



THE INFLUENCER

A NEWSLETTER HIGHLIGHTING THE EFFORTS OF INFLUENCERS IN ADVANCING CHILDREN'S RIGHTS IN INDONESIA

WORLD
CHILDREN'S
DAY 20 NOVEMBER



No child left behind: united for inclusion on World Children's Day

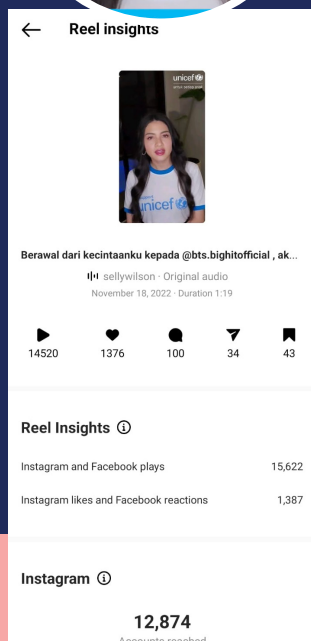
If ever there was a theme that embraces everything UNICEF works for, it was the 2022 World Children's Day's theme of inclusion (non-discrimination) and diversity.

At the heart of UNICEF's work in Indonesia – and around the world – is the unwavering belief that every child has the right to be included and protected against all forms of discrimination, regardless of gender, race, religion, disability, sexual orientation, household income or geographic location. And every child deserves to feel celebrated!

To advance this message, several influencers rallied behind UNICEF Indonesia's social media campaign – #IFeltIncluded – in the lead up to World Children's Day. One of them is long-standing UNICEF supporter, **Selly Wilson**.



As a successful model, social media influencer and a big fan of KPop Superstar, Selly founded the Senyum Army, a BTS fanbase that has been fundraising for UNICEF Indonesia's campaigns. Selly's own #IFeltIncluded story was about how she felt accepted by the BTS fanbase community, which encouraged her to do more philanthropic work on behalf of BTS. Selly's video reached approximately 13,000 people and had over 15,600 views.



Another model, **Nabila Ishma** – who's also a content creator and child advocate – also participated in the #IFeltIncluded social media campaign. She shared her experience around initiating the CDEF Movement, which strives to embrace students with behavioural challenges through positive discipline and an empathetic approach. These children are often labelled 'problem children' or 'naughty' by teachers. Nabila's video had 134,000 views and at least 135 people saved her video.



Psychiatrist and brain stimulation specialist, **dr. Santi Yuliani, M.Sc., Sp.KJ** used a video message to support the campaign. In her message, Dr Santi explained how bullying and discrimination can traumatize children and affect their growth and development. Her video message has reached over 116,000 people and garnered around 4,800 likes.

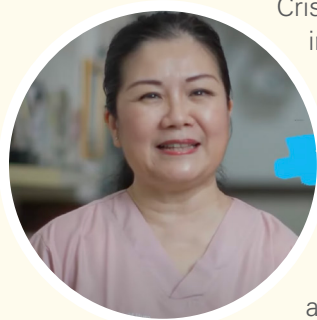


On 20 November every year, UNICEF marks World Children's Day – a global day of action for children, by children; and it also marks the date when the United Nations adopted the Convention on the Rights of the Child, the most ratified human rights treaty in history.

Cooking up home-grown healthy meals

Indonesia has one of the world's highest rates of malnutrition, and UNICEF addresses this challenge in various ways – including through innovative approaches that counter misconceptions and promote healthy eating.

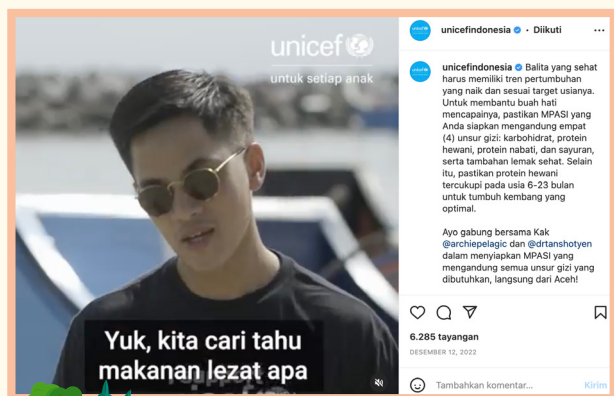
It's a stubborn misconception that healthy food is difficult to prepare – and expensive. To address this issue, UNICEF joined forces with travel writer and young professional chef, **Archie Prameswara** and nutritionist **Dr. Tan Shot Yen** for a cooking show series called Ayo Masak Sehat ('Let's Cook Healthy Food').



Criss-crossing remote areas in several provinces, Archie and Dr Yen – who has more than 30 years' experience in the public health field – went on a roadshow to prove that every region has sources of fresh ingredients from local farms and fisheries, from which simple, healthy meals can be prepared. Archie also partnered with

local chefs to cook popular traditional food from each region.

The video filmed in Papua was the most popular, reaching more than 83,000 people.



Obesity on the rise – along with risks to health

The easy availability of sugary, fizzy drinks and highly processed foods are contributing to the growing rise in obesity amongst children and adolescents – a dangerous trend considering the risks to health.

The aggressive marketing of cheap 'junk' foods that are loaded with sugar, fat and salt – and the prevalence of these products – have seen more and more children in Indonesia consuming these foods. Coupled with a lack of exercise, the result is an increase in the rate of obesity and non-communicable diseases.

These challenges prompted the Centre for Indonesia's Strategic Development Initiative (CISDI) and UNICEF to advocate for the regulation of food marketing, policy development for schools and canteens and proper nutrition labelling. These issues were discussed at length on World Obesity Day, when CISDI and UNICEF held a series of joint activities at Taman Literasi Library in Taman Martha Tiahahu, South Jakarta. **Dr. Tan Shot Yen**, nutrition expert and influencer, also spoke at the event and helped to promote the discussion through Instagram. Her efforts reached about 36,000 people while the offline talk show gathered around 60 attendees.



Raising funds – and friends – for children

Malnourished children and those who do not receive early childhood education are at a great developmental disadvantage. UNICEF Indonesia needs help to change this reality. