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Dear friends of UNICEF Indonesia,

It is a real pleasure to address you for the first time in my role as Representative of UNICEF Indonesia.

In the months since I arrived here in September 2014, I’ve already had the opportunity to meet some of this country’s 85 million children. And no matter where they are – in Aceh or Java, in Papua or Sulawesi – I’ve been struck by their incredible optimism and commitment to learn and strive for a better future.

Every child nurtures hopes and dreams. And every parent wants the best for their child. Together we are making an important contribution to help realize these hopes and dreams – and I would like to thank you for your support.

Sustainable development starts with a population of healthy, educated and safe children, but so many Indonesian children are born into immediate disadvantage and remain excluded from the country’s rapid progress. On average, 37 percent of children under five years of age are suffering from malnutrition in the form of stunting, about 6.8 million children of school-going age are out of school and around half of all children live on less than $2 a day, which categorizes them as poor according to international standards.

The fast pace of Indonesia’s economic growth has not translated into a corresponding improvement of many child indicators. UNICEF’s role in Indonesia is to support the government in providing technical assistance and in modelling innovative approaches to address intractable problems. These pilots can then be further replicated at national and subnational levels. Thanks to your contribution, UNICEF has the necessary expertise to assist the government and other partners in addressing major challenges facing children.

You can read all about our 2014 success stories in this Annual Report. There is for instance Neli in Papua who was able to give birth in a safe location (page 8). And Novianti, on the island of Alor, who will be the first person in her family to grow up with access to a toilet (page 20). And there are the thousands of children across Aceh who have been assisted by UNICEF in the decade since the tsunami hit (page 22). None of these achievements would have been possible without your support!

Looking forward, 2015 marks a watershed moment for children in Indonesia. While the Millennium Development Goals (MDGs) are reaching the end of their 15 year process, world leaders are currently setting out a roadmap for human progress over the next 15 years. Indonesia has the potential to become a front runner country in championing these Sustainable Development Goals (SDGs) in key areas like child protection and reduction of child poverty.

I firmly believe that we can only achieve these ambitious goals for Indonesia’s children if all relevant parties work together as one. This will be a major focus during my time with UNICEF Indonesia – forging a strong and lasting Coalition for Indonesia’s Children.

I would like to thank all of you again for your commitment and generosity in supporting UNICEF’s work. Your contribution is making a real difference to the lives of children across Indonesia.

Thank you ever so much – terima kasih banyak!

Gunilla Olsson
Representative UNICEF Indonesia
There are more than 85 million children in Indonesia

1 in 2 grow up on less than $2 a day

1 in 25 die before the age of 5

more than 6 million children aged 7–18 years are out of school
Since 1948, UNICEF has helped Indonesian children get the best possible start to life. It does so through these areas:

- **making every child count**: Since 1948, UNICEF has helped Indonesian children get the best possible start to life. It does so through these areas:

- **education**: Ensuring quality education from early childhood to secondary level is available for all.

- **social policy**: Strengthening key policy areas to reduce persistently high levels of child poverty.

- **communication, resource mobilization and partnerships**: Creating awareness and action around the issues that matter to children.

- **child protection**: Preventing and responding to violence, abuse, neglect and exploitation of children.

- **child survival & development**: Exploring innovative ways to address the lack of progress in key areas of child development such as health, nutrition and sanitation.

- **education**

**Less than 67% of children under 5 are registered at birth**

Every $1 invested to reduce stunting yields $48 in productivity over a child’s lifetime.
special delivery: helping pregnant women in Papua

Things did not go well when 23-year-old Neli Kogoya gave birth to her first child. Neli lives in the village of Sapalek within a remote mountainous region of Papua – where birth complications for both mother and child are common.

“When I had Yosiana, I didn’t know what to do or what to expect,” Neli said. “I didn’t know about breastfeeding or vaccinations. There was no health centre nearby. When Yosiana was three months old she got a fever. I had to pay for a taxi to Wamena and take her to the hospital.”

