

March - June 2020

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para cada niño

# UNICEF ECUADOR RESPONSE TO COVID-19 EMERGENCY

*our story*



Joaquín González-Alemán  
UNICEF Representative in Ecuador

# Introduction



We would like to take this opportunity to express our sincere appreciation to government donors, national committees, private sector donors and United Nations partners for their generous financial contribution in support of the children of Ecuador during this difficult health emergency.

On behalf of the entire UNICEF Ecuador team, we thank you for helping to advance our shared commitments to protecting the rights and improving the well-being of children in Ecuador. We would also like to express our gratitude to all the individual donors in Ecuador who make it possible for UNICEF to deliver results for children.

We know that the pandemic hit Ecuador heavily, taking the health system to the brink and revealing the structural weaknesses of social services as a whole. The added secondary effects of this emergency: the prolonged confinement leading to increased anxiety and violence in the household; the loss of jobs limiting families' access to food and other essential items; and school closures leaving children without a key protective environment all have a direct impact on the health, protection and overall well-being of children, adolescents and their families.

Humbled by this support – which is testament to the strong confidence UNICEF inspires through its mission for children – we also recognize the duty we have in ensuring these resources are directed towards those children and women that need it most. UNICEF is thus deeply thankful to its donors who also chose to contribute their funds flexibly.”



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In Ecuador, three out of 10 children are physically punished as a disciplinary measure in their homes. Six out of 10 women have been victims of some form of gender-based violence. With schools closed, strict lockdown measures in place and stress from confinement, boys and girls are at greater risk in their own homes. In 65 per cent of sexual abuse cases, the abuser is a relative or has some form of close relationship with the victim.

*Every  
child*

HAS THE RIGHT  
TO GROW UP IN A  
safe and inclusive  
environment



“Being locked up at home with children has raised different questions in parents. Some have been able to assess the growth of their children, while others have worried about who is going to take care of them if they are not there, or how to calm children if parents themselves are overwhelmed. The psychosocial support groups that have been developed by the School of Psychology of the Pontifical Catholic University of Ecuador (PUCE) and UNICEF are supporting parents to address these issues, helping them to feel better and to build respectful relationships in their families,” says

María Isabel Miranda of PUCE

## HOW IS COVID-19 AFFECTING *child* protection?

While parenting is a wonderful process, it is also challenging – and the challenge has been magnified by COVID-19. Staying at home to prevent the spread of the virus has caused uncertainty, stress and anxiety and, in some cases, this can lead to ill-treatment of those who are most vulnerable: children.

To understand how families with children were coping with the pandemic and what was worrying them, UNICEF Ecuador surveyed 1,435 households. Food insecurity and job loss were the two biggest worries, while 11.5 per cent of women surveyed said violence and conflict had increased in their home, which is double of the reported by men. With 12.6 per cent reporting that the conflict was between adults and children, there is evidence that violence against children may be on the rise and that the stress and anxiety of the situation may be contributing to this rise. One of the consequences of the pandemic has been the suspension of childcare services for under threes and the prolonged closure of schools. This may also have contributed to rising tensions in homes, as well as increasing the weight of unpaid work for women and girls. The research highlighted that the burden of childcare was falling mainly on women, with 56 per cent of women dedicating themselves to their children’s schooling<sup>1</sup>.

## UNICEF *intervention*

To respond to these challenges, UNICEF Ecuador has been providing emotional and psychological support for parents and children.

As well as of providing tools to help make home life more harmonious, support groups are helping gather evidence which will ensure appropriate mechanisms are in place to protect children. This will also help shape communications, information and messaging aimed at Ecuadorian families, ensuring they reflect the reality of the issues families are facing.

Along with Pontifical Catholic University of Ecuador (PUCE), UNICEF is **providing support for front-line social workers**, mainly from the Ministry of Economic and Social Inclusion who are responsible for the care of children under three and for child protection, and the Ministry of Education. Supporting front-line workers will give them the tools to cope with the additional challenges they are facing, reducing the risk of burnout, as well as improving child protection.

