

C OMMUNICATION



UNICEF/97-0935/Noorani

A health educator in Bangladesh uses posters to demonstrate the use of oral rehydration therapy in the treatment of diarrhoea to a group of community women. UNICEF assists programmes that employ a variety of media, both traditional and new, to spread awareness of key issues.

UNICEF WORKS WITH A GROWING CAST of international partners, including broadcasters, video artists, animators, puppeteers, cartoonists, publishers, computer experts and children themselves, through means that often combine both the traditional and the new.

Globalization promises faster and better means of communication, but that comes with a price: growing commercialization of the media, which often reduces opportunities for educational programming. UNICEF works with many groups to ensure that children continue to benefit from high-quality programming and information that is both socially and culturally relevant. Access to such material is a right underscored by the Convention on the Rights of the Child.

UNICEF also aims to help children, especially those from disadvantaged families, take advan-

tage of technology that can augment their learning and development. Providing access to computers in schools or community centres, for example, is an important step to link children to the World Wide Web and to help them prepare for a globalized 21st century.

RAISING AWARENESS THROUGH MULTIMEDIA

National Committees for UNICEF are playing a vital role in advancing children's rights by forging links with the media and the public, channelling information through a variety of means. For the media, they provide film and video footage and arrange interviews, press briefings, photo coverage and visits to UNICEF project sites. They also support multimedia interactive exhibitions and displays.

Child rights: A new era for children



A panoramic view of the interactive multimedia exhibit on child rights, which opened in New York and Mexico City in 1997 and will tour Latin America and Europe in 1998.

UNICEF/Dobbins

In 1997, UNICEF worked closely with National Committees to draw attention to some of the year's most pressing issues, including the plight of refugees in eastern Congo, the famine in the Democratic People's Republic of Korea, the international campaign against landmines, and child labour. UNICEF media efforts helped spread awareness of these and other issues affecting children, including civil strife in Albania, malnutrition in Iraq, the kidnapping of children in Uganda (*see panel*), the global campaign to eradicate polio, the impact of HIV and AIDS and efforts to end female genital mutilation.

The UNICEF multimedia exhibition, 'Child rights: A new era for children', was featured at the International Conference on Child Labour in Oslo and at the National Museum of Anthropology and History in Mexico City, providing an interactive exploration of the child labour issue during Mexico's first elections for children.

Another interactive exhibition, 'In a world with AIDS, children are everyone's responsibility', was produced for the Joint United Nations Programme on HIV/AIDS (UNAIDS) and opened at the United Nations for World AIDS Day, 1 December.

INTERNATIONAL CHILDREN'S DAY OF BROADCASTING

From just 200 radio and television stations scattered around the world in 1992, to over 2,000 in 1997, the media partnership known as the International Children's Day of Broadcasting (ICDB) has become a leading force in ensuring

high-quality programming for and about children. Through ICDB, celebrated each year on the second Sunday in December, UNICEF encourages broadcasters not only to focus on children's rights but also to include children in producing shows. As a result, many stations set aside time on the Day to air special programmes made by or for children. Broadcasters in more than 100 countries participated in the sixth International Day of Broadcasting on 14 December.

In Kenya, children took control of the nation's Television Network for the entire ICDB weekend, hosting and producing programmes. In the Philippines, President Fidel Ramos officially proclaimed ICDB the country's National Children's Day of Broadcasting. Jordan Radio and Television devoted 14 hours of airtime to children's programming, including a two-hour radio programme produced by children.

ICDB has already helped open new programming opportunities in Armenia, encouraging more broadcasting for children, more involvement of children in suggesting and producing programmes, and in 1997, the creation of AREG Children's News Agency, a UNICEF-supported project providing journalism training for children.

The Namibian Broadcasting Corporation won the 1997 International Council/UNICEF Award for its outstanding contribution to ICDB during the previous year. More than 250 children helped produce the station's nine-hour ICDB Special, which included an interview with Namibian President Sam Nujoma and a satellite-linked show with South Africa opened by President Nelson Mandela.

The winner and the two runners-up, TV Cultura from Brazil and YTV from Canada, were selected from among 35 short-listed ICDB participants by UNICEF and the International Council of the Academy of Television Arts and Sciences. The Award was presented at the International Emmy Awards Gala in New York in November.

UNICEF ON THE INTERNET

UNICEF has moved to take advantage of opportunities presented by the World Wide Web. By the end of 1997, the UNICEF Web site (www.unicef.org) was being accessed by more than 350,000 users each month, up from 100,000 by the end of 1996.

All major UNICEF publications were available in full text on the Internet, supplemented with statistics, information on international conferences, and multimedia resources such as on-line video clips and interactive quizzes for children. The launch of the UNICEF report, *The Progress of Nations 1997*, for example, was supported by an interactive Web site quiz on the issues covered.

By the end of the year, French and Spanish versions of the site had been added, and 10 country offices and 16 National Committees had set up their own Web sites, providing information in more than a dozen languages.