Thanks to UNICEF, it was a very different story when Neli fell pregnant with her second child, Eliup. A new health centre was recently established in Neli’s sub-district. UNICEF has been working with the Ministry of Health to make sure health centers plan and use their resources effectively – with a strong emphasis on early outreach to pregnant women.

“Someone from the health centre visited me every month after I got pregnant,” Neli said. “I was past my due date, so they took me to the hospital to have an induced birth. They’ve helped me with vaccinations and breastfeeding and they give Eliup regular check-ups to make sure he’s healthy.”

This kind of work saves lives. Without it, young children like Eliup are at risk of birth complications, malnutrition and vaccine-preventable diseases such as measles and diphtheria. In the worst cases, without proper health care they could die.

UNICEF will continue to help pregnant mothers and newborn children in Indonesia get the health care they need.
1 in 6 girls are married before their 18th birthday

The highest prevalence of child marriage is in Central Kalimantan.

Child marriage occurs across wealth categories.
violence against children: breaking the silence

New Momentum – 2014 heralded the issuance of a new Presidential Instruction to combat child sexual abuse and revisions to the Child Protection Law.

A young girl named Geni sits just outside her house. She plays with some of her favourite toys – a doll, a ball and an oversized yellow rabbit. But everything changes when a strange man approaches.

So begins the story in one of the videos which UNICEF produced in 2014 to raise awareness about the problem of child abuse in Indonesia. UNICEF commissioned the series of animated videos to educate children on how they can identify, avoid and report violence and sexual abuse.

Violence against children remains a taboo in Indonesia. Discussion around the topic is still rare in many parts of the country, but a public debate has started. These animated videos are aimed at addressing this problem. Since being released, they have been viewed by more than two million children and parents all across Indonesia.

➡️ UNICEF is working to end violence against children by involving all parties – government, health workers, teachers, parents, and the children themselves – in coming together and breaking the silence.
Regina is a village midwife in Assologaima, Papua. She is currently working with 30 community health volunteers, known as kaders, to help tackle a silent emergency sweeping Indonesia. In villages, towns and cities around the country, UNICEF is addressing a nutrition crisis. A staggering 37 percent of Indonesian children under five suffer from malnutrition in the form of stunting. Stunted children struggle at school, earn less as adults and are likely to continue an inter-generational cycle of poverty.

Good breastfeeding practices, including exclusive breastfeeding for six months, is one essential measure in preventing malnutrition. But in rural Papua and large parts of the country, many women exclusively breastfeed for a mere one or two months. UNICEF is working with midwives like Regina to train kaders to counsel mothers in their communities on good nutrition.

“Mothers used to get rid of the first milk or colostrum, but now they learn that it is an important source of antibodies and nutrients,” said Regina. “The kader teach mothers the best way to breastfeed and later advise them on how to prepare nutritious meals for their infants when they’re ready for complementary feeding.”

A stunted child is put at an immediate disadvantage in life. UNICEF is working to improve the nutrition of children across the country.
UNICEF takes action

PREGNANT MOTHER
working with local health providers to ensure all mothers give birth in a safe environment

NEWBORN
promoting exclusive breastfeeding as the best start in life so that babies are properly nourished

TODDLER
spearheading programmes to prevent pneumonia, diarrhea, malaria and other child killers

UNDER-FIVE
supporting early childhood development initiatives to ensure all children are ready for school

PRIMARY SCHOOL
a leading voice in efforts to end violence against children in Indonesia

MIDDLE SCHOOL
empowering adolescents by developing youth-focused social media platforms

HIGH SCHOOL
making HIV testing and counselling services more accessible and suitable for young people
juvenile justice:  
children dream about life after detention

By Lauren Rumble,  

In July 2014, I visited a children’s prison in Klaten – an experience I will never forget.

Each of the children I met had a very different past, but all of them wanted a similar future. They dreamt of going back to school and leading productive lives in their communities upon release.