<sup>1</sup> UN Women and Telefónica Ecuador. “Effects of the emergency on the lives of women: Economy and wellbeing”, 2020



UNICEF Ecuador is also using social media channels like Facebook to share protection messages, providing parents and caregivers with tips and recommendations to improve family relationships and support mental health during lockdown.

We are also working with child protection services to strengthen their capacity to respond to violence against children. This includes work to improve information systems to enable timely decision making. Similarly, we work to improve the response of institutions so that children who suffer violence receive differentiated care, with quality and warmth, that is relevant to their needs.

UNICEF is providing legal and psychological support to highly vulnerable children, and is supporting migrant and refugee children through group or personalized social and emo-

tional recovery activities. We are focused on supporting children and adolescents through special protection services, and are providing hygiene supplies for shelters, alternative care units and centres housing young offenders to prevent COVID-19 transmission. We are also providing educational, artistic and recreational materials to keep young people learning and to avoid boredom in their leisure time.

Through the United Nations Humanitarian Country Team, UNICEF leads a working group on child protection. This includes 20 NGOs and other UN agencies, collaborating to coordinate the work of key government institutions and improve child protection in line with international standards, ensuring the rights of children in Ecuador.



\* Maintaining routines helps everyone feel calmer at home.

our story



Foto: Cortesía

Samira Cisneros has just turned 17. She is the best student in her class and she likes art: "I am participating in a contest with one of the art pieces I created during the quarantine," she says. "Throughout the COVID-19 emergency, I have been feeling anxious and sad. Uncertainty about the length of the lockdown, not seeing my classmates, and concern about whether what I learned this year will be enough to meet my goals in the future are some of my main concerns."



\* Prevent your children from stress, answer their questions with love

## The *experience* FOR ADOLESCENTS AND YOUTH

Adolescents and young people aged 14-25 represent 18 per cent of the Ecuadorian population<sup>2</sup> and the pandemic has had a serious impact on their lives.

A survey conducted through U-Report Ecuador in April 2020 and answered by 323 adolescents and young people shows how this unprecedented global health crisis is affecting young Ecuadorians. It revealed that anxiety, worry, depression and boredom are common and that while 49 per cent of young people felt that their family and friends help them manage their emotions, 28 per cent were not sure they had this support.

Hearing directly from adolescents and young people is essential in supporting them and meeting their needs. Through the U-Report and U-Report On The Move platform, we help empower adolescent and young refugees and migrants, making their voices heard, allowing them to advocate for their own rights, and ultimately ensuring they are protected during this emergency.

UNICEF is also leading the **DreamLAB initiative**, a joint programme with the United Nations Development Programme (UNDP), in partnership with various government institutions and with the active participation of the Youth Assembly for Sustainability. DreamLAB aims to strengthen the resilience of urban communities who have been particularly affected by the Venezuelan migration crisis and the pandemic by involving adolescents and young people in sustainable development projects. These seek to shift young people away from competing for scarce resources, instead encouraging them to work together on designing and implementing development initiatives, promoting innovative thinking and entrepreneurship, and encouraging inclusion and equality regardless of gender, nationality, sexual orientation or ethnic background.

## ECUADORIAN CHILDREN and adolescents still *need you*

Tackling violence and abuse when institutions are already stretched is a challenging task. Protection processes that include care, referral to appropriate services and support, and restitution of rights **must be enforced through simplified mechanisms which reach as many people as possible**. To achieve this, we have to expand our work to reach more children in the most remote part of Ecuador.

<sup>2</sup> IPSOS, "Population projections according to age in the provinces of Ecuador", 2020

# Results and ACHIEVEMENTS



**14,000** front-line workers

from the Ministry of Economic and Social inclusion have participated in the UN course on Prevention of Sexual Exploitation and Abuse, and have learnt protection measures and complaint mechanisms.



Nearly **250** front-line officials in child protection have received emotional support.



Recreational materials were delivered to shelter houses, reaching **315** children and adolescents.



**200,000** people

have been reached with messages about protecting children during the pandemic.



