICEF Thailand advocated for the rights of children with intellectual disabilities, one of the most excluded groups in society. Some 1,100 children with intellectual disabilities from schools across Thailand participated in the Special Olympics Thailand sports training and athletic competitions to improve their fitness and social skills.

UNICEF Thailand focused on promoting access to quality early childhood, primary and lower secondary learning at an appropriate age for all children and young people in and out of school, regardless of gender, socio-economic status, ethnicity or religious beliefs. UNICEF Thailand promoted innovative teaching methods such as bilingual and multi-grade education, life skills, school readiness and learning achievements, to be continued in 2015.

UNICEF Thailand worked with the RTG to promote the rights of children and advocate the CRC and support the RTG with its obligations. Thailand was the first country to ratify the CRC Optional Protocol on Communication Procedure (OP3). A Q&A on OP3 was shared with the RTG for further dissemination. To celebrate CRC@25, RTG counterparts, CRC Coalition and UNICEF Thailand promoted the engagement of children to talk about their rights through various activities. Two youth representatives shared children's recommendations to the National Child and Youth Development Committee chaired by the Deputy Prime Minister at the end of 2014.

UNICEF Thailand worked with other local partners to increase equitable access to essential child-focused services (including HIV prevention, care and treatment services for vulnerable children up to the age of 18 years) and life-saving interventions, and to advocate for legislation to address stigma and discrimination of people living with HIV. The study “Situational Analysis of Young People at High Risk of HIV Exposure in Thailand” was completed. Thammasat University conducted another study to identify and better understand specific risk behaviours and policy and programmatic responses for particular at-risk groups.

UNICEF Thailand provided emergency non-food items/materials (nappies, clothes, electric fans, medical supplies, chairs/tables, indoor/outdoor materials and tents) to RTG shelters for 189 unidentified refugees (70 girls/49 boys/70 women) found in the deep forests of Songkhla (Southern province) in March 2014.

**Gender Mainstreaming and Equality**

UNICEF Thailand promoted gender equality throughout its country programme and has applied a gender lens in targeting particular groups such as marginalized and migrant children. These gender dimensions were also reflected in UNICEF Thailand’s equity and diversity framework. The core principles of the programme are grounded in the CRC and the Convention on the Elimination of All Forms of Discrimination against Women (CEDAW), which are mutually reinforcing toward the realization of children’s rights, gender equality and the empowerment of
girls and women.

UNICEF Thailand continued to achieve results on the reduction of Violence Against Children (VAC) where girls and boys were equally vulnerable to violence. UNICEF Thailand (led by the six staff of the Child Protection and Education sections), with a budget of US$53,000, focused on improving support services for both girls and boys affected by violence in the far South, particularly through the provision of community-based psychosocial care and support, enhancing the capacity of the community members on resilience and referral to hospital-based services. The initiative is intended to continue until the end of the country programme in 2016.

UNICEF Thailand collaborated with Prince of Songkhla University and supported the collection of disaggregated data on boys and girls affected by violence in the southernmost provinces affected by ongoing violence. Disaggregated data on boys’ and girls’ access to social services and the justice system highlighted the fact that more boys than girls having access to the justice system. In joint efforts by UNICEF Thailand’s child protection and social policy teams, two staff members focused on the data in the far South, with a total budget of US$34,850 in 2014. The initiative is expected to continue until the end of the country programme in 2016.

UNICEF Thailand also supported an adolescent pregnancy study (US$200,000) and a comprehensive sexuality education review (US$150,000) to obtain a situation analysis and assist programme planning. Raising awareness on children’s rights was integrated in multi-media communication materials, sharing boys’ and girls’ cases and stories through documentaries.

**Environmental Sustainability**

UNICEF at the global level is the leader in emergency responses to natural and man-made disasters which are inextricably linked to environmental sustainability.

Aligning with the global role, UNICEF Thailand coordinated with the RTG and NGO partners in the areas of education and child protection under leadership from the RTG. UNICEF Thailand supported the Ministry of Education (MoE) to convene NGOs and INGOs to participate in Thailand’s school safety network to address the issue of DRR, in accordance with the Hyogo Framework for Action 2005-2015, and to provide technical assistance to environmental sustainability issues in Thailand.

The school safety network is an integrated platform for coordination, collaboration and mutual capacity building among the network members to support the MoE technical capacity. UNICEF Thailand Education section jointly led the network with the MoE and OBEC. The network advocated with the MoE on facility safety, disaster management, and curriculum and instruction pillars as the core pillars of safety school framework at the regional, The Association of Southeast Asian Nations (ASEAN) and global level

UNICEF Thailand contributed US$75,000 for 100,000 copies of teaching and learning manuals on DRR in Education and climate change. The manuals will be distributed to 35,000 schools in jurisdictions of the Office of the Basic Education Commission of Thailand (OBEC) as well as 2,500 schools within the jurisdiction of the Private Education commission. In 2015, capacity building will be conducted for those teachers in jurisdictions of OBEC and the office of private education commission. In the last quarter of 2014, UNICEF Thailand participated in a MOE-hosted forum in Phuket Province for Tsunami commemoration and launched the teaching and learning manuals.
UNICEF Thailand conducted an assessment of its carbon footprint. Various recommendations were proposed for further action regarding current office practices, such as reducing air travel as much as possible, economical utilization of air conditioning, turning the office lights on and off while working in the office, minimizing computer power utilization, as well as using less paper, printing double-sided and recycling all recyclable waste.

**Effective Leadership**

Following the Annual Management Review (AMR), the Country Management Team (CMT) adopted its 2014 Annual Management Plan (AMP), including annual office-wide management and operational priorities, Key Performance Indicators (KPIs), programme and operational risks, control mechanisms and governance structure.

Monthly KPIs reports were reviewed by the CMT, which adopted standing agenda items: KPI status, audit recommendations follow-up, local fundraising status, and staff association issues. CMT meetings were generally followed by an all staff meeting to report back on CMT discussions and decisions and to share CMT minutes.

Plans for a more efficient system for the Harmonised Approach to Cash Transfer (HACT) were discussed and will be implemented in 2015. Implementation of the four programme priorities, the five management priorities, and the six operational management priorities identified in the 2014 AMP, reviewed twice by the CMT, were met, with the exception of the market survey of Private Fundraising and Partnerships (PFP) service providers, the study on children affected by migration from abroad, and the mapping of partners on disabilities. Those will all be carried out in 2015.

During the UNICEF Thailand 2013 audit, ten recommendations were formulated and regularly monitored by the CMT with a particular focus on the two agreed actions rated as presenting high risks: HACT implementation and competitive process in contracting. By the end of 2014, the Office of Internal Audit (OIA) confirmed that all agreed 2013 audit action points (#2013/35) were closed.

UNICEF Thailand utilized a structured approach to identify and manage risks and opportunities and regularly assess the effectiveness of controls in order to mitigate risks. The Risk Control Self-Assessment exercise was conducted and follow-up actions were incorporated into the CPMP and the AMPs with a structured update in February 2014 as part of the AMR.

Three medium risk areas for action were: Results-Based Management (RBM) and Measurement and Reporting of Results; Safety and Security; and Natural Disasters and Epidemics. No risk was ranked as high. Appropriate mitigation strategies were implemented to minimize risk impact.

The Crisis Management Team convened several times as part of Business Continuity Plan (BCP) activation during the political and social unrest from November 2013 to May 2014, to ensure continuity in management and programme activities. Changes in programming were made when needed, such as during the arrival of Rohingya refugees from Myanmar. UNICEF Thailand’s statutory committees met regularly as planned. For more efficiency, several committees, including the Property Survey Board, Country Management Team, and Job Classification Panels, jointly served UNICEF Thailand and East Asia and Pacific Regional Office (EAPRO). Effective in 2014, a separate CRC and PMT were set-up for UNICEF Thailand.
Financial Resources Management

The CMT systematically reviewed key performance indicators, including budget and financial monitoring. The Harmonised Approach to Cash Transfer (HACT) was identified as a priority for 2014.

A HACT assurance plan was developed and periodically reviewed and Ernst and Young completed 17 micro-assessments of partners receiving more than US$100,000. Only 20 out of 37 planned spot checks could take place due to unavailability of partners or staff. A more efficient system was discussed for implementation in 2015. Direct Cash Transfers (DCTs) were regularly liquidated within the timeframe of six months.

All financial transactions were processed through the Common Services Unit. A total of 844 payment vouchers were issued (including payments, inter-bank transfer and IP payroll) and the monthly reconciliation of the six bank accounts managed by UNICEF Thailand were regularly completed, including the four accounts exclusively dedicated to the local fundraising operation.