“I just want to go back to school when I get out,” Hadi* told me. Armo*, elaborated: “Children get arrested for crimes they commit because of peer pressure or because they are neglected at home. We need support and the opportunity to become better citizens.”

UNICEF has been strongly advocating for the full implementation of a new juvenile justice law which entered into force this year. The law stipulates that imprisonment is the “last resort” for children. Instead, there is a focus on community rehabilitation.

In Klaten, children used to be imprisoned for petty crimes like minor theft but the new law is beginning to change this practice. The number of children behind bars has already decreased from 47 in 2012 to five in 2014. Progress is looking good.

*not their real names

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The Juvenile Criminal System Law entered into force – passed after significant UNICEF lobbying
improving sanitation in Alor: new toilets, healthier children

Seven-year-old Novianti Atafan has grown up without a toilet. Instead, Novianti and her family would use a nearby beach. It’s a common occurrence on Alor Island in Nusa Tenggara Timur province (NTT).

The impact of open defecation is severe in NTT and many other parts of the country. Poor sanitation is linked to preventable, yet potentially deadly, diseases such as diarrhoea and pneumonia – chief contributors to the more than 370 under-five deaths per day in the country. In fact, data from a National Health Survey shows that around 31 percent of infant deaths and 25 percent of deaths among children between one and five years of age are caused by diarrhoea.

But things changed for Novianti when a sanitarian (a local health worker who specializes in sanitation and hygiene) visited their village. With the support of UNICEF, the sanitarian conducted a “triggering session”. She demonstrated how easily bacteria from faeces can enter the food chain and cause a raft of health problems.

“I felt ashamed about what we were doing,” said Novianti’s mother, Amelia. “I learned that when we went to defecate on the beach, flies could then come and contaminate our food from the excreta.”

The family has since built its own latrine a few metres from their house. And government sanitarians, supported by UNICEF, are continuing to visit families around the country with the goal of eventually eliminating open defecation. So Novianti’s story is just one of many.
surviving the disaster, creating a better future:
Aceh 10 years after the tsunami

Rosna will never forget the morning of December 26, 2004. She was with her three-year-old daughter, Cut Rachmina, in their Banda Aceh home. It seemed like any other morning. Except Rosna’s mind was on recent news – that she was pregnant with her second child. And then suddenly, the waves struck.

When the Indian Ocean tsunami hit Banda Aceh, Rosna grabbed Cut Rachmina and ran out of their house. The pair struggled through churning water and reached higher ground without injury. Rosna soon found her husband Johansyah, who also managed to escape.

The family was lucky to survive, but their home was completely destroyed. They had no water, no food and could not save any of their possessions. They were among the 500,000 people left homeless in Aceh.

Ten years have passed since the tsunami. Cut Rachmina is now 13 years old. Arief, born five months after the tsunami, is nine. Akbar, just one year old, is a new arrival.

In the aftermath of the catastrophe, Cut Rachmina and Arief attended a UNICEF children’s centre where they could play and would receive psychological support to help them cope with their traumatic experiences. UNICEF established 21 such centres across Aceh, which also ran a family tracing programme for those who had lost contact to their parents or other family members.

Cut Rachmina, Arief and Akbar are just some of the many tsunami victims in Aceh who were supported by UNICEF over the past decade. With unprecedented financial contributions of US$336 million for Aceh alone, donors from Indonesia and abroad enabled UNICEF to roll out a large-scale emergency response followed by strategic investment in the province’s long-term development.

Based on the principle of “Building Back Better”, UNICEF played a key role in strengthening the health system including by integrating early childhood development services in the work of the community health posts (posyandu plus), eliminating malaria in some previously endemic regions, constructing almost 350 earthquake-resistant and well-equipped schools and reforming the juvenile justice system.

Thanks to this work, the children of Aceh have a better chance at life now. They are more likely to be healthy, to go to school and to be protected from abuse and exploitation.

As for Rosna, she spent the past few years building and developing her own Early Childhood Development Centre, with backing from UNICEF.

“I wanted to do something for the traumatized families, especially the children. It’s such a pleasure to see children playing here every day.”

–Rosna– School Teacher
Twenty-five years ago, world leaders made a big promise: by adopting the Convention on the Rights of the Child (CRC) they agreed to do everything in their power to promote and protect the rights of all children, everywhere.

Who better to highlight progress made over these years than a 25-year-old? So to mark the anniversary, UNICEF organized an ACTIVATE talk show in Jakarta with a panel of 25-year-olds who work in key areas of child rights.

In the year of the CRC anniversary, UNICEF has been organizing these ACTIVATE talks all around the world. Each panelist was an innovator in their own field, as innovative approaches to longstanding development challenges was a major theme surrounding the CRC anniversary. Topics included strengthening youth-friendly HIV prevention, access to quality education, reproductive health and youth participation through digital platforms and blogs. The ideas discussed by the ACTIVATE innovators have since been embraced and fostered by UNICEF.

UNICEF will engage many more young Indonesians to foster innovative thinking and make sure that every child in the country can enjoy all the rights enshrined in the CRC.

“Every child has rights. When their rights are fulfilled, they are empowered. And when they are empowered, they will bring a positive contribution to development.”

– Setia Perdana –
Coordinator of Focus Muda at ACTIVATE 2014
fundraising event: voices of children in crisis and conflict

Every year, millions of children are affected by crises and conflicts around the world. 2014 was an especially difficult year in this regard. More than 12,000 children were used as child soldiers by armed groups in South Sudan. Nearly 500,000 children remained out of school because of fighting in Iraq. And around five million children continued to be internally displaced in Syria.

UNICEF’s humanitarian programmes in these and many other emergency-affected countries provide children with health, nutrition, education and protection services to save lives and help them overcome their traumas. However, many of these programmes are under-funded.

In response to this situation, UNICEF Indonesia organized a gala: Voices of Children in Crisis and Conflict in October 2014. It brought together an array of corporate leaders, celebrities and philanthropists for one cause – helping the world’s most vulnerable children.

“The number of severe crises seems to be increasing on a daily basis. In these situations, the children are the ones who suffer most. This is something that is very often forgotten,” UNICEF Indonesia Representative Gunilla Olsson said during the gala.

“These children are exposed to traumatic experiences that stay with them for the rest of their lives. They are highly vulnerable to life-threatening diseases and exploitation and in many cases they completely lose the opportunity to learn and thrive. Such humanitarian crises cut short their childhood and make children live and act like adults – long before they should.”

By the end of the Gala, Indonesian donors had contributed more than US$400,000 for UNICEF’s work in Afghanistan, Gaza, Iraq, South Sudan and Syria. The event happened thanks to Metro TV and Mrs. Noor Sabah Nael Traavik, spouse to the Ambassador of Norway to Indonesia.
our thanks:
how donors support UNICEF’s work
Funds raised and made available for UNICEF Indonesia programmes:

### CONTRIBUTIONS FROM PRIVATE SECTOR DONORS IN INDONESIA
- Individual Donors in Indonesia: $5,160,081
- Corporate Partners in Indonesia: $1,445,733
  - Indomaret: $591,514
  - UNILEVER: $225,307
  - Alfamart: $159,552
  - Metro TV: $109,164
  - BCA-PT Bank Central Asia: $101,279
  - Terrific International: $100,000
  - Tahir Foundation: $82,176
  - MNC: $41,057
  - Bank Muamalat: $40,674
  - Matahari Department Store: $24,810
  - Alfamidi: $18,916
  - Bill Finance Center: $12,819
  - Other: $28,458
- Total: $6,605,814

### OTHER ALLOCATED FUNDS
#### GOVERNMENT (BILATERAL DONORS)
- Australia: $1,425,982
- European Commission: $705,177
- Japan: $79,407
- Netherlands: $880,025
- Norway: $637,288
- Republic of Korea: $88,740
- United Arab Emirates: $342,550
- USA-USAID: $1,633,168
- Total: $5,781,337

#### UNICEF NATIONAL COMMITTEES
- Australia Committee for UNICEF: $680,181
- German Committee for UNICEF: $238,035
- Hong Kong Committee for UNICEF: $118,721
- Swiss Committee for UNICEF: $35,324
- United Kingdom Committee for UNICEF: $211,063
- United States Fund for UNICEF: $338,507
- Total: $2,221,830

#### GLOBAL PARTNERSHIP
- Bill & Melinda Gates Foundation: $54,805
- The GAVI Fund: $50,943
- UNFPA-USA: $7,750
- University of Notre Dame: $310,051
- Total: $423,549

#### THEMATIC FUNDING FROM HEADQUARTERS
- $3,803,839

#### 2014 PROGRAMME IMPLEMENTATION
- 15% CROSS SECTORAL
- 38% HEALTH, NUTRITION, WATER & SANITATION
- 11% COMMUNICATION, RESOURCE MOBILIZATION & PARTNERSHIP
- 9% CHILD PROTECTION
- 6% SOCIAL POLICY
- 21% EDUCATION & ADOLESCENT
Dear friends of UNICEF Indonesia,

This year marked my 10th anniversary as a UNICEF Indonesia National Goodwill Ambassador – a role I feel so privileged to hold.

Over these past 10 years, many children in Indonesia have grown out of poverty. They now have much greater opportunities to learn and live a healthy life than previous generations.

However, for many children not much has changed. And this is why I support UNICEF in every way I can. I know that together we can make a real difference for all those children who are still excluded from our country’s enormous progress.

Time and time again, I have been able to witness the work UNICEF is undertaking in the field. I’ve visited communities across the country where UNICEF’s programmes in areas such as immunization, HIV prevention and nutrition are literally changing lives. It’s inspiring to see.

But this important work that UNICEF is undertaking would not be possible without the involvement of its donors – both individuals and companies from Indonesia. So I want to take this opportunity to say a very sincere thank you to everyone who helps UNICEF achieve such important results for children.

I look forward to continuing my active role with UNICEF and very much hope you will all do the same!

Ferry Salim
UNICEF Indonesia National Goodwill Ambassador

“Indomaret appreciates UNICEF’s efforts at improving the lives of Indonesian children. This is the third year that Indomaret has been involved with these efforts – by contributing to the Wash and Sanitation Hygiene programme. We are confident that UNICEF will put in a tireless effort to deliver the best results for children.”

Wiwiek Yusuf
Marketing Director
PT Indomarco Prismatama

“I am pleased to see the collaboration between UNILEVER Indonesia and UNICEF entering a second year in 2014 with strengthened resources. We believe that better sanitation will lead to improved health status of children. UNILEVER Indonesia sees this partnership and its achievements as closely in line with the national MDGs agenda and also contributing to UNILEVER’s Sustainable Living Plan that aims to improve the health and wellbeing of more than one billion people across the globe.”

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General Manager of UNILEVER Indonesia Foundation.

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Sinta Kaniawati
General Manager of UNILEVER Indonesia Foundation.
This year, Media Group partnered with UNICEF to organize the Voices of Children in Crisis and Conflict event. This event raised vital funds to help improve health and education outcomes for children affected by war and disaster all around the world. Media Group hopes the event showed that anybody can do something to help children in countries affected by crisis and conflict.

Rerie L. Moerdijat
Deputy Chairman Media Group

“A child's education will determine how they succeed in life. So Alfamart-Alfamidi takes great pride in supporting UNICEF's Early Childhood Development (ECD) programme. This programme helps ensure that Indonesian children will be provided with a complete and continuous education – giving them the best start possible. We hope this cooperation will change lives across Indonesia.”

Anggara Hans Prawira
President Director of PT Sumber Alfaria Trijaya, Tbk.

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