VOICES OF YOUTH ON THE WORLD WIDE WEB

Voices of Youth, in its second year on the UNICEF Web site, is an international forum for young people to exchange ideas and information on issues affecting their lives. In 1997, children and youth in 80 countries logged on to 14 on-line discussion areas and message boards and enjoyed new educational and rights-based activities covering topics such as girls' education, children and armed conflicts, HIV/AIDS and urbanization. The site records 250,000 visits each month, a high percentage of them from children and youth in developing countries. In 1997, French and Spanish versions went on-line.

This electronic forum played a major information and communication role at the International Conference on Child Labour, which took place in Oslo in October. At the Conference, messages sent by young people from all over the world were projected onto monitors, including onto projection screens in the plenary session auditorium.

Conference delegates visited the Voices of Youth computer station to exchange views on child labour electronically with young people from 46 countries. Voices of Youth was accessed by over 4,000 users daily at the main site during the Conference.

TELEVISION CO-PRODUCTIONS

In 1997, UNICEF's co-productions included *To Tell a Story*, a 13-part series on children's rights from Canada's TFO-TV Ontario; two sets of globally distributed stories on child rights and on children with HIV/AIDS, from Reuters Television; a children's television news series from NRK (Norwegian television); and a documentary on Liberia's former child soldiers from Danish Television.

Other co-productions include *Righting Our Future: The right to a name and nationality*, produced with the Canadian UNICEF Committee, the first video in a planned series about the Convention on the Rights of the Child aimed at school children aged 10 to 12; and four TV spots on child labour produced with the International Labour Organization (ILO).

UNICEF continued to build its relationships with the Television Trust for the Environment (TVE), the World Alliance of Television for Children (WATCH), Prix Jeunesse International, MIP-TV and the European Broadcasting Union to bring the message of child rights to an ever greater audience. (See panel, 'Cartoons for children's rights'.)

WEB SITE

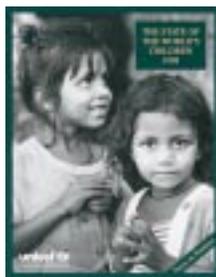
<http://www.unicef.org/voy>

Voices of Youth, UNICEF's interactive Web site, invites young people to learn about their rights and take action to help fulfil them, all the while joining in with peers on-line to exchange ideas. The site offers three 'places' for individuals, classrooms and educators: the Meeting Place, the Learning Place and the Teachers' Place.



THE STATE OF THE WORLD'S CHILDREN 1998

The devastating impact of malnutrition was the theme of the UNICEF report, *The State of the World's Children 1998*.



The report, based on research by nutrition and health experts, examined the toll of malnutrition on children and society and drew on concrete examples of partnerships and programmes to combat the problem. It outlined the scale of the malnutrition 'silent emergency', linked to nearly 7 million child deaths annually.

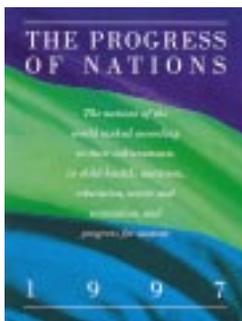
At the launch in Paris on 16 December, Executive Director Carol Bellamy said that the mortality rate of children suffering from malnutrition—which contributes to more than half the deaths of children under five in developing countries each year—is “a fatality rate greater than any infectious disease since the Black Death.” She also pointed out the range of cost-effective approaches that have helped curb malnutrition, including salt iodization, vitamin A supplementation, support for breastfeeding, improvements in the status of women and community-based efforts to deal with the causes of malnutrition.

Other launch-related events in more than a dozen countries organized by UNICEF National Committees and UNICEF regional and field offices helped generate media interest and coverage around the world, as well as action by NGOs and governments.

THE PROGRESS OF NATIONS 1997

The 1997 report underscored some of the gravest and most intractable problems afflicting the world today, including violence against girls and women, the lack of adequate sanitation in developing countries, the threat of HIV/AIDS to children and the inadequacies of the juvenile justice system in many countries.

The report published troubling statistics on the poor state of sanitation coverage, which leaves half the world's people enduring medieval conditions of waste disposal and risking serious illness or death.



The report also included data on industrialized countries, tracking both trends in aid to developing countries and progress relating to children's issues.

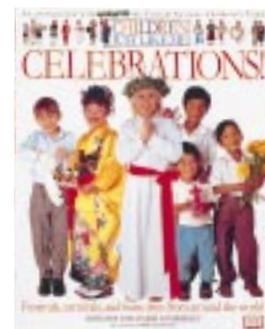
Its coverage of violence against girls and women showed how many millions of women continue to face myriad forms of brutality, fuelled by discrimination against girls and women and by their low status in society.

Published in 18 languages, *The Progress of Nations* provides comparative data on the progress made by countries in achieving the goals set at the 1990 World Summit for Children and in implementing the Convention on the Rights of the Child.

The Progress of Nations was launched in London on 22 July, with related events in more than 15 countries organized by UNICEF National Committees and field offices.

GLOBAL PUBLISHING

UNICEF's efforts to reach younger readers were bolstered during the year by partnerships with commercial publishers. Following on the success of *Children Just Like Me*, which



has sold 630,000 copies since it was published in 1995, is *Children Just Like Me—Celebrations!* co-published with Dorling Kindersley in 1997. The book uses text and colour photographs to illustrate the favourite festivals, carnivals and feasts of 25 children from around the world. UNICEF receives royalties from the sale of the book, which has already been published in seven languages.

During the year, UNICEF teamed up with Earthscan, from the United Kingdom, to publish *Children's Participation: The theory and practice of involving young citizens in community development and environmental care*. UNICEF also began developing an atlas on the Convention on the Rights of the Child, due to be published late in 1998.

As an antidote to current development pessimism, *Development with a Human Face*, co-published with Oxford University Press in 1997, traces the progress of 10 quite different developing countries over the past three to four decades, showing how they achieved significant social development despite uneven economic progress.

RESEARCH AND ADVOCACY: THE INTERNATIONAL CHILD DEVELOPMENT CENTRE

The International Child Development Centre (ICDC), the organization's research arm in Florence (Italy), launched the *Innocenti Digest*, a new series of publications designed to provide accessible information on critical child rights issues. The first publication explored the work of ombudspersons monitoring the rights of children and was

followed by an issue on children and violence.

The Centre produced 26 publications during the year covering child rights concerns. A major study, *Child Poverty and Deprivation in the Industrialized Countries, 1945-1995*, published by Oxford University Press, traced the economic and social forces affecting the well-being of children in some of the world's wealthiest countries.

The Government of Italy covers the Centre's core costs and programmes, with other donors providing support for additional activities.

UGANDA

Spreading the word about child abductions

"I was sleeping in the dormitory," said a 17-year-old schoolgirl in one of Uganda's northern districts, "and they started banging on the door. I knew the rebels had come."

In October 1996, 139 girls were abducted from St. Mary's School in the village of Aboke by members of the Lord's Resistance Army (LRA), a rebel group that kidnaps children to fill its ranks. After a nun went to the rebels to plead for the girls' release, 109 of them were returned.

Testimonies of those who managed to escape tell a story of children being severely beaten and forced to commit acts of brutality. Girls are commonly assigned to LRA commanders as 'wives'. Such testimonies from stolen children had been collected for some time before the Aboke kidnappings, but the scale of the problem was not well understood until after the incident, when advocacy on behalf of the children sparked widespread attention.

In early 1997, UNICEF began working with local leaders in the worst-affected districts—Apac, Gulu, Kitgum and Lira—to develop a

formal information-gathering system. From a database with information on 4,000 abductees so far, it is estimated that a total of 8,000 children, typically aged 12 to 16, have been taken by the LRA since 1994. It is also thought that most of the children are harboured at least temporarily in southern Sudan, and that up to 3,000 of them have escaped.

In March 1997, the testimonies of abducted children were collected in a widely distributed booklet, 'Shattered Innocence', published by UNICEF Uganda and World Vision, an NGO. At the same time, the UNICEF office launched an advocacy campaign targeting decision makers and communities devastated by conflict.

In April, UNICEF Uganda worked with Amnesty International and Human Rights Watch to prepare reports on the abductions, which were published in September and followed up with simultaneous press releases in New York, London and Kampala.

As a result of this advocacy, over 30 prominent newspapers in a dozen countries and 10 television and radio stations in France, the

United Kingdom and the United States described the abductions in major feature stories.

Governments and donors responded to the tragedy, and several addressed the underlying cause of armed conflict, which had disrupted life for many people in the northern districts. The Government of Belgium, for example, supported various UNICEF-assisted programmes supplying life-saving interventions and emergency basic services such as health care and water and sanitation. The Netherlands Government supported the establishment of the documentation system.

UNICEF continues its efforts to raise awareness about the children, collaborating with district governments, NGOs and Uganda's Concerned Parents Association. The immediate priorities are to stop the abductions through diplomatic channels and to bring the stolen children home.

"Please do your best to tell the world what is happening to us," said one 15-year-old girl who escaped from the LRA, "so that other children don't have to suffer this violence."

PARTNERSHIPS



UNICEF/93.0912/Press

A meeting at a relief centre run by Concern, one of more than 35 NGOs taking part in Operation Lifeline Sudan (OLS), the UN-led emergency initiative. In the south, OLS efforts are coordinated by UNICEF and involve NGOs and other groups in bringing aid to people affected by war and famine.

UNICEF NEVER WORKS IN ISOLATION. Partnerships for children are at the heart of the organization's mandate, pooling expertise and resources for the fulfilment of children's rights. These partnerships span a wide range of groups and individuals, and include governments and intergovernmental agencies, UN organizations, National Committees for UNICEF, thousands of NGOs and civil society organizations, world-renowned celebrities and hundreds of thousands of volunteers supporting UNICEF's daily activities.