The main UNICEF bank partners enhanced the online platform facilitating access to financial statements in 2014. This contributed to greater efficiency in the monthly bank reconciliations and a better follow-up of donor contributions.

UNICEF Thailand enjoyed flexible Other Resources (OR) funding as 100 per cent of OR funds were raised through local fundraising operations. Overall, UNICEF Thailand had good performance indicators, with nearly 99 per cent of Regular Resources utilized, 100 per cent of Programme Budget Allotments (PBAs) used within their original durations, and 100 per cent of Other Resources - Emergency utilized within the original duration of the PBA for 2014. As of 31 December there were no outstanding direct cash transfers over nine months.

UNICEF Thailand significantly increased the financial implementation of the country programme with a total utilization of US$11.1 million and US$8.7 million spent in 2014 compared to US$10 million utilized and US$6.9 spent in 2013.

Fund-raising and Donor Relations

In 2014, UNICEF Thailand raised US$15.6 million from local fundraising and provided 100 per cent of Other Resources (OR) for the programme. UNICEF Thailand also provided US$5.9 million for global Regular Resources, US$600,000 for the UNICEF East Asia and Pacific Regional Office (EAPRO) Regional Thematic Fund and US$1 million to the Global Emergency Fund. In addition, more than US$589,000 was raised in response to emergencies in Syria, Gaza, the Philippines and the Ebola Crisis.

UNICEF Thailand had 74,000 active donors in 2014, who received regular updates on programmes through newsletters, mailings, e-mailings and telemarketing. Key corporate supporters, Goodwill Ambassadors and friends of UNICEF, which include celebrities, were taken on field trips to see UNICEF-supported projects and received briefings on the work of UNICEF on request. Sansiri Plc, which funds Global emergencies, was taken to Lebanon to see UNICEF emergency work.

The programme was fully funded for the year against the Country Programme Document planning levels. There were two requests for Programme Budget Allotment (PBA) extensions (SC-12-0143 and SC-12-0141) and expiring PBAs (SC-10-0080 and SC-09-0692) were fully utilised. Special attention continued to be given to fund management, with monthly oversight
reports prepared by the programme budget assistant for the Deputy Representative’s follow-up with section chiefs and Result Managers and for reporting to the Country Management Team. No donor reports were due in 2014.

Evaluation

A five-year Integrated Monitoring and Evaluation Plan (IMEP) was used as a framework to identify research, studies and evaluations in support of planning, improved implementation and direction for national policies, programmes and initiatives. The Monitoring and Evaluation function is independent to provide technical support to ensure proper planning, implementation and reporting of studies, research, surveys and evaluations.

The MSDHS took recommendations and management responses from the evaluation of the Child Protection Monitoring and Response System (CPMRS) to improve implementation of CPMRS scaling-up in 10 provinces.

Strengthening national capacity and increased use of evidence to inform policy and programming was reinforced. UNICEF Thailand provided extensive technical support to the Thailand Evaluation Network (TEN) in fostering development of the evaluation profession in the country through the five-year programme on Credentialing of Professional Evaluators in Thailand in partnership with the Canadian Evaluation Society (CES). Starting in 2014, TEN and CES organized a training of Thai master trainers with the participation of 13 key national institutions related to national planning, research and evaluation. The participants included representatives from the National Economic and Social Development Board, National Research Council of Thailand, Knowledge Network Institute of Thailand, Thailand Research Fund, Universities, International Non-Governmental Organisations, US Agency for International Development (USAID), UNDP and UNICEF Thailand.

The Regional Advisor from the UNICEF East Asia and Pacific Regional Office and the M&E Officer trained officials from the Office of Welfare Promotion, Protection and Empowerment of Vulnerable Groups on how to manage and design evaluations, including evaluation methodologies for the country-led evaluation on the National Child and Youth Development Plan. The recruitment of an evaluation team was completed through close consultation between the MSDHS and UNICEF Thailand. The preliminary report was prepared, submitted and approved by the Steering Committee comprised of senior officials from line ministries and UNICEF Thailand.

Efficiency Gains and Cost Savings

The Common Services Unit (CSU) played an active role in various UN working groups at the inter-agency level, including travel harmonization policies, Hotel selection, Daily Subsistence Allowance (DSA) harmonization, and the Human Resources (HR) task force on learning activities.

The renewal of Long Term Agreements (LTAs) for both travel agencies and hotels provided an opportunity to renegotiate some contractual clauses for better conditions and special fares for the UN. Negotiations are still ongoing with some hotels and a final agreement is expected in the first quarter of 2015.

UNICEF Thailand, together with the UNICEF East Asia and Pacific Regional Office, initiated the environmental footprint assessment in an effort to reduce the carbon footprint in areas such as travel and energy consumption. The study was completed in December 2014 and an action plan will be established and implemented in 2015.
As a normal practice, CSU and HR were systematically negotiating with selected individual contractors to present their best financial offers to obtain the best value for money before being granted a contract.

Competitive bidding processes also generated significant savings. When planned budgeted amounts are compared with final commitments (Purchase Requisitions vs Purchase Orders), UNICEF Thailand obtained a net gain of US$315,000 in 2014.

**Supply Management**

CSU provides the Supply function support in the UNICEF East Asia and Pacific Regional Office.

A Contracts Specialist (TA) position was created to provide contracting technical support on all contract-related issues given the increasing complexity of service related contracts, especially in the area of Fundraising. The contracts specialist also served as secretary of the Contract Review Committee and was in charge of building internal capacities in contracting and bidding processes.

The complexity and value of institutional service contracts expanded to US$3.453 million in 2014 compared to US$2.358 million in 2013 (46 per cent increase). The increase in service contracts was due to the expansion of fundraising activities in Private Sector Fundraising (PSFR) and communication sections with a total value of US$1.943 million of F2F contracts (APPCO, Optimo and SG Global).

The local procurement of goods also increased, from US$124,000 to US$ 510,215 (a 310 per cent increase), with printing accounting for the majority of the procurement. In 2014, PSFR activities (printing & fulfilment) were outsourced to a single contractor. The establishment of LTAs significantly reduced transaction turnaround time.

UNICEF Thailand engaged with various local and international partners for programme implementation. Procurement activities with the RTG were comparatively on a small scale and no support was provided through procurement services to the RTG or implementing partners. Given the volume and type of supplies provided to the partners, UNICEF Thailand involvement in the downstream logistics operations was relatively low and distribution was through third party service providers. No warehouses were maintained for preposition of supplies.

On 22 May 2014, the Royal Thai Army launched a coup, took control of the Royal Thai Government (RTG) and imposed martial law, with no specific date announced for lifting it. Prior to the military coup, large scale demonstrations and protests in Bangkok and in major cities across the country had been ongoing for more than five months. The situation affected UNICEF Thailand’s programmatic and operational capacity to deliver as planned, given that demonstrators were blocking the main streets and highways in Bangkok including in the vicinity of the UNICEF Thailand office. Occasional shootings between the pro- and anti-government factions increased the level of anxiety among UNICEF Thailand staff, although no significant security incident affecting UNICEF Thailand staff and assets was reported during the whole five month period of political and social unrest.

UNICEF Thailand will continue to work closely with the UN Department of Safety & Security (UNDSS) to explore how to effectively deliver programming in the affected areas without negatively affecting staff safety. As a precautionary step, there was a special mandatory training required for all staff travelling to the south, with which all UNICEF staff complied.
Appropriate security measures were applied in a timely manner to ensure the integrity of UNICEF assets and staff security and the UNICEF Thailand crisis committee was in close contact with UNDSS to ensure coordinated and timely preventive measures and maintaining security awareness amongst the staff. Security briefings for newly recruited staff were regularly conducted by UNDSS to maintain security awareness and provide a space for dialogue between staff and UNDSS on all security related issues.

Security advisories and alerts were shared through security SMS and telephone trees were activated whenever necessary. The Business Continuity Plan (BCP) was activated from December 2013 until May 2014 to ensure that critical functions could be maintained during the peak of the crisis.

Statistical records on insurgents’ activities in the far south of Thailand (Yala, Pattani, Narathiwat and four districts of Songkhla) continue to remain high. Travel restrictions were imposed for staff travel to programme areas classified as “red-zones” (security level 4 in the UNDSS Security Level System), whereas road travel after 17h00 hours in the southern border provinces remained restricted.

Considering the complexity of the situation in the far south of Thailand, the security situation there remains a challenge.

**Security for Staff and Premises**

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**Human Resources**

Based on the outcomes of the staff retreat in 2012, strengthening team spirit and increasing efficiency continued to be at the core of the Human Resources (HR) management strategy in 2014.