More than **2,000**

litres of liquid alcohol and gel alcohol have been delivered to reduce the transmission of COVID-19.



**3,200** baby kits

have been delivered to promote the hygiene of children up to age three.



More than **13,000** parents and caregivers have received psychological and emotional support.



**22** uprooted adolescents

have benefited from alternative care services, psychological support and life skills activities.



**80**

parents are working on permanent support

groups to develop violence prevention proposals.



**16,161** children and adolescents

including uprooted children, benefited from psychological support.



**65,000** social media interactions of uprooted adolescents and young people

have taken place through U-Report and U-Report On The Move.



More than

**23,500** people

including 6,700 boys and 7,000 girls benefited from the work of the child protection group.



More than **600** cases of possible violence

against girls and boys have been identified and referred to child protection services.

# Every child

HAS THE RIGHT TO  
survive and thrive



## HOW IS COVID-19 AFFECTING *child* protection?

In a country where 1 out of four children under the age of 5 suffers from chronic malnutrition and 3 out of 10 children are overweight, it is essential to strengthen healthy habits in families during the health emergency.

The pandemic has exposed weaknesses in the health system and responding to the crisis has exacerbated the challenges it faces in delivering essential health and nutrition services. UNICEF Ecuador is concerned that the interruption of services including maternity, child health, and vaccination programmes, among others, will affect the healthy growth of children.



## UNICEF *intervention*

To address this, we have focused on supporting the **continuation of maternal and child health services** with guidelines for health workers on the management of prenatal, delivery, postpartum, breastfeeding and pediatric care in light of COVID-19. Nationally, we are pushing for these services to be recognized as a priority.

At all times, and especially during a health emergency, promoting breastfeeding is essential in giving children the best start in life. We use both social media and traditional media to support this, sharing information so that mothers are not afraid to breastfeed. With the Pontifical Catholic University of Ecuador (PUCE), we have also delivered advanced training on breastfeeding to health professionals.

To ensure there is continued access to health services, UNICEF has implemented a **community-based epidemiologic surveillance system**, where community leaders turn into community tracers to ensure that children and pregnant women receive essential health and nutrition services. *"They will also notify us of any suspicious case of COVID-19 so that we can intervene and avoid the spread,"* says Álvaro Ormaza, Director of Zonal Coordination 6 at the Ministry of Health.

This model has been implemented in collaboration with community organizations, the health ministry, local governments and academia in Pichincha, Guayas and Imbabura provinces.

At UNICEF we know that prolonged confinement is changing the habits of families, making it harder to eat well and stay active, which will have a negative impact on child and adolescent health.

With **keeping children healthy** our main goal, UNICEF developed a campaign to reach parents, caregivers

and children to help them maintain a healthy lifestyle at home, with recommendations such as sleeping well, eating home-cooked healthy food, and staying active at home. Messaging is disseminated on TV, radio and social media, and through children's stories such as *El Monito Burbuja* (The Little Bubble Monkey). The stories teach children how to protect themselves from the virus, for example to wash their hands and to eat healthily. All of them can be found on our web page.

UNICEF has delivered over 80,000 packs of Personal Protection Equipment (PPE) to the Ministry of Health to help keep **essential and critical medical staff safe** as they respond to the COVID-19 crisis. These include gloves, surgical masks, sterile gowns, face shields, sterile caps and alcohol gel. This is helping to protect medical staff both from contracting the virus and spreading it to others. Each pack delivered covers a health worker for an average of two weeks.



## MORE THAN EVER, ACCESS TO *water* is vital

In Ecuador, only 51.9 per cent of children under 18 have access to water, sanitation and hygiene services simultaneously\*. According to an analysis made with the support of the Ministry of Education, around 4,600 schools (4.2 per cent of public schools nationwide) lack access to decent water, handwashing stations and toilets, especially in rural areas.

\* UNICEF Ecuador, *Children and Adolescents situation in Ecuador, a look through the SDGs, 2019*

UNICEF Ecuador is particularly concerned about the limited access to water for many families in rural and semi-urban areas, especially given the importance of hand washing with soap in reducing the spread of the virus.