Partnerships not only work for children but also include them as vital participants. Children have become some of the most effective advocates for their rights. Increasingly, children give welcome advice on how various UNICEF-assisted programmes can best suit their needs, often taking an active part in these programmes. Among other activities in 1997, children helped draw up plat-

forms for action at global conferences, participated in children's elections, held press conferences with parliamentarians, helped evaluate UNICEF programmes and managed help hotlines and information centres for peers and community members.

NATIONAL COMMITTEES FOR UNICEF

SET UP IN INDUSTRIALIZED COUNTRIES, National Committees are non-governmental organizations that support the work and goals of UNICEF. Through legal agreements with UNICEF, the National Committees agree to operate within the policies set by UNICEF and to

undertake advocacy and fund-raising programmes for the organization.

The National Committees have evolved from small beginnings as volunteer groups rallying seasonally to sell greeting cards and other special products into highly professional partners, proving to be a unique network of organizations involving millions of people around the world in the vital work of improving children's lives.

The 37 National Committees are largely responsible for strong public recognition of UNICEF among the United Nations family of organizations.

Supported by more than 100,000 volunteers, National Committees give a global dimension to UNICEF actions for children in developing countries. While UNICEF programme assistance is targeted for children of the developing world, the advocacy and actions of National Committees in the industrialized world ensure that helping all children is a truly global concern, as called for by the United Nations and the international community.

In 1997, the range of the National Committees' work has been enormous—from providing assistance to poor communities in developing countries to persuading presidents and prime ministers to put children first, and from selling greeting cards to devising new lessons for school-children.

THE CONVENTION ON THE RIGHTS OF THE CHILD

With the assistance of 800 volunteers, the Spanish Committee supported many child rights activities in 1997 through the organization of special programmes in schools and universities and the involvement of local authorities. These activities ranged from the promotion of universal primary education to efforts to end child labour.

The Canadian UNICEF Committee featured the child's right to a name and nationality in every aspect of its work. In Israel, the Committee highlighted peace education, organizing an essay-writing project for students, based on the olive tree as a symbol of peace.

The National Committees for UNICEF in Central and Eastern Europe and the Baltic States not only supported the promotion of the Convention in schools but also advocated the compliance of national legislation with the Convention. The Netherlands Committee raised awareness about children in need of special protection, launching a music compact disc as part of its new primary school kit, 'Kinderen Eerst!' (Children First).

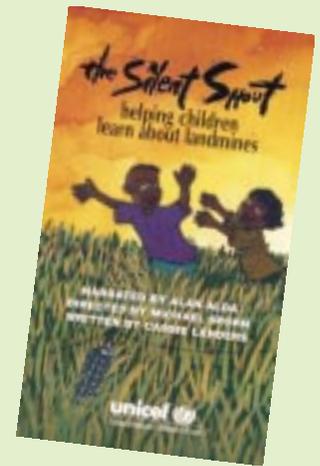
LANDMINE AWARENESS

The Silent Shout

"Suddenly, there was a big explosion, and something hit me. I fell down and was covered with blood."

This is the story of Phal, one of four maimed children who tell about their horrific landmines accidents in the animated video, *The Silent Shout: Helping Children Learn About Landmines*.

The 10-minute video was produced by UNICEF in 1997.



In Denmark, the National Committee collaborated with Red Barnet (Danish Save the Children) to produce an educational action-pack on child rights. The US Committee, continuing its push for US ratification of the Convention, helped lead the Washington-based Working Group on the Convention on the Rights of the Child, a coalition of national NGOs.

LANDMINES

The National Committees for UNICEF have played a major role in the campaign to ban anti-personnel landmines. Their lobbying during the year contributed to widespread support for the Convention on the Prohibition of the Use, Stockpiling, Production and Transfer of Anti-Personnel Mines, and on Their Destruction, signed in Ottawa in December by two thirds of the world's nations.

Prior to the Ottawa Conference, the Canadian Committee launched *The Silent Shout*, a short animation video produced by UNICEF on landmines. In Germany, the National Committee focused on this issue in Cambodia, and the newspaper *Berliner Zeitung* launched a major fund-raising appeal for UNICEF-supported mine-awareness programmes there.

CHILD LABOUR

National Committees were actively involved in the two international conferences on child labour in 1997, which raised awareness of the plight of the 250 million working children in the developing world. The Netherlands Committee coordinated the publicity for the International Conference on the Most Intolerable

British Airways takes the lead

British Airways takes the lion's share of credit for making Change for Good a success, having raised over \$8 million dollars for the programme by the end of 1997—around 45 per cent of the total.

The currency donated to UNICEF



by British Airways passengers has been put to work on every continent in a variety of ways, from promoting baby-friendly hospitals in China, to helping children living or working on the streets of Brazil, to supporting safe water and environmental sanitation in Nigeria. The year 1997

inaugurated a renewed agreement between the airline and UNICEF that will extend the partnership into the 21st century.



Forms of Child Labour, held in Amsterdam in February. The Committee also gathered 60,000 signatures for a petition advocating the elimination of child labour, which was presented to the Netherlands Minister of Social Welfare.