The Bangkok staff association played a key role in the overall management of the office. There was a staff representative in key statutory and ad-hoc committees and all staff-related strategic decisions were made in a participatory manner, with staff views considered through staff representatives. The Staff Association took a leading role in common issues concerning Bangkok staff, e.g. PBR submission, Global Shared Service Centre implementation, canteen improvement, parking spaces, farewells for outgoing staff, and annual cultural ceremony events.

Gender balance among overall staff, locally-recruited and International Professional Officers indicates the female-male ratio at 79:21, 81:19 and 67:33, respectively. UNICEF Thailand is striving to reach a gender balance of staff in the office. One of the criteria in reviewing candidates for all recruitments is to achieve gender balance in the office while not compromising on technical skills and competencies.

A staggered working hours’ arrangement under flexible workplace guidelines was applied by all staff. An option of compressed work schedule (working 10 days in 9) was applied successfully by 29 per cent of staff, along with teleworking at times on an as needed basis. Supervisors were regularly reminded to monitor and put in place suitable mechanisms to ensure that the annual leave balance of staff were properly exhausted in a timely manner.

An office-wide skills gap inventory exercise was implemented and completed in January 2014 to assess the capacity and skills required to achieve programme and management expected results as reflected in the Country Programme Document. A series of recommendations were made by a consultant and will be the basis for the design of a capacity building programme and office structure in the new country programme. A series of staff development programmes, knowledge sharing opportunities and inter-section communication, as per the consultant’s recommendations, were implemented in 2014 and will continue in 2015.

Regular emails were sent and announcements made to all staff regarding performance management (E-PAS/PER), strongly encouraging regular discussions between supervisor and supervisee. Several activities, including life-skills and other health related initiatives, were promoted by the HR working group and conducted by well-known medical institutions with the UN common learning centre contributing to improved staff well-being. Regular training sessions took place at the inter-agency level to provide a wide range of professional skills improvement aiming to contribute to individual career development. “All staff meetings” were regularly convened to update staff on current and forthcoming issues, including corporate priorities such as PBR submission, GSCC management and key messages from management meetings, to ensure universal staff awareness. All staff were engaged in the 2014 Ethics dialogues as a refresher session and were also briefed on newly-issued Headquarters (HQ) guidelines and their impact on the work process.
Effective Use of Information and Communication Technology

Major system changes were introduced enabling and enhancing access, utilization and usability. Key changes included increases in bandwidth to ensure sufficient capacity for transaction processing, management reporting and programme monitoring using Vision with enhancements to Insight and RAM databases as released by UNICEF Headquarters.

Communications and collaboration platform enhancements were realised through the migration of messaging and associated toolsets, introducing the Office 365 platform (O365) and retiring Lotus Notes. The move to O365 enabled greater and more flexible staff use of e-mail through the extension and expansion of access modes to include a wider selection of mobile devices (smart phones and tablets). O365 introduced new features in Outlook mail, Office in the Cloud, Lync and SharePoint online, supporting greater access to improved working methods. The use of OneDrive for document storage strengthened the ability to secure and access documents from multiple devices and locations while on the move. Anchoring the Cloud-enabled features eased staff’s anytime access to information and eliminated previous frustrations with use of Webmail.

Communication facilities were strengthened by the new tools while existing facilities in office telephony (including Skype and teleconference bridges) created greater abilities to communicate locally with partners, donors, and headquarters, generating significant savings to be used in other operational areas.

UNICEF Thailand used three social media platforms, with followers on Facebook (36,627), Twitter (8,694) and Instagram (494), all of which increased in popularity following the appointment of as celebrity “Friends of UNICEF” in 2013 to promote UNICEF’s work. UNICEF Thailand posted emergency fundraising appeals on its YouTube channel, increasing followers and fundraising.

Continued deployment of virtualization and implementation of cloud services enabled a reduction in the Information and Communication Technology footprint.

Programme Components from RAM

ANALYSIS BY OUTCOME AND OUTPUT RESULTS

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

Analytical Statement of Progress:

In 2014 UNICEF Thailand continued its effort to build national capacity on social policy and economic analysis.

New analytical work on public financial management commenced with a Public Expenditure Tracking Survey (PETS) on the national programme to promote free basic education through the 15 Year Free Education programme (15YFE) in collaboration with the Ministry of Education (MoE) and Thammasat University. This analysis has potential for significant policy impact as it will help assess the effectiveness, efficiency and equity of the 15YFE from pre-school to secondary school, including special-needs schools. To build national capacity on child poverty
and equity analysis, with financial and technical support from UNICEF Thailand, the Thailand Development Research Institute (TDRI), the country’s leading economic think-tank, completed three Policy Briefs examining different aspects of child well-being, with a fourth brief on the Child Support Grant (CSG) expected in January 2015. The wide dissemination of these policy briefs in Thai language in 2015 is expected to directly influence the policy debates around CSG, child poverty and child injury.

Because evaluation is a key step in a quality policy process, it is essential that national professional capacities exist in this area. The Thailand Evaluation Network (TEN) supported by UNICEF Thailand will now implement a Certification for Professional Evaluators. The first evaluation training of national master trainers was completed in December 2014. The evaluation of the first National Child and Youth Development Plan (NCYDP) 2012-2016, a major multi-sectoral policy for children, also commenced in 2014, with extensive technical support from UNICEF Thailand. It will be completed in the second quarter of 2015 and the Royal Thai Government (RTG) is expected to use the findings to address policy gaps in the second Five-Year NCYDP 2017-2021.

The Multiple Indicators Cluster Survey (MICS), led by the National Statistics Office (NSO) and supported both financially and technically by UNICEF Thailand, remained a major tool to provide evidence on the situation of children. The results of the last MICS 2012 were officially released early 2014 and the NSO adopted MICS as its regular survey on women and children’s issues, to be implemented every three years, with the next round in 2015, along with an Equity MICS in 14 provinces to allow more in-depth analysis of marginalized populations. MICS data, together with a joint situation analysis, will feed into the development of the 12th Five Year National Economic and Social Development Plan.

The MICS 2012 revealed a worsening of nutrition status in children compared to 2006, with an increase of the prevalence of underweight (from 7 per cent to 9.2 per cent), of wasting (from 4.7 per cent to 6.7 per cent) and of overweight (from 5 per cent to 10.9 per cent) children with no significant change in the prevalence of stunting in children (15.7 per cent to 16.4 per cent) and no major differences based on gender. Further in-depth analysis on the nutritional status of young children was also conducted with the aim of advocating to key stakeholders in 2015 to review policies and programmes related to nutrition.

MICS 2012 indicated that 20.9 per cent of children were not living with their biological parents, mainly due to internal migration. This is equivalent to nearly three million children and is a 3.4 per cent increase over MICS 2006. Additional analysis of this data is needed, and UNICEF Thailand is supported the Institute of Population and Social Research to carry out a longitudinal study from 2013 to 2016 in order to better understand the longer-term impact of internal migration on the development of the children who are left behind. First phase results were presented in June 2014, with findings reported in the local media and generating public debate on this issue.

A data analysis of the household survey on the impact of the 2011 floods on survival swimming was conducted to support advocacy toward a swim safe programme in Thailand and to reduce deaths of children due to drowning.

Strengthening Thailand’s social protection system in order to combat persistent child poverty and vulnerability continued to be a major focus area. UNICEF Thailand continued to advocate for the introduction of a universal CSG for all children under six years of age. A strategic partnership was built with RTG officials, in particular the Law Reform Commission, civil society
organisations and academics through support to various trainings and workshops resulting in equipping the RTG and decision makers to introduce a CSG in 2015. Criteria and modalities still need to be discussed.

The Mid-Term Review concluded that this outcome was on track. A new output on the CSG was agreed upon and the existing outputs were slightly rephrased to be more measurable.

OUTPUT 1 Major social and economic policy analyses, studies and research on priority issues affecting women and children are completed and used for informed decision-making by policy makers and the public

Analytical Statement of Progress:
National evaluation capacity continued to be strengthened through support to the Thailand Evaluation Network (TEN), with a five-year Memorandum of Understanding (MOU) signed between the Canadian Evaluation Association and TEN to implement a Certification for Professional Evaluators, followed by training of Thai Master Trainers, which was conducted in December 2014.

The RTG-led evaluation of the National Child and Youth Development Plan commenced with UNICEF Thailand technical support. An inception report was endorsed by the National Committee of Child and Youth Development and is due for completion in the second quarter of 2015. The RTG will use the findings to address policy gaps in the NCYDP 2017-21.