In Esmeraldas province on the northern border of Ecuador, since April you have been able to hear “Lávate-te-te, lávate las manos, con agua y jabón nos vamos alistando” (wash, wash your hands, with soap and water we are getting ready) which announces UNICEF’s distribution of drinking water twice a week in 15 vulnerable neighbourhoods.

As well as providing water to nearly 3,000 families in Esmeraldas, UNICEF works to improve the provision of water, sanitation and hygiene services in the country’s rural and semi-urban communities. Together with the National Secretariat for Water, we lead the Water, Sanitation and Hygiene (WASH) Working Group in responding to the pandemic. So far WASH activities have reached 1,158,481 people, of which 322,671 were directly helped by UNICEF.



“For us, it is very important that the water truck passes frequently because we need the water for drinking, cooking, washing our hands and doing laundry, among other things. In the past, we had to wait a long time to receive it,” says Mel (13).

We are also working with the World Food Programme to support 6,000 vulnerable refugee and migrant families during the emergency, enabling them to buy essential personal hygiene products such as soap, disinfectant and masks using electronic coupons.

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## WE COUNT ON *your support* TO TAKE CARE OF **children's** health in Ecuador

We will carry on working to support the continuation of immunizations, delivery of micro-nutrient supplements, healthy child check-ups, sexual and reproductive health services, and prenatal care, among others. Support is needed to keep these vital services operating and to monitor the health and nutrition of children Ecuador, while providing strategic support to the Ministry of Health. It is also important to highlight the impact that COVID-19 and reduced health services have on afro-Ecuadorians and Indigenous

communities. These communities are particularly vulnerable, living in sparsely populated and hard to reach areas.

The educational system may also reopen sooner rather than later, and we urgently need to ensure that schools have appropriate water, sanitation and hygiene infrastructure in place. We must ensure that students, teachers and families have all the necessary equipment and information to prevent the spread of COVID-19 and other diseases.



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## Results and ACHIEVEMENTS



**482**

community contact tracers

have been trained as part of a community-based surveillance system in Guayas and Imbabura, reaching over 14,300 families and 26,350 children.



**80** health care professionals

have been trained in advanced breastfeeding practices. Between them, these health care professionals attend over 115,000 births a year.



**1,158,481** people

have benefited from the delivery of chlorine for water disinfection in urban and rural hospitals and through water trucking, or with PPE and hygiene kits.

**3,247**

health workers



could work more safely for at least 15 days each thanks to the PPE donated to the Ministry of Health through UNICEF.

**868,282**

people



were reached on social media with *The Little Bubble Monkey Learns to Fight Coronavirus* story.

**413,981**

people



have been reached with vital COVID-19 prevention information and advice on accessing services.

**2,316** families

have received cash support to buy key hygiene items.



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# Every child HAS THE RIGHT to learn



Ecuador has more than 220,000 teachers, making them the largest human resource in the country to guide students and their families on ways to continue learning. We need to help them with guidance and emotional support so that they can continue to support education remotely.

# HOW IS COVID-19 AFFECTING *children and adolescents'* education?



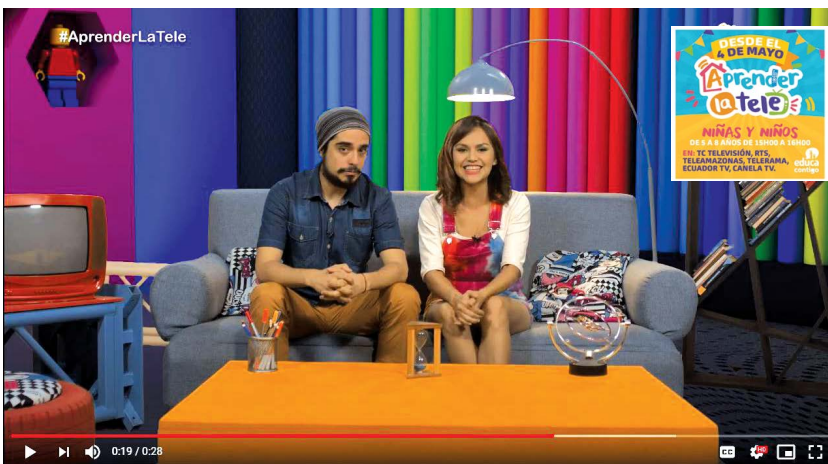
©UNICEF/ECU/2020/Kingma

“Raiza is one of my most applied students. She greets me with such joy every time I come to her house with learning materials,” Doris says. “Her mother is also very supportive and helps her with her homework.”

More than three months have passed since school closures left 4.6 million students temporarily without in-person classes in Ecuador<sup>3</sup>. But while many children have been able to continue learning remotely, in isolated areas online learning is not an option. With no internet access, no cell phone and no television in her home, Raiza, a 11-year old girl who lives in Pandayacu in the Ecuadorian Amazon, has been relying on weekly visits from her teacher, Doris.

The COVID-19 pandemic has underscored the already significant difference in access to education between those living in urban areas and those living in rural parts of Ecuador. Almost two thirds of the country’s households lack internet connectivity, leaving many children – especially those outside of towns and cities – unable to take advantage of remote online learning tools.

That is where the support from UNICEF Ecuador to thousands of teachers comes in. By developing ready to use materials that cover traditional subjects including maths, history and Spanish, family-based activities like cooking and crafts, and new guidance on preventing the spread of COVID-19, teachers who would usually travel to a classroom are visiting students’ homes, checking on their progress and leaving homework for students to continue their education. The material also has simple guidance for parents so they can support their children’s learning while schools are closed.



## UNICEF *intervention*

Despite the problems caused by the closure of schools, the pandemic is also an opportunity to make education more flexible, prioritize learning through alternative curricula, and move towards skills-based education. UNICEF is advocating for the continuation of basic skills that include reading, writing, and maths, but also life skills such as **resilience** (the ability to adapt and apply strategies that help you cope and overcome adverse situations).

### A-Prender la Tele

(mixing the Spanish for learning, aprender, with turning on the TV, a prender la TV) is a TV programme, aired by many TV channels nationally. It includes different time slots for primary and for secondary education.

3 ENEMDU 2019, INEC



*Prioritize the well-being of your children over their schoolwork*

We understand that teachers are institutional figures, but also parents and caregivers themselves, and that's why UNICEF is providing them with **psychological and emotional support** and tools to prevent violence in their own homes and with their students. With the help of our donors, UNICEF Ecuador also delivered internet-connected devices allowing teachers to keep in touch with students.

To ensure that children without an internet connection can continue learning, UNICEF has launched **educational programmes for television and radio**. We have also printed study guides to support continued learning, with a particular focus on intercultural and bilingual education to support Indigenous communities.

Lastly, UNICEF and the Ministry of Education have conducted a rapid diagnosis of the condition of water, sanitation and hygiene services in all educational institutions across the country. This is helping us to work with them and develop a plan for their return which considers all aspects of security, health and prevention.

## *Help us* NOT LEAVE anyone behind

We urgently need to improve connectivity, access to mobile equipment, distribution of printed materials and school supplies, and the expansion of relevant educational content on television, radio and the internet. We also need to continue supporting teachers so that they can guide and support families in using these resources. The gradual reopening of educational institutions relies on improved water, sanitation and hygiene infrastructure, and in the mean-

time we need to provide teaching materials for learning in prolonged emergency conditions.

UNICEF will continue to protect the right to education for the most vulnerable groups such as Indigenous, Afro-Ecuadorian and Montubian children. We will also ensure that the right to access extends to children and adolescents on the move, children with disabilities, children in extreme poverty and areas that are harder to reach areas where

insecurity is also a problem. And as we strive not to leave anyone behind, UNICEF will continue to support children who require extra help because they are lagging behind or are older than their school grade, thus avoiding further increases in inequality.

# Results and ACHIEVEMENTS



UNICEF supports **10,000** children and adolescents from rural schools and levelling classrooms as well as their teachers and student counselling departments in the provinces of Esmeraldas and Sucumbios.



UNICEF supports the continued professionalization of **100 rural teachers** in the province of Esmeraldas who collectively reach **1,500 students.**



UNICEF has distributed **394** tablets to student counselling departments and Inclusion Support Units and **3,900** call and internet chips to teachers to help them in providing learning and emotional support to more than **60,000** students in their charge.



**Radio education** implemented by UNICEF through its partner CORAPE reaches **2.3 million people** especially those in rural areas and Indigenous communities.



More than **32,500** children and adolescents reached with teaching support in line with the Education in Emergency curriculum.



UNICEF is providing psychological and emotional support to **763 professionals** from student counselling departments and **3,145 teachers,** with special emphasis on the city of Guayaquil.



## Educational television

from the Ministry of Education, which is being supported by UNICEF and its partner the Ibero-American Institute of Natural and Cultural Heritage (IPANC), is broadcast on 160 local, national and regional channels and reaches **2.5 million people.**



UNICEF and its partner Plan International have printed **248,000** intercultural and bilingual self-learning guides in **14** Indigenous languages for various levels of education with the aim of supporting continued intercultural and bilingual education.



unicef

Prior to the pandemic, 42.1 per cent of Venezuelan households with children and adolescents lived with at least one aspect of deprivation, including quality of housing, access to basic services, economic dependency, children outside the educational system, or critical overcrowding.

(World Bank, Challenges and opportunities of the Venezuelan migration in Ecuador, 2020).

*Every  
child*

HAS THE RIGHT TO

an equitable  
chance in life



## HOW IS COVID-19 AFFECTING *impacting* children and adolescents?

In Ecuador, 2.5 million children and adolescents are being affected by the economic impact of COVID-19<sup>4</sup>. Families are experiencing job losses and a high risk of increased poverty. Poverty is expected to grow from 27.5 per cent to 39.1 per cent<sup>5</sup>. The situation is even worse for migrant and refugee families who even before the pandemic faced extremely difficult situations.

## UNICEF *intervention*

We work to support thousands of children like Sebastián who have left their country looking for better opportunities, through a cash assistance programme for migrant and refugee families from Venezuela with children and adolescents. The cash is unconditional, so it can be used to cover urgent needs and access whatever services are needed as they establish themselves in Ecuador. UNICEF also monitors how these families are progressing using different tools like the KoBo application or telephone interviews.

UNICEF Ecuador supports the development of public policy by generating evidence which will help strengthen social protection in Ecuador, ensuring the most vulnerable families are included. With the support of the World Bank, we gathered information about the experience of families before and during the different phases of confinement through systematic telephone surveys of Ecuadorian and Venezuelan households. We also work to ensure that the government incorporates a multidimensional child poverty analysis and provides timely information on the impact the crisis is having on children.

Nationally and internationally, we are strengthening existing and building new networks and alliances to amplify voices and efforts supporting the causes of children, adolescents and their families. In alliance with the group IMPAQTO, the German GIZ agency for international cooperation, the Secretariat for Human Rights, United Nations Population Fund, World Food Programme and women's groups, UNICEF Ecuador is supporting the winning projects of an initiative called Hack

*"We arrived in Ecuador without any money because we spent it on the trip. Sometimes I get jobs fixing cars, but they don't need me every day," says José Luis (28). He left Venezuela with his family because of the economic and political crisis, but also because his son, Sebastián, has a delicate health condition. "I have gone through four catheterizations and four surgeries. Sometimes it hurts me. I feel stitches in my heart," says the 9-year-old.*

4 Samaniego, Pablo. "The vulnerability of children and adolescents in Ecuador due to quarantine." Economic Research Institute of the Pontifical Catholic University of Ecuador, May 2020

5 INCLUSION and UNICEF Ecuador. "Microsimulations of COVID-19 impact on monetary and multidimensional poverty in households with children and adolescents," preliminary results, July 2020

the Crisis Women + Girls which works to prevent gender-based violence in confinement and emergency situations. For instance, in the case of Ecuador, one of the winning initiatives develops 'cooking recipes' that contain a hidden code to help women victims of intra-family abuse and domestic violence.