The Norwegian Committee facilitated the successful work of the International Conference on Child Labour, which took place in Oslo in October.

During the year, most of the National Committees campaigned in various ways for an end to child labour. The German Committee began encouraging private companies to draw up their own codes of conduct on child labour. The Italian Committee linked up with national trade unions to launch a nationwide advocacy and fund-raising campaign for UNICEF programmes in India, Nepal and Pakistan. With support from the British Government, the UK Committee produced leaflets on child labour for distribution to the private sector in Bangladesh, India and the United Kingdom.

Child labour was also the focus of the Halloween fund-raising campaign organized by the US Committee.

EDUCATION FOR DEVELOPMENT

National Committees have established strong links with schools through the UNICEF Education for Development initiative. In Australia, an education kit introduced by actor Nicole Kidman, a National Ambassador for the Australian Committee, focused on peace and tolerance as part of the Change for Kids programme.

The French Committee launched the Brikka-do campaign in which children in 10,000 primary schools received educational materials on nutrition and collected drink cartons to be recy-

cled into UNICEF giftwrap. In Portugal, primary schools studied UNICEF-assisted education projects in Angola, Bangladesh, Brazil, Mozambique and Peru.

CHILD PARTICIPATION

A growing number of National Committees are involving young people in learning about problems affecting children and in supporting UNICEF work worldwide. In the United Kingdom, 14 Members of Parliament visited local schools to discuss key issues such as poverty and child labour with pupils, who were briefed by the UK Committee and given background materials. With help from the National Committee, students in a Luxembourg secondary school launched a campaign to help traumatized children in Bosnia and Herzegovina.

Also with help from their country's National Committee, students taking part in the Republic of Korea's school-based 'Global Village Clubs' launched a fund-raising drive for water supply projects in Ethiopia. In the Hong Kong Committee's Young Envoys project, launched in 1996 and supported by Cathay Pacific Airways, young participants studied the needs of children in developing countries and organized a 'Change for Good' day, with volunteers collecting foreign-currency donations from the public at 50 sites.

RAISING FUNDS

National Committees raise millions of dollars each year through the sale of greeting cards and other products. Several of UNICEF's most successful global fund-raising partnerships were initiated by National Committees. Ongoing

collaborations with ITT Sheraton and Inter-Continental Hotels and Resorts, for example, originated with the UK Committee, which was also responsible for British Airways' support for the UNICEF fund-raising programme, Change for Good. British Airways' passengers and staff have raised over \$8 million for UNICEF to date.

The Irish National Committee launched a new Change for Good partnership with Aer Lingus during the year and raised \$65,000 in its first three months.

The Italian Committee's collaboration with national trade unions raised over \$1 million for programmes to combat child labour. The Japanese Committee for UNICEF, thanks to its high visibility in the country, played a crucial role in ensuring continuous financial support from the Government for UNICEF programmes.

NON-GOVERNMENTAL ORGANIZATIONS

UNICEF RELIES ON NGOS TO RAISE BOTH funds and awareness at the global level and to manage and implement programmes locally. NGOs are a key link between governments and communities, and they often play a crucial role in rallying civil society behind the cause of child rights.

ROTARY INTERNATIONAL

Alongside the work of UNICEF and the World Health Organization (WHO), Rotary International's PolioPlus programme has played a major role in the global campaign to eradicate polio. Rotary Clubs across the world raise funds, help organize immunization drives and mobilize public support at every level. This year alone, Rotary International pledged over \$9 million to UNICEF, with funds going to a dozen countries. Rotary also helped obtain a donation of oral polio vaccine for use in Yemen from the Connaught Company and encouraged funding for immunization activities by other organizations.

KIWANIS INTERNATIONAL

Through its Worldwide Service Project, Kiwanis International is a strong partner in the global effort to eliminate iodine deficiency disorders (IDD) by the year 2000. Since the project was launched in 1994, Kiwanis International has

worked with National Committees to raise over \$28 million in gifts and pledges and has channelled \$12 million—\$5 million in 1997 alone—to UNICEF-assisted IDD projects. These funds are now being put to work in over 60 countries.

LIONS CLUBS

The Lions Clubs of East Africa have adopted the issue of children living or working on the streets as their focus for 1997 and 1998. Over 2,400 members across the region, many of them key representatives of the private sector, are working with UNICEF to raise funds for these children in need of special protection.

ZONTA INTERNATIONAL

Zonta International, a worldwide service organization of business and professional people, provided \$225,000 to support the UNICEF-assisted Girls Education Project in South Africa throughout 1997. This collaboration is part of Zonta's worldwide campaign to eradicate violence against girls and women.

NGO COMMITTEE ON UNICEF

The UNICEF NGO Committee, which includes representatives of more than 100 organizations, acts as a liaison with NGOs around the world. In 1997, the Committee's Working Group on Children in Armed Conflict advocated for adoption of the Optional Protocol to the Convention on the Rights of the Child, which would raise to 18 the legal minimum age for recruitment into the armed services.