In August 2014, UNICEF Thailand, the Ministry of Education (MoE) and Thammasat University signed a MoU for a Public Expenditure Tracking Survey (PETS) of the 15 Year Free Education Programme (15YFE). This will enable the RTG to assess the efficiency and equity constraints of the 15YFE, a budget line that affects all children under the Office of the Basic Education Commission. Recruitment of national and international experts was completed, a questionnaire was designed and pilot phases of the survey were conducted in November and December 2014.

Three out of four planned “Policy Briefs” with the Thailand Development Research Institute were completed by December 2014 (on child poverty and deprivations, economic loss from child road accidents, and implicit inter-family transfers for child caring by migrating parents). The Child Support Grant (CSG) brief will be finalized in January 2015.

Support was provided to Chualongkorn University Social Research Institute to develop a strategy for mobilizing CSOs behind the CSG, resulting in several CSO statements supporting CSG introduction

Ten RTG officials were trained in a Social Protection and Cash Transfers course. A workplan was signed with the Law Reform Commission for long-term engagement on CSG advocacy. Recruitment started for a situation analysis on the social work profession to be completed in 2015 in collaboration with the Social Workers Association.

The Institute of Population and Social Research completed fieldwork on the first phase of a longitudinal study on the development of three million children aged zero-three years that are left behind by internal migrating parents. The results, presented in June, showed that 90 per cent of those children live with their grandparents and 25 per cent have developmental delays.

OUTPUT 2 Situation of children and women, especially those children with multiple risks and
multiple deprivations systematically monitored, assessed and analysed to contribute to
evidence-based planning and disparity reduction

Analytical Statement of Progress:
The National Statistical Office (NSO), with support from UNICEF Thailand, widely disseminated
the Multiple Indicator Cluster Survey (MICS) 2012 findings to the Royal Thai Government (RTG)
line ministries, policy makers and a public audience in May 2014. The final report was published
on the NSO website and childinfo.org.

The MICS 2012 provided a wealth of key data for monitoring the situation of women and
children and deprived groups, including those in the lowest wealth quintile. The RTG used MICS
2012 data to prepare the 2013 annual report on national child and youth development, and the
data was also used in discussions with counterparts regarding UNICEF Thailand’s Mid-Term
Review (MTR) and Situation Analysis.

A Memorandum of Understanding (MoU) between UNICEF Thailand and the NSO for MICS
implementation was signed and the national steering and technical committees were appointed
by line ministries. The NSO, with UNICEF Thailand technical support, will organize a MICS
survey design workshop in early 2015 to increase MICS understanding among key
stakeholders.

A pre-test on knowledge, attitudes and perceptions toward Violence Against Children (VAC)
was launched with extensive technical support from UNICEF Thailand, including the
development of key indicators and a questionnaire. A post-VAC campaign test is planned in
early 2015 using local television and other media channels. A national poll will be conducted
one-year after the VAC campaign to assess its effectiveness.

UNICEF Thailand conducted a secondary data analysis of MICS 2006 and 2012 on nutritional
status of young children and of the household survey. The final reports highlighted key barriers
and bottlenecks. Findings were disseminated among line ministries and academia, paving the
way for future advocacy and programming in these areas.

To ensure coherence between the national plan and the UNICEF Thailand country programme,
a joint RTG and UNICEF Thailand report on the situation analysis of children is planned for
2015. The final report will be a key input to the 12th Five Year National Economic and Social
Development Plan (NESDP).

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

Analytical Statement of Progress:

Multiple Indicators Cluster Survey (MICS) 2012 results, released in May, show continued
progression toward realizing the rights of women and children. The progress for marginalized
populations, especially poor children, non-Thai children and children in rural areas and in the
Northeast, is divergent from children in urban areas and other regions. While birth registration in
the country is almost universal at 99.4 per cent, the registration of non-Thai children (mostly
Lao, Burmese and Cambodians migrants) is still low at 66 per cent.

MICS 2012 showed an increase in attendance in early child development programmes to 85 per
cent from 60 per cent. Attendance rates dropped to 55 per cent for non-Thai children and a
review by the Office for National Education Standards and Quality Assurance found that 20 per cent (2,546) of early childhood development centres were not of satisfactory quality. Despite the RTG policy of free education for all, only 82 per cent of non-Thai children attend primary school, compared to 95 per cent of Thai children (no significant gender difference).

Thailand has been recognized as one of the most successful countries in HIV programming. The mother to child transmission (MTCT) rate was reduced from 3.1 per cent (2011) to 2.3 per cent (2013). Thailand recently declared children under 18 can have access to HIV testing without parental consent. However, new issues have emerged amongst adolescents including teenage pregnancy, early marriage and risky behaviours in relation to HIV/AIDS. According to MICS 2012, 18 per cent of women aged 20-24 had a live birth before age 18, and 22.1 per cent of women aged 20-24 married or were in a union before age 18.

UNICEF Thailand continued to support the RTG to address HIV/AIDS through a mix of strategies including evidence generation, technical support to legal and policy development, demonstration and field testing of possible intervention models including new technology (SMS), widening strategic partnerships with RTG/private sector/civil society, and RTG capacity building through training. The Mid-Term Review exercise enabled a redefining and fine tuning of programming to address gaps and challenges.

The online registration at 650 public hospitals around the country supported by UNICEF Thailand successfully reported registrations of Thai newborns. Despite SMS reminders sent to parents via UNICEF Thailand’s partnership with DTAC telecommunications’ company, registration of migrant children did not increase.

A strategic partnership for early childhood was forged with the Ministry of Interior and Bangkok Metropolitan Administration. Twenty four sites were identified for demonstrations across Thailand to showcase ECD quality services in 2015 and 2016 with a national scale-up in 2017. Preparation for the ‘Best Start’ campaign was completed and is expected to launch early 2015 to raise public awareness on the importance of ECD and increasing public investment in early ECD.

UNICEF Thailand sought practical solutions to address the gap between education policy and implementation. Models of alternative learning for migrant and minority children in Mae Hong Son, Chiang Mai and Tak provinces were the basis for policy reform and bilateral discussions with neighbouring countries and the private sector. The bilingual school initiative supported in 15 schools in the far South drove education policy strategy resulting in the RTG expanding UNICEF Thailand-supported models on multi-grade teaching and life skills, influencing national education quality. Disaster Risk Reduction is now a priority in the Ministry of Education as a result of advocacy efforts.

Key partners to build a critical mass on child protection and address social norms included RTG, NGOs and INGOs. UNICEF Thailand provided technical support on law and policy reforms on child protection. With UNICEF Thailand’s support, the Ministry of Human Security and Social Development targeted 10 provinces to demonstrate a holistic and systematic approach to child protection. The 2014 baseline assessment revealed issues of local stakeholder coordination, capacity gaps, and an overreliance on protection rather than prevention. The reintegration approach developed by the Ministry of Justice for 2,000 children under the age of 15 years in conflict with the law was scaled-up with UNICEF support as a foundation to advocate increasing the age of criminal responsibility.
Results from a situational analysis of young people at high risk of HIV exposure and an operational research to improve low Anti-Retroviral adherence and positive prevention among adolescents living with HIV, both supported by UNICEF Thailand, were used in national programme planning of HIV prevention and care.

OUTPUT 1 National universal birth registration system in place and functioning to ensure registration of new births in the lowest income families and non-Thai families

Analytical Statement of Progress:

The two-year project by the National Health Security Office (NHSO) to implement the hospital-based online birth registration system nationally ended in early 2014. A total of 650 out of the targeted 892 hospitals (73 per cent) adopted the system. Advocacy with the Ministry of Public Health (MOPH) is ongoing to encourage the remaining hospitals to move to the online birth registration system.

In the Multiple Indicator Cluster Survey (MICS) 2012, the rate of birth registration was at 99.4 per cent nationwide, which is almost universal. Among Thai children, enrolment was almost 100 per cent. Analysis of the data showed that only 66 per cent of children under five years born in Thailand of Burmese, Lao or Cambodian families were registered. This is consistent with the data collected by the online birth registration system, which showed that only 65 per cent of non-Thai children born in the participating hospitals were later registered by their parents with the civil registration authorities.

In early 2014, UNICEF Thailand supported NHSO to conduct a study to look closely at the non-registered Thai cases in Ubon Ratchathani. It was found that a significant portion of these cases was due to duplication of records and the children actually had already been registered. More emphasis on accurate data entry and maintenance is needed.

As a by-product of the online birth registration system, the NHSO was able to develop the birth defect registry system, to systematically collect information that can provide better understanding of the birth defect situation in Thailand to better inform needs and policy development. In 2014, UNICEF Thailand provided support to the Queen Sirikit National Institute of Child Health to upgrade the birth defect registry system, to ensure that children with birth defects can be referred to appropriate medical attention.

Taking into considering the evidence from MICS the Mid-Term Review (MTR) concluded that UNICEF Thailand’s focus in 2015-16 should be on improving the access to birth registration for migrant children.

OUTPUT 2 Utilisation of public early childhood development services by the poorest (lowest two income quintiles) increased from 40 percent in 2010 to 80 percent by end 2016

Analytical Statement of Progress:

Results from the Multiple Indicator Cluster Survey (MICS) 2012 indicate that Thailand made significant progress over the past five years in increasing access to early childhood education. A total of 84.4 per cent of children ages 36–59 months currently attend early childhood education, compared to 60.7 per cent in the MICS 2006 data. The access rate of the lowest two income
quintiles increased to 84.7 per cent and 85.9 per cent (from 54.8 per cent and 54 per cent in 2006). Quality of learning provided varied, as did access in more geographically remote areas.

National strategies on Early Childhood Development (ECD) incorporated Early Learning and Development Standards (ELDS) or behavioural competencies. Early learning is one of six elements of the Best Start campaign, supported by UNICEF Thailand to raise public awareness on the importance of early childhood development and to advocate for increased RTG support for key interventions for child development. The preparation of the Best Start campaign was completed in 2014 and will be launched in early 2015.

UNICEF Thailand signed work plans with two key RTG partners: the Department of Local Administration (DLA) in the Ministry of Interior, and the Bangkok Metropolitan Administration (BMA). DLA oversees the majority of the ECD centres and BMA covers the urban geographical areas that show a lower level of access to ECD services. Twenty four ECD centres were collectively identified as holistic child development demonstration centres by BMA and DLA, which will be used to showcase quality services and build capacity of neighbouring early learning centres, particularly in deprived or remote areas.

Capacity building was provided on ELDS basic knowledge for 6,000 BMA teachers and caretakers, and will soon be provided for an additional 2,000 teachers and DLA caretakers. Two thousand sets of reading materials were procured and will be distributed in 2015 in line with the ELDS capacity building. Budget analysis preparation work was initiated with the Ministry of Interior (MoI) and will lead to more intensive ground work in 2015 to better understand RTG financial support for ECD.

As a result of the Mid-Term Review (MTR), UNICEF Thailand will now focus on contributing to assure that the ECD system is of high quality and advocating to absorb all excluded children, including migrant children, through its partnership with the DLA and BMA.

OUTPUT 3 Out-of-primary school girls and boys enrolled in formal schooling at the correct age.

Analytical Statement of Progress:
The Multiple Indicator Cluster Survey (MICS) 2012 reported that the net enrolment of children primary school ages (six-eleven) increased to 95.6 per cent from 85.6 per cent in MICS 2006. UNICEF Thailand worked closely with the Office of National Basic Education (OBEC) to address Millennium Development Goal (MDG) 2 on universal primary education (also covered by Goal Two of Education For All) during basic education commission meetings on the primary education enrolment policy, particularly on formal schooling at the correct age.

MICS 2012 reported that the percentage of children at age six who entered Grade One increased to 75.3 per cent (74.2 per cent for girls and 76.2 per cent for boys) from 69.4 per cent in MICS 2006 (68.6 per cent for girls, 70.7 per cent for boys). The comparison shows slight progress in accessing education at the correct age, with 24.7 per cent of children still entering school late.

Migrant and most marginal groups of children (i.e. indigenous and migrant children, especially in the Northern provinces), were overly represented as a proportion of out-of-school children (OoSC) in Thailand. UNICEF Thailand introduced alternative flexible learning models to RTG authorities, which resulted in 1,000 indigenous children in Mae Hong Son and 1,985 children in Chiang Mai accessing schools, and 13,000 children in 66 Learning Centres in Tak province. A total of 784 resource teachers in Tak province received training and 93 schools were engaged
with ethnic minority and migrant education.

In Chiang Mai province, UNICEF Thailand used its convening capacity to enrol the provincial chamber of commerce and industrial association to work with the Ministry of Education (MoE) to increase access to education for migrant workers’ children. The initial intervention targeted a single school (Wat Pa Poa School serving 290 children) and was replicated in 20 additional schools reaching 1,695 children. A similar approach was adopted in Phuket province.

A consultative migrant education issues workshop was convened, involving UNESCO, Migrant Education Integration Initiative (MEII), Thailand and Myanmar MoEs, resulting in an agreement for more fora on flexible practices and knowledge exchange between Thailand and neighbouring countries on migrant education issues. The OoSC study phase II was initiated under MoE leadership, and a MoE steering committee will lead the work in 2015.

OUTPUT 4 Strengthened capacities of the education system for assessment and formulation of education quality policy and strategy.

Analytical Statement of Progress:
UNICEF Thailand advocated for the Ministry of Education (MoE) to take steps to urgently address improving the quality of education. Analysis of the national education test results (O-NET) revealed that average 2013 learning achievement of Grade 6 students in all subject areas declined (between 36 and 55 per cent), except in the arts, compared to 2012. Thailand’s Programme for International Student Assessment (PISA) 2012 similarly demonstrated little progress in reading, mathematics, or science as compared to PISA 2009, scoring 50th out of 65 countries in the PISA results. Scores increased in reading (441 from 420), mathematics (427 from 419), and science (444 from 425).

To support substantial improvement in quality of education, UNICEF Thailand focused on several critical issues: Mother Tongue Based/Bilingual Education (MTB/BLE), Multi-grade teaching and learning, Life Skills Education, Teacher development (Teacher Resource Centres), and reading promotion using a new Mobile Library initiative.

During 2014 there was progress with MTB/BLE in 15 schools (compared to 3 in 2013). Lessons learned on Multi-grade teaching and learning at Small Schools were shared, with support from UNESCO and UNICEF Thailand. Life skills education interventions were conducted in 42 schools. Eight Teacher Resource Centres were established. A mobile library initiative was launched starting in Mae Hong Son covering all districts. Six “happy school” models were conceptualized in the far South, including supportive environment/psychosocial support, and child friendly learning concepts. A total of 300 teachers in the southern provinces gained capacity in integrating Information and Communication Technology (ICT) into their educational practices.

The Small School improvement strategies are being formulated based on UNICEF Thailand interventions in multi-grade teaching and learning. Although South East Asia-Primary Learning Matrices (SEA-PLM) engaged with the MoE, the mechanism has not yet been set-up to facilitate this initiative.

For Disaster Risk Reduction (DRR) in education, climate change and resilience, UNICEF Thailand facilitated the Thailand Safety School Network (alongside UNESCO and NGOs) under MoE leadership. A total of 225 Educational Service Area Officers (ESAO) were trained on the comprehensive safety school framework, and 100,000 copies of teaching and learning manuals
on DRR in education and preparedness for climate change were produced contributing to tsunami commemorations in December. Capacity building on DRR in education was organised for 37,500 schools (35,000 public schools and 2,500 private schools).

**OUTPUT 5** Holistic national child protection system

**Analytical Statement of Progress:**
A more integrated and systems-based approach for the RTG to prevent and protect children was the focus of the protection programme. Led by the Ministry of Social Development and Human Security (MSDHS) and supported by UNICEF Thailand, the child protection policy and strategies were approved following a series of reviews involving RTG ministries and Non-Governmental Organisations (NGOs).

MSDHS and the Centre for the Protection of Child Rights (CPCR), with UNICEF Thailand support, identified 10 demonstration provinces for holistic child protection systems focusing on three elements: establishment of data system, functioning multi-disciplinary response teams, and clear coordination mechanisms. Trainings to enhance skills and capacity of stakeholders utilizing the multi-disciplinary approach and for the improvement in the management of cases were initiated following baseline assessments of these provinces completed in mid-2014.

At the national level, the Ministry of Justice (MOJ) completed trainings and the documentation of lessons learned and experience on a reintegration approach for approximately 400 children under the age of 15 in conflict with the law. This initiative was expanded to build capacity in 45 juvenile justice facilities in 37 provinces to potentially care for and assist children during and after diversion to ensure proper reintegration and monitoring of children with their families and communities. The MOJ will use the results of this initiative to further advocate for an increase in the age of criminal responsibility.

UNICEF Thailand expanded its presence in the far South with renewed partnerships on the monitoring of orphaned children affected by the violence and services provided to them. UNICEF Thailand continued to support psychosocial help with the Ministry of Public Health (MoPH) and MoE, strengthening capacities of community actors to take care of children in 5 districts, focusing on those affected by attacks in nearby schools.

The Prince of Songkla University, in collaboration with the Southern Network of Radio Stations on Children and Family, enhanced its radio programming on child resilience and referrals for psychosocial support. Through the World Bank partnership, UNICEF Thailand integrated child protection in the participatory planning process of six identified sub-districts of three provinces in the far South.

To tackle child protection in the tourism sector, partnerships were initiated with the Ministry of Tourism and NGOs to reach out to the transport, accommodation and travel sectors regarding the prevention of exploitation of children in tourism.

**OUTPUT 6** Boys and girls in public schools and public care and detention institutions are protected from corporal punishment

**Analytical Statement of Progress:**
The draft National Strategy on the Prevention and Response to Violence against Children (VAC) was submitted to the Cabinet early in 2014. The approval of the strategy was delayed but the plans outlined in the draft strategy were progressively developed into plan of actions at the
provincial level with UNICEF Thailand’s technical support.

The Knowledge, Attitudes and Practices (KAP) Studies in schools, justice and welfare institutions were completed and the results were shared with the Ministries of Social Development and Human Security (MSDHS), Ministry of Education (MoE) and Ministry of Justice (MoJ) and other stakeholders involved. This led to the endorsement of senior officials from each line ministry to develop the child safeguarding policy and strategies to address situations of VAC. The final draft of the child protection policy in schools was presented to the Office of Basic Education Commission (OBEC) in the MoE. The final approval of the draft is expected in early 2015. The results of KAP studies will also be used to plan for the capacity building of teachers and caregivers on alternative forms of discipline.

UNICEF Thailand continued to provide technical support to the RTG to address corporal punishment in homes through the design of a positive discipline manual for parents, which is now being field tested in two provinces. UNICEF Thailand co-organized two VAC events with the RTG and NGOs to raise awareness on the consequences of VAC and raise calls for action to stop all forms of violence. Those campaigns were conducted in November as a part of the 25th anniversary of the Convention on the Rights of the Child (CRC). The awareness raising events resulted in opportunities for discussions in which experts and children were able to talk about the VAC situation in the country and provide recommendations.

Preparations for the nation-wide campaign to address VAC gained momentum. The campaign is not a one-off effort but rather is part of a sustained initiative that is aimed at curbing the increasing level of violence against children in the country. This campaign will focus on what individuals can do to prevent violence in their own homes, schools and communities, shift behaviours and eventually address the social norms in the Thai society. The launch is planned for early 2015.

**OUTPUT 7** Parents and caregivers for children in lowest income families and selected other geographic areas employ a set of key practices for more positive parenting outcomes

**Analytical Statement of Progress:**
Parenting education is an important strategy to achieve gains in a number of different areas affecting young children, including breastfeeding, nutrition, and early childhood development. Data from the Multiple Indicator Cluster Survey (MICS) 2012 showed that parenting education indicators are lacking. For wasting, nationally the rate was 6.7 per cent (7.4 per cent for boys, 6.1 per cent for girls). For exclusive breastfeeding, nationally the rate was 12 per cent (16.1 per cent for girls, 9.6 per cent for boys). Attendance to early childhood education was 84 per cent nationally (83 per cent for boys, 85 per cent for girls).

In 2014, UNICEF Thailand, the Department of Health (DoH) and DTAC (the second largest mobile operator in Thailand) continued to work together on the “SMS for Family” project, which was first launched in August 2013. The project provides a SMS message service for parents with information on pregnancy care and positive child rearing practices for children zero-two years old. In February 2014, a Memorandum of Understanding (MoU) was signed between UNICEF, DoH, and DTAC outlining responsibilities for the implementation of the project over the next two years. Communication materials were developed and disseminated to all public hospitals to help promote the service to parents, with a special focus on antenatal clinics and well-child clinics. At year end there were approximately 50,000 subscribers to this free service. An assessment of the outcome will be conducted in 2015.
Access to HIV, health, psychosocial, and/or socio-economic support services for marginalized and vulnerable children including children affected by HIV/AIDS increased.

**Analytical Statement of Progress:**
Thailand is recognized as one of the countries with the most successful Human Immunodeficiency Virus (HIV) programmes, achieving MDG 6 before the 2015 target date. Evidence indicates a need to focus HIV prevention on reducing new infections among adolescents and key affected populations, especially men who have sex with men (MSM) and migrants.

UNICEF Thailand provided technical support to the launch of the national elimination of Mother to Child Transmission (MTCT) campaign in May 2014. MTCT is now 2.3 per cent (2016 target: 2 per cent) reflecting the success of National Prevention of MTCT.

Operational research on improving low anti-retrovirals (ARV) adherence and positive prevention among adolescents living with HIV was completed and used in advocacy to improve ARV treatment and reproductive health services. A regional training course on comprehensive management of adolescents living with HIV was developed. In collaboration with the MoPH, UNFPA and UNESCO, UNICEF Thailand conducted a situational analysis of young people at risk of HIV exposure. Results contributed to national programme planning, a Global Fund proposal, and the 20th International AIDS Conference in July.

In partnership with Volunteers for Children Development Foundation, UNICEF Thailand implemented a multi-sector project to raise awareness on child rights and HIV prevention among street children and adolescents vulnerable to HIV. A total of 199 children were reached, 191 children benefitted from rescue work, and 72 youth and parents from different ethnic groups were mobilised.

UNICEF Thailand supported the development and launch of the AIDS Zero Portal in June 2014, providing up-to-date data for policy and programming use at all levels. UNICEF Thailand, UNICEF EAPRO, UNESCO and Youth LEAD developed leadership skills of youth affected by HIV/AIDS. Twenty five youth leaders, MSM, sex workers, drug users and adolescents living with HIV participated in the training and 250 youth leaders from all regions participated in a national seminar on teenage pregnancy jointly organized by RTG and NGOs. UNICEF Thailand and the Thai NGO Coalition on AIDS facilitated participatory planning and the development of a strategic plan for HIV 2014-2016, which included adolescent-focused programming.

UNICEF Thailand focused on generating evidence for adolescent programming and commissioned a national assessment of adolescent pregnancy (adolescent birth rate of 51.2 per cent for women aged 15-19) due for completion in May 2015. A review of comprehensive sexuality education in Thai public schools started in the second half of the year. Both studies will contribute to advocacy for comprehensive adolescent development programming.

Approaches to strengthening local capacities for planning and action for children are evaluated and lessons learned compiled and disseminated for incorporation into future national planning and budgeting.

**Analytical Statement of Progress:**
UNICEF worked with national partners and Local Administrative Organizations (LAOs) to strengthen local capacities in planning, action, and monitoring and evaluation related to child rights.
**OUTCOME 3** Heightened importance of children in national awareness and on the policy agenda and mobilization of national resources for children.

**Analytical Statement of Progress:**
Significant progress was made in 2014 in UNICEF Thailand’s advocacy efforts for the introduction into legislation of the “BMS Code”, to curb the promotion of Breast Milk Substitutes (BMS) in Thailand. A successful public hearing took place in the fourth quarter and the final draft code was submitted to the Cabinet in December.

This work involved a wide range of partnerships and multiple channels of advocacy, including regular media engagement on the issue, a campaign launched in August to raise awareness of the dangers of not breastfeeding, and a partnership with Mahidol University, a major Thai university, for the training of nurses in breastfeeding promotion.

The advocacy strategy on universal salt iodization was successful in Thailand and UNICEF Thailand’s engagement on the issue is now limited to supporting Thailand’s Food and Drug Administration (FDA) in assuring the quality of iodized salt production and the training of salt producers in optimum salt iodization methods.

UNICEF Thailand is placing an increased focus on issues relating to children with disabilities in Thailand. A meeting in Cambodia in the fourth quarter of 2014, attended by UNICEF Thailand and RTG representatives, offered an important opportunity for learning about what is being done in neighbouring countries and for building partnerships with key government officials. A health screening pilot project for children with intellectual disabilities in five special schools reached nearly 1,000 children with intellectual disabilities. This was followed by the Department of Mental Health introducing a policy for health screening of children with intellectual disabilities at special schools nationwide.

Media engagement continued to be strong in 2014, with 540 mentions of UNICEF Thailand in national newspapers from January to November 2014, or approximately 49 pieces per month. Digital media engagement grew in 2014, with the introduction of UNICEF Thailand Instagram and a steadily growing following on Facebook and Twitter. In the last six months of the year, the total number of followers grew by more than 11,600.