\* A cookbook that helps to prevent violence against children and women.



## Help us TO PROTECT THE MOST VULNERABLE BOYS, girls and adolescents

Tackling the problems caused by COVID-19 so that every girl, boy and adolescent has an equal opportunity in life is a huge challenge. The impact of COVID-19 will add at least 17 years to the fight against poverty in Ecuador.<sup>4</sup>

A new fiscal and social pact is urgently needed to reverse the crisis and to build a universal, free and child-sensitive social protection and care system. This must invest in children, adolescents and their families so they have an equitable chance in life.

We need to renew legal frameworks, policies, programmes and work which affects children, both in the private and public sectors, to ensure new agreements that care for children as well as reducing gender gaps.



## Results and ACHIEVEMENTS



The cash transfer programme for migrant and refugee families from Venezuela benefited **722** families with **1,293** children and adolescents in the first few months of the crisis.



our story

# Public advocacy AND communication



“Thank you very much, the stories and the songs have been very valuable to me. I have lost six family members to COVID-19 and the story has helped my cousins’ children and my nephews who lost their parents,” wrote Mercedes in an email sent to UNICEF on 25 April.

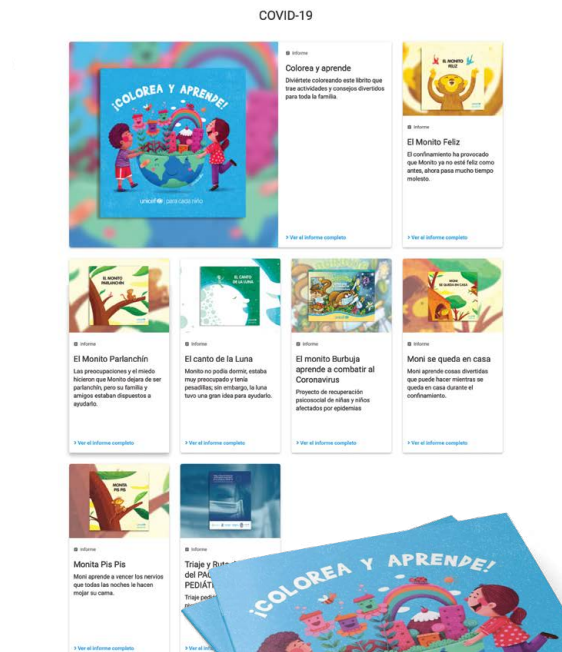
## UNICEF *intervention*

During a health crisis, misinformation and fake news can cause people to inadvertently put themselves at risk and make them more vulnerable to the virus. We have concentrated our efforts on spreading life-saving messages and timely verified information so that children, adolescents, pregnant women, parents, caregivers and educators know how to protect themselves and how to cope with the stress and different emotions associated with lockdown.

From the beginning of the crisis, we have supported parents and caregivers with recreational activity guides and recommendations to prevent the spread of COVID-19, tips on hygiene and on how protect children during isolation at home, while maintaining healthy habits and environments free of violence.

We have also published a collection of stories to support the emotional recovery of children from the pandemic, designed to help them and their families understand how to manage emotions and to face the changes and challenges the situation brings.

Six stories have been created so far. These were emailed directly to those who had signed-up and are also available for download at our website. Little Bubble Monkey Learns How to Fight COVID-19 helps children understand what the virus is and how they can prevent the spread. Moni Stays at Home explains why confinement is necessary to take care of everyone’s health during the pandemic. Pee-Pee Little Monkey is a story about how love and patience is the best way to overcome the fears and nervous-





ness that make Little Monkey wet the bed. Chatty Little Monkey encourages children to talk about their fears with their family and friends. The Song of the Moon talks about why children may feel afraid and have difficulty sleeping during times of crisis and change. Happy Little Monkey explains that the fear which arises in difficult times can be overcome.