The Committee's International Network for Girls has gathered nearly 250 NGO members in 87 countries. In 1997, the network released a report detailing progress on the commitments made to girls in 1995 at the Fourth World Conference on Women, held in Beijing.



At a factory in Bangladesh, a man tests a handful of salt for iodine content. Iodization is one of the key strategies for eliminating iodine deficiency disorders worldwide.



Violinist Maxim Vengerov, UNICEF Honorary Envoy for Music, meets with young musicians during a visit to Bosnia and Herzegovina.

GOODWILL AMBASSADORS AND CELEBRITIES

IN 1953, DANNY KAYE BEGAN TO TRAVEL THE world to meet with politicians and villagers, international leaders and children, on behalf of UNICEF. Today, a global team of Goodwill Ambassadors, Special Representatives and other celebrity supporters are following in his footsteps.

In June, Harry Belafonte received a personal commendation from United Nations Secretary-General Kofi Annan and a silver statuette from UNICEF Executive Director Carol Bellamy in recognition of his 10 years of service to children as a UNICEF Goodwill Ambassador. Mr. Belafonte joined the ranks of Sir Peter Ustinov, Liv Ullmann and Tetsuko Kuroyanagi, all of whom have worked with UNICEF for more than 10 years. Mr. Belafonte supported the work of National Committees in Canada, Finland and Sweden during the year and joined singer Nana Mouskouri for a gala concert in Chicago in February, organized by the US Committee.

NEW PARTNERS

In April, Liberian soccer legend George Weah was named Special Representative for Sports. In June, he visited his home country to take part in a football clinic for children and to publicize an HIV/AIDS awareness campaign, before visiting HIV/AIDS-related health projects in Ghana.

In July, the renowned Siberian-born violinist Maxim Vengerov was named Honorary Envoy for Music and spent a day with a group of gifted young violinists in East Harlem, New York. In

October, he was in Chicago, where he gave a master class for children and an informal recital at a fund-raising event. His first UNICEF field visit was to Bosnia and Herzegovina in December and included a concert with the Sarajevo Philharmonic Orchestra.

RAISING FUNDS AND AWARENESS

Through television fund-raising appeals to the Japanese public, Goodwill Ambassador Tetsuko Kuroyanagi has brought in more than \$20 million for the UNICEF programmes she has visited since 1984. In addition to raising funds, Ms. Kuroyanagi makes contributions to UNICEF from the royalties she receives from the sale of her popular book, *Totto-chan*, which has been translated into many languages.

On her 14th field mission in as many years, Ms. Kuroyanagi visited UNICEF-assisted projects in Mauritania, accompanied by a Japanese television crew.

Jane Seymour, Special Representative for the Performing Arts, visited El Salvador in February on her first field mission, meeting hundreds of young fans of her successful television series, *Dr. Quinn, Medicine Woman*. International Spokesperson Vendela Thommessen made a strong contribution to the International Conference on Child Labour in October, after having travelled to Bangladesh and India in March to visit UNICEF-assisted health and education projects.

Olympic speed-skating gold medallist Johann Olav Koss, Special Representative for Sports, made his second visit to Bosnia and Herzegovina for UNICEF in July and appeared in a Canon-sponsored UNICEF advertisement in *Time* and *Fortune* magazines and the *International Herald Tribune*. Judy Collins, Special Representative for the Performing Arts, also returned to Bosnia and Herzegovina, in September, and made trips to Croatia and the former Yugoslav Republic of Macedonia. During the visits, she promoted the landmine-awareness programme she has championed since her first visit to the area in 1995.

In the United Kingdom, Goodwill Ambassador Sir Peter Ustinov promoted National Committee activities while performing his travelling one-man show, and Lord Richard Attenborough lent strong support to several of the UK Committee's major fund-raising initiatives. Special Representative for the Performing Arts Vanessa Redgrave also supported National Committee activities as she travelled for several film roles, and she continued to support initiatives for the children of the countries of former Yugoslavia.

Julio Iglesias, Special Representative for the Performing Arts, donated the entire receipts from one Florida concert to the US Committee. Leon Lai, Special Representative to Youth, supported the Hong Kong Committee for UNICEF, prepared a video for Cathay Pacific Airways' Change for Good programme and undertook a field mission to China to visit development programmes for girls and women.

Roger Moore, Special Representative for the Film Arts, is Honorary Chairman of Kiwanis International's campaign to raise \$75 million to eliminate iodine deficiency disorders. In July, he spoke at the Kiwanis international convention in Nashville (USA), and in November, he travelled to Washington, D.C. to brief members of Congress about IDD. Mr. Moore supported the work of the Canadian, German, Swedish and UK Committees during the year and went to Brazil in October to launch the ITT-Sheraton Check Out for Children initiative and to visit programmes for children.

GIFT OF SONG

In December, some of the biggest names on the American entertainment scene assembled at the Beacon Theatre in New York to take part in the second 'Gift of Song: Music for UNICEF', a sequel to the gala event of 10 years ago that earned UNICEF more than \$10 million. Broadcast live on television, the concert featured some of the best-known performers of popular music, including Aaliyah, Bryan Adams, Boyz II Men, Mariah Carey, Shawn Colvin, Céline Dion, Wyclef Jean, Salt 'n Pepa, Simply Red, Rod Stewart, Shania Twain and Usher. Messages about the work of UNICEF were presented throughout the concert by film and television personalities, including Kevin Bacon, Levar Burton, Michael Douglas, Sarah Jessica Parker and *Sesame Street's* Elmo. UNICEF will receive the entire proceeds of the concert.

PRIVATE SECTOR PARTNERSHIPS

DURING 1997, INNOVATIVE PARTNERSHIPS with the private sector raised funds for children's programmes and helped UNICEF reach ever greater audiences with its messages. Now in its second year, Round Up for Children is a successful fund-raising scheme launched by Inter-Continental Hotels and Resorts in 1996. This campaign, which invites guests to 'round up' their bills

in any amount they wish so that the differences can be donated to UNICEF, raised over \$1 million for UNICEF in its first year. It has also created links between UNICEF and Inter-Continental's 40,000 employees in over 70 countries.

Since it started in 1995, ITT-Sheraton's Check Out for Children, launched in 1995, has raised \$2 million worldwide for UNICEF by inviting guests to add a dollar or its local-currency equivalent to their hotel bills. In both these campaigns, the hotel chains have brought the work of UNICEF to the attention of hundreds of thousands of guests each year.

Change for Good, UNICEF's foreign-currency collection programme now running on 17 airlines, raised almost \$6 million during the year. Aer Lingus, one of the airlines that joined the programme in 1997, conducted an outstanding launch, presided over by actor Liam Neeson, a National Ambassador for the Irish National Committee.

THE WORLD BANK: NEW TRENDS

SECTOR-WIDE PROGRAMMES

THE WAY DEVELOPMENT AGENCIES AND donors, including the World Bank, enter into partnerships with the governments of developing countries has started to change significantly over the last few years. A shift is gradually occurring away from the project approach and towards the adoption of Sector Investment Programmes (SIPs) and Sector-wide Approaches (SWAPs)—particularly in the health and education sectors.

These programmes are ways of building new partnerships between governments and donors around sectoral development priorities, with a view to strengthening the leadership role of governments. Key features of these integrated sectoral programmes include the coordination or pooling of resources and the harmonization of procedures for procurement and financial reporting. The aim is to reduce aid fragmentation, overcome the shortcomings of the project approach and improve the impact and sustainability of development cooperation.

UNICEF is involved in a number of such programmes, including the health SIPs of Ghana, Zambia and Tanzania and the health and education SWAP of Ethiopia. The approach is compatible with UNICEF's country programme process and programmes of cooperation.

Cartoons for children's rights

For sheer creativity and visual impact, animation knows no bounds. Its messages reach audiences instantaneously, crossing barriers of culture, race, gender and age. This makes animation shorts—or cartoons—an ideal medium for spreading awareness about child rights.

This simple idea has blossomed into an extraordinary partnership between UNICEF and animation studios around the globe—the Cartoons for Children's Rights public service announcement campaign, officially launched in December 1997.

The brainchild of C. J. Kettler, President and chief operating officer of Sunbow Entertainment in New York, the partnership has grown to include 80 animation companies, as well as artists and distributors, in more than 25 countries. Each com-



pany has agreed to produce and donate at least one 30-second spot dealing with a provision of the Convention on the Rights of the Child, such as a child's right to protection from armed conflict, to health care, or to a name and nationality. The spots are being offered free of charge to broadcasters around the world through National Committees for UNICEF and UNICEF field offices. Already, 40 broadcasters have signed up to air the cartoons.

The Animation Consortium is administered by UNICEF and a steering committee of executives from 14 animation companies. Among the Consortium's 80 members are Aboriginal Nations (Australia), A Film (Denmark), Nicobis (Bolivia), Fil-Cartoons (Philippines), Hahn Films (Germany), National Film Board of Canada, Nickelodeon (USA), Walt Disney Feature Animation (USA) and Warner Brothers Feature Animation (USA).

In 1997, the first distribution reel of 29 spots was produced, and an addi-



An animation spot produced by MTV promotes a child's right to freedom of thought.

tional 70 spots are planned for completion by mid-1999, worth \$3 million in all. The Cartoon Network—the 24-hour cable service of the US-based Turner Broadcasting System—also donated \$75,000, which is being given as grants to animation artists from developing countries.

The first reel was launched in December at the Walt Disney Feature Animation Studios in Burbank (USA) at a ceremony presided over by actress Jane Curtin along with Disney Features Animation Studios Producer Donald Hahn and UNICEF Executive Director Carol Bellamy. The second reel of approximately 30 spots will be available late in 1998.

PILOTING INNOVATIVE PROGRAMMES

Many large donors and partners look to UNICEF to pilot and field-test innovative development approaches that can then be carried out on a national scale, and they also collaborate with UNICEF to carry such programmes to scale. The success of the UNICEF-assisted rural education programme in Turkey in 1997, for example, was a critical factor in the World Bank's decision to make a multimillion dollar investment for the country's education system.

In Indonesia, a UNICEF investment of \$100,000 in early childhood care for child growth and development helped lay the groundwork for a World Bank education loan of \$30 million. UNICEF and the World Bank have agreed to strengthen their collaboration at the country level, particularly in the areas of girls' education, water and environmental sanitation, child labour and post-conflict health and education programmes.

COOPERATION WITH OTHER ORGANIZATIONS

UNICEF HAS HELPED ENSURE THAT CHILD rights are firmly on the agenda of major regional, religious and intergovernmental groups such as the Organization of African Unity (OAU), the South Asian Association for Regional Cooperation (SAARC), the Commonwealth Secretariat, the Organization of the Islamic Conference (OIC) and the World Conference on Religion and Peace.

UNICEF cooperation with the OAU at its June Summit included providing information on child-related issues covered in the Summit's resolutions, such as child labour, malaria control, polio eradication, anti-personnel landmines, children in armed conflict, and the plight of refugees and displaced persons.

UNICEF worked with Francophonie, the global grouping of francophone countries, during its Hanoi Summit, which addressed child-related

issues such as child labour, education, conflict prevention and the threat of landmines to children.

The Inter-Parliamentary Union and the Parliamentarians for Global Action devoted major attention to the international campaign to ban landmines and to promoting ratification of the Ottawa treaty. At its meeting in Cairo in September, the Union also adopted recommendations for parliamentary action on child labour, the sexual abuse of children and the protection of children in armed conflict.

UN AGENCIES AND PROGRAMMES

THE UNICEF REGIONAL OFFICE FOR EUROPE worked with the Committee on the Rights of the Child, other UN organizations, and several NGOs and academics to produce the 680-page *Implementation Handbook for the Convention on the Rights of the Child*, a practical guide that explains the implications of each article of the Convention in detail and shows how States are translating its principles into action.

UNAIDS

Every day, 7,000 young people worldwide—five per minute—become infected with HIV. To stop the growing epidemic of HIV/AIDS, six UN organizations sponsor the Joint United Nations Programme on HIV/AIDS (UNAIDS), the main advocate for global action. The HIV/AIDS-related research and activities of the United Nations Development Programme (UNDP), the United Nations Population Fund (UNFPA), the United Nations Educational, Scientific and Cultural Organization (UNESCO), the World Health Organization (WHO), the World Bank and UNICEF are coordinated and supported by a secretariat based in Geneva.

The six UNAIDS co-sponsors work with governments, civil society and international organizations, communities and people living with HIV/AIDS towards achieving four goals: to reduce the transmission of HIV and sexually transmitted diseases; to improve the quality and accessibility of treatment, and care and support for people with HIV/AIDS; to lessen vulnerability to HIV infection and AIDS; and to diminish the adverse impact of HIV/AIDS on the health, livelihood and well-being of individuals and communities.

In 1997, UNAIDS launched a year-long initia-

tive, 'Children living in a world with AIDS', to draw attention to the devastating impact of the epidemic on the lives of young girls and boys and to promote measures protecting the rights of young people affected by it.

UNITED NATIONS REFORM

UNICEF has actively participated in the implementation of the United Nations Reform package, introduced by the Secretary-General in July 1997. This wide-ranging programme has transformed the activities of the UN system at headquarters and in the field, through greater collaboration among organizations in areas of particular relevance to UNICEF, including the implementation of programmes, the harmonization of budgets and procedures, the sharing of premises and services in the field, and the response to complex emergencies. The selection of Resident Coordinators in the field, who oversee this collaborative work now relies on a more participatory process than before and draws on a wider pool of candidates from various organizations.

UNICEF is a member of the United Nations Development Group (UNDG), which is responsible for promoting sustainable development as a central priority of the United Nations. UNDG facilitates cooperation among the UN funds and programmes with development operations. UNICEF serves on the UNDG Executive Committee alongside UNDP and UNFPA. The World Food Programme (WFP) also participates in the Committee in areas relevant to its operations and interests.

UNICEF is also a member of the Executive Committee on Humanitarian Affairs, which brings together departments and programmes concerned with humanitarian assistance and aims to improve coordination among these bodies. UNDG has absorbed the working groups of the Joint Consultative Group on Policy (JCGP). Its Sub-group on Programme Policy, chaired by UNICEF, is developing the United Nations Development Assistance Framework (UNDAF). The Sub-group on Common Premises and Services is identifying locations for common premises and 'UN Houses' and is developing guidelines for common services.

UNICEF also participates in the work of the UNDG Support Group and the other sub-groups making progress on a number of fronts: improving the selection process of Resident Coordinators; bringing gender issues into the mainstream; and improving staff training. This work has been supported by contributions from the Governments of Sweden and the United Kingdom.