A strategy paper was developed for UNICEF Thailand in the area of Corporate Social Responsibility (CSR) and Children’s Rights and Business Principles (CRBP), and a mapping of potential partners comprising Government, civil society, academia and private sector was completed. A partnership was established with Thaipat Institute, a local non-profit organisation with extensive networks in the private sector, which will allow UNICEF Thailand to access a larger range of Thai business with awareness raising and technical skills to better promote, support and respect children’s rights in their operations and the communities where they operate. The private sector became a key programme partner in several areas of work, in particular child protection, education and advocacy.

In 2014, UNICEF Thailand’s long-standing corporate partner Sansiri renewed and extended its commitment with the signing of a second Memorandum of Understanding (MOU) valid for three years from 2014-2017. A three-year MoU was also signed between UNICEF and the mobile phone operator DTAC, with a focus on CRBP and an SMS service for expecting parents and new parents known as the SMS for Family Project.
As of the end of December 2014, UNICEF Thailand had mobilized US$15.6 million of national resources for children. The majority of this income was raised from 74,000 active pledge donors and direct marketing appeals, with additional income from corporate and emergency fundraising.

A total of US$8.1 million also was raised for global funds, including US$5.9 million for Global Regular Resources, US$600,000 for the East Asia and Pacific Regional Office (EAPRO) Regional Thematic Fund, US$1 million donated by corporate partner Sansiri PLC to the Global Emergency Fund, and US$586,000 raised for international emergencies including Syria, Gaza, Typhoon Haiyan and the Ebola Crisis.

**OUTPUT 1** Increased awareness of the public, media and decision-makers on children’s rights, inequities and agendas for action

**Analytical Statement of Progress:**
A successful Public Hearing on the draft Breast Milk Substitute (BMS) Code Act was convened in November and the final draft of the law was submitted to the Cabinet at year end. The BMS Code violation report was presented at a press conference in August and was used as an important advocacy tool in support of the code at the Public Hearing. A public awareness campaign was launched in August to raise awareness of non-breastfeeding risks.

A strategic partnership was developed with the Thai Nursing and Midwifery Council and Mahidol University for the training of nurses in promoting breastfeeding and professional recognition for nurses who complete the course.

In continuation of the advocacy strategy for Universal Salt Iodization in Thailand, the Food and Drugs Administration now actively monitors quality of iodized salt production to ensure adequate levels of iodine. Training of salt producers on optimum iodized salt production methods were ongoing with support from UNICEF Thailand.

Advocacy resulted in the “Health Communities” project conducting health screenings in five pilot schools for nearly 1,000 children with intellectual disabilities. Following this successful model, the Department of Mental Health adopted a policy to conduct health screenings for children with intellectual disabilities in special schools nationwide, starting in 19 schools in 2015.

Media engagement continued to be strong in 2014. Three major studies on media and children were completed and launched in November, with corresponding media outreach. Four workshops and Child Rights Media Awards event were organized to promote ethical media coverage on children.

Major outreach opportunities included CRC@25 (Convention of the Rights of the Child) celebrations, Ebola outbreak coverage, health screening for children with intellectual disabilities, MICS 2012 launch, the call for the protection of children at political protest sites, and the sharing of the report on young people at-risk of HIV and on children left behind by internal migration. From January to November, there were 540 mentions of UNICEF Thailand in local newspapers (about 49 pieces per month).

In 2014 UNICEF Thailand introduced new methods of digital media engagement, including the global #ENDviolence campaign, and the new UNICEF Thailand Instagram feed. In the last half of the year, followers in social media channels grew by more than 11,600.
OUTPUT 2 Strengthened civil CSO capacities to advocate for children's rights

Analytical Statement of Progress:

This output was discontinued as a result of the Mid-Term Review (MTR). Capacity building of civil society will now be addressed as a strategy to achieve other outputs.

OUTPUT 3 Corporate sector making a greater contribution to the unmet rights of children through their CSR programmes

Analytical Statement of Progress:

The latest Convention of the Rights of the Child (CRC) concluding observations for Thailand highlighted the need for a regulatory framework to prevent and mitigate adverse impact by the business sector on children's rights, with special emphasis on the tourism sector. This served as an opportunity for UNICEF Thailand to work on addressing the linked issues of child rights and business in Thailand.

Based on the Corporate Social Responsibility (CSR) Landscape Mapping and the report on Children's Rights and Business Practices (CRBP) in Thailand completed in 2013,a CRBP strategy paper for UNICEF Thailand was drafted. The Ministry of Social Development and Human Security and the Ministry of Tourism and Sports were identified as RTG partners.

Engagement on programming issues with business network/associations was developed. The Chamber of Commerce in Chiang Mai used the CRBP as a framework to promote child rights among their network.

CRBP presentations were made to NGOs (at the CRC Coalition, Friends International (FI) and the CODE). FI will use the CRBP materials in its trainings for Thai students undertaking tourism and hospitality degrees in Bangkok universities. A CODE partnership is being developed to further engage the tourism industry in 2015.

A cooperation agreement was signed with Thaipat Institute (TI), a local non-profit focusing on CSR practices, to help raise awareness and promote the CRBP to 60 companies, the Thai Stock Exchange and the Security Exchange Commission. This new partnership will rely on Thaipat’s extensive networks with CEOs and high level profile companies. Tools are being developed for CRBP trainings and workshops in 2015, along with the national launch of the CRBP, which will be done with Save the Children.

Sansiri Plc renewed and extended its commitment to support child rights through a second Memorandum of Understanding (MoU) with UNICEF Thailand, covering a three-year period (2014-2017) with funding of US$ 1million for Global emergency annually. The company piloted the ‘UNICEF Children’s Rights in Impact Assessments Tool’ and continued to promote the Child-friendly space at construction sites among its sub-contractors. A three-year MoU was also signed between DTAC and UNICEF focussing on the CRBP and the SMS for Family Project.

OUTPUT 4 Local funds raised for the country programme and for contribution to programmes for children in other low-income

Analytical Statement of Progress:

As of the end of December, UNICEF Thailand raised US$15.6 million against the annual target of US$15.5 million. The majority of this income was raised through an active pledge programme and direct marketing appeals (74,000 donors in total) with additional income from corporate,
digital and emergency fundraising.

A total of US$8.1 million was raised for global funds, including US$5.9 million for Global Regular Resources, US$600,000 for the East Asia and Pacific Regional Office (EAPRO) Regional Thematic Fund, US$1 million donated by corporate partner Sansiri PLC to the Global Emergency Fund, and US$586,000 raised for international emergencies including Syria, Gaza, Typhoon Haiyan and the Ebola Crisis.

UNICEF Thailand recruited three new corporate partnerships for 2015 (Tops Supermarket, Lotus Bedding and Vesatronics) and negotiations are ongoing with two other companies. A total of US$1,043,000 was raised from corporate fundraising. A field visit to Lebanon was completed in February for Sansiri PLC, UNICEF Thailand’s largest corporate donor.

A test of the integrated fundraising campaign focusing on SMS donations and subsequent conversion to pledge was concluded in the first quarter of 2014. A full review of the SMS test campaign was carried out and was used to inform planning for the 2015 campaign. A test of an additional Face-to-Face (F2F) fundraising agency is ongoing.

A new fundraising micro-site was launched in 2014 to better support online fundraising activities. The donor communications programme was also completely re-launched for both pledge and one-off donors (with improvements in attrition rates already being seen at the end of 2014). UNICEF Thailand also worked with two additional new corporate partners on recruiting pledge donors through telemarketing and direct mail campaigns. UNICEF Thailand tested an upstream fundraising approach against a downstream approach, with results expected early in 2015.

The strategic focus for Private Sector Fundraising in 2015 will be to continue to test new pledge acquisition channels and improve donor retention, further increase corporate fundraising, and to launch major donor fundraising. Two Temporary Appointment positions were created to manage corporate and major donor fundraising.

OUTCOME 4 Effective cross-sectoral programme planning, management and monitoring support to country programme implementation, including in emergencies

Analytical Statement of Progress:
The 2014 Mid-term Review (MTR) process reflected on lessons learned over the first two years of implementation of the UNICEF Thailand country programme document (CPD), changes in the situation of children, new UNICEF global strategies, and audit recommendations on the programme results and Harmonised Approach to Cash Transfers (HACT) implementation.

The MTR was a consultative and participatory process both in the office and with partners, including RTG, civil society, UN agencies and academia, with oversight from the UNICEF Regional Office, and for fundraising, from the Private Fundraising and Partnerships Regional Support Centre (PFP-RSC) and the Private Fundraising and Partnerships (PFP) division.