In late April we launched a survey aimed at individual donors inside Ecuador and our social media followers. This was designed to understand audience

needs and assess the relevance of information we provide. The survey was answered by 3,018 people and 83 per cent of them said that information published by UNICEF Ecuador about COVID-19 was useful.

Content that performed best on social media related to the importance of maintaining and supporting breastfeeding during the pandemic; videos, posts and stories about how UNICEF Ecuador is responding to the crisis; and content with messages of hope in which the children had participated.

## Results and ACHIEVEMENTS



Through social media, UNICEF Ecuador reached **3,828,130** people and we have grown to an average of 108 new fans per day.



Our children's stories reached **22 million** impressions on social networks and will be broadcast on TV and community radio stations, in order to reach those children without internet connections.



UNICEF Ecuador has so far published **15** press releases and web articles that have also been shared with national media.

# The importance of FLEXIBLE FUNDING FOR CHILDREN

# Funding received

Humanitarian action for UNICEF encompasses interventions aimed at saving lives, alleviating suffering, maintaining human dignity and protecting the rights of affected populations, regardless of the kind of crisis, irrespective of the Gross National Income level of a country (low, middle or high), or legal status of the affected populations. UNICEF is fully committed to its mandate to protect the rights of every child, and to achieve this, flexible humanitarian funding is critical.



## COMMUNICATION

TOTAL

**\$63,500**

\$63,500 ECUADORIAN INDIVIDUAL DONORS



## CHILD PROTECTION

TOTAL

**\$546,512**

\$228,512 ECUADORIAN INDIVIDUAL DONORS  
\$318,000 USAID



## NUTRITION

TOTAL

**\$502,722.5**

\$498,723 ECUADORIAN INDIVIDUAL DONORS  
\$3,999.5 UNICEF THEMATIC NUTRITION



## EDUCATION

TOTAL

**\$1,658,749.05**

\$195,952 DINERS CLUB ECUADOR  
\$309,096 ECUADORIAN INDIVIDUAL DONORS  
\$576,418.69 EDUCATION CANNOT WAIT FUND  
\$167,143.79 EUROPEAN COMMISSION / ECHO  
\$90,138.57 PEACEBUILDING FUND  
\$70,000 UNICEF THEMATIC EDUCATION  
\$250,000 UNICEF THEMATIC EMERGENCY



## HEALTH

TOTAL

**\$1,732,382.63**

\$3,261.63 BEKO  
\$471,226 ECUADORIAN INDIVIDUAL DONORS  
\$350,000 SOLIDARITY RESPONSE FUND US  
\$53,800 UNICEF REGULAR RESOURCES  
\$250,000 UNICEF THEMATIC EMERGENCY  
\$100,000 UNOCHA  
\$504,095 USAID

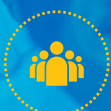


## MONITORING & EVALUATION

TOTAL

**\$45,405**

\$45,405 ECUADORIAN INDIVIDUAL DONORS



## SOCIAL INCLUSION

TOTAL

**\$588,812.4**

\$163,478 ECUADORIAN INDIVIDUAL DONORS  
\$208,334.4 EUROPEAN COMMISSION / ECHO  
\$27,000 UNICEF REGULAR RESOURCES  
\$190,000 UNITED KINGDOM



## PROGRAMME EFFECTIVENESS

TOTAL

**\$502,722.5**

\$35,648 ECUADORIAN INDIVIDUAL DONORS  
\$120,979.07 USAID



## WASH

TOTAL

**\$1,649,676.37**

\$324,240 ECUADORIAN INDIVIDUAL DONORS  
\$564,566 EUROPEAN COMMISSION / ECHO  
\$9,500 ORBIA  
\$120,370.37 USA (STATE) BPRM  
\$631,000 USAID

Unfunded for the next 10 months  
**\$8,321,262.98**

Thanks  
for your  
support!

Children in Ecuador  
STILL NEED YOU