The situation analysis, based on recent studies and surveys, in particular MICS 2012, showed good progress on birth registration, Iodine Deficiency Disorders (IDD) and HIV/AIDS, suggesting a more limited UNICEF Thailand role in those areas in the future. The situation analysis also underlined the need for more engagement in social policy, child protection, adolescents and child development, and education.
The MTR process recommended strengthening the capacity of the communication section with expertise in digital communication and increasing visibility and branding to ensure that UNICEF Thailand takes advantage of the opportunities presented by the rapid growth of digital technology and popularity of social media in Thailand.

The MTR process proposed minimal changes in the programme and staffing. There will be no change in the overall programme structure (at the outcome level), nor in the overall ceiling. Changes were recommended to the formulation of outputs (formerly intermediate results) and indicators in order to make them more result-focused and measurable, while remaining within the scope of the work defined within the CPD.

In light of the new findings on teenage pregnancy and early marriage, the MTR proposed the creation of a new output for adolescent development not previously mentioned in the CPD. This would pave the way for future programming in this area, while at the same time gradually phasing out the HIV/AIDS programme.

The CPD focuses on addressing both access to education and the quality of education. The MTR process reformulated an access-related output for education with a focus on equity. The output regarding the quality of education was reviewed together with a new strategy to address two major bottlenecks (the quality of teaching and education governance). The MTR proposed prioritising the continuum of learning from early childhood through primary to secondary schooling. This would ensure UNICEF Thailand’s contribution to education reform in Thailand with a focus on improving the overall quality of learning. It will require a higher level of technical expertise in order to effectively advocate and engage in strategic discussions at policy levels.

As UNICEF Thailand engages more on law reform and evidence building through its collaboration with national and sub-national partners, the MTR recommended higher technical levels of expertise in legal and social issues to enable more strategic engagement at the legal and policy levels.

The MTR also recommended reinforcing partnerships with the private sector and NGOs, two areas emphasised within the CPD, through a better articulation of strategic engagement with the private sector for programme and fundraising, and an enlarged partnership with CSOs for both advocacy and programme results.

All recommendations in the MTR were endorsed by the regional Programme and Budget Review (PBR) in early October, with the exception of the upgrade of the national officer posts under child protection and general service post under PSFR.

The Annual Management Plan (AMP) was adopted at the beginning of 2014. A new table of management indicators was developed and was systematically followed by the Country Management Team (CMT), with follow-up actions monitored by the Deputy Representative and the Budget Assistant. Annual and mid-year reviews allowed a close follow-up of the progress over planned results.

From 2015 onwards, Outcome Four will be replaced by the new cross-sectoral outcome (Improved and coordinated action for multiple sectoral outcomes) as per the UNICEF Strategic Plan 2014-2017.

**OUTPUT 1** Effective cross-sectoral programme planning, management and monitoring support to country programme implementation
Analytical Statement of Progress:

The MTR process, endorsed by the Programme and Budget Review (PBR), proposed minimal changes in the programme and staffing. There will be no change in the overall programme structure (at the outcome level), nor in the overall ceiling.

Draft Output multi-year work plans, Output progress reports and analytical statements were systematically reviewed for quality assurance. Mid-Year Review (MYR) and End-Year Review (EYR) exercises were completed and adjustments made to work plans and Output planning levels when necessary. Staff awareness of the new global and country strategies and steps to put them into practice were ensured through Country Management Team (CMT), programme and small group meetings. The implementation of “Output team approach” with cross-sectoral teams formed was pursued and staff learning on advocacy with international expertise was pursued through the follow-up of three advocacy work plans.

Close monitoring of essential indicators ensured that management performance remained within agreed regional targets for all four quarters of the year. Monthly summary reports covering key management indicators and reports and findings were prepared and analysed by the Deputy Representative and circulated to all staff. The reports covered funding, funds status, Direct Cash transfers (DCT) status, donor reporting, grant expiry etc and necessary follow-up corrective actions.

Formal presentations on management indicators were a standing agenda item for the CMT and close follow-up with key staff on action points ensured overall good performance.

OUTCOME 5 Programme Support

Analytical Statement of Progress:

Following the Annual Management Review (AMR), the CMT adopted its 2014 Annual Management Plan (AMP) including annual office-wide management and operational priorities, Key Performance Indicators (KPIs), programme and operational risks, control mechanisms and governance structure.

Monthly KPI reports were reviewed by the CMT, which adopted standing agenda items on KPI status, audit recommendations follow-up, local fundraising status, and staff association issues. CMT meetings were generally followed by an all staff meeting to report back on CMT discussions and decisions and to share CMT minutes.

A more efficient system for HACT was discussed and will be implemented in 2015. Implementation of the four programme priorities, the five management priorities, and the six operational management priorities identified in the 2014 AMP, reviewed twice by the CMT, were met, with the exception of the market survey of PFP service providers, the study on children affected by migration from abroad, and the mapping of partners on disabilities. All of those will be carried out in 2015.

During the UNICEF Thailand 2013 audit, ten recommendations were formulated and regularly monitored by the CMT with a particular focus on the two agreed actions rated as presenting high risks: HACT implementation and competitive process in contracting. By the end of 2014, the Office of Internal Audit (OIA) confirmed that all agreed 2013 audit action points (#2013/35) were closed.
UNICEF Thailand utilized a structured approach to identify and manage risks and opportunities and regularly assess the effectiveness of controls in order to mitigate risks. The Risk Control Self-Assessment exercise was conducted and follow-up actions were incorporated into the CPMP and the AMPs, with a structured update in February 2014 as part of the AMR.

Three medium risk areas for action were Results-Based Management (RBM) and Measurement and Reporting of Results; Safety and Security; and Natural Disasters and Epidemics. No risk was ranked as high. Appropriate mitigation strategies were implemented to minimize risk impact.

The Crisis Management Team convened several times as part of BCP activation during the political and social unrest from November 2013 to May 2014 to ensure continuity in management and programme activities. Changes in programming were made when needed, such as during the arrival of Rohingya refugees from Myanmar. The statutory committees met regularly as planned. Several committees, including CRB, PSB, CrMT, PSV and JCP, jointly served UNICEF Thailand and EAPRO. In 2014, a separate CRC and PMT were set up for UNICEF Thailand.

**OUTPUT 1 Operations**

**Analytical Statement of Progress:**

The internal audit carried out in 2013 found that controls and processes were generally well established and functioning during the period of the audit, including in programme management. The audit highlighted, among other points, UNICEF Thailand’s team approach to planning, implementation and monitoring of the country programme.

The Annual Management Plan (AMP) put a clear priority on improving work-planning processes, refining indicators, baselines and targets for all planned results, strengthening management of the evaluation function within the office, and strengthening the Harmonized Approach to Cash Transfers (HACT).

UNICEF Thailand’s Risk and Control Self-Assessment (RCSA) was updated during the 2014 AMP preparation process. Three out of the eleven risks assessed were found to be medium risk, with the remaining rated “low risk”. Both the RCSA and Audit recommendations were revised by the Country Management Team as part of the Mid-Year management review.

**OUTPUT 2 Financial Resources and Stewardship**

**Analytical Statement of Progress:**

The monitoring of the performance management indicators was a standing item on the Country Management Team (CMT) agenda. As a result, UNICEF Thailand complied with all the regional performance indicators as of 31 December 2014.

The Harmonised Approach to Cash Transfers (HACT) was classified by the 2013 audit as “high priority” and UNICEF Thailand agreed to strengthen the implementation of HACT through a number of action points, including hiring an audit firm (Ernst & Young) for micro-assessments and putting in place an action plan for assurance activities, which was implemented throughout the year jointly by programme/operations teams.
OUTPUT 3 Human Capacity

Analytical Statement of Progress:
Based on the outcome of the capacity gap analysis and subsequent recommendations, several learning activities took place in 2014 aimed at strengthening staff capacities in general and core programme strategies in order to achieve expected programme results as indicated in the 2014 learning plan. Staff development opportunities both internally and externally in the different technical areas were continuously offered, including advocacy training, Monitoring and Evaluation for Social Protection, Advanced Social Norms, Children’s Rights and Business Principles (CRBP), Digital Fundraising, and Equity Quality and Leadership in Education (EQL).

Capacity building programmes in general areas corresponding to anticipated changes such as CBI, MS Outlook and Info-graph presentations were implemented. UNICEF Thailand’s learning plan was implemented effectively. Some activities were carried over to 2015, including one on Press and Media Management due to take place by the first quarter of the year. On-the-job trainings took place throughout the year to strengthen technical capacity of staff members in Vision and International Public Sector Accounting Standards (IPSAS).

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Evaluation

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<th>Document Type/Category</th>
<th>Title</th>
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<tbody>
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<td>Innovation</td>
<td>SMS For Families</td>
</tr>
</tbody>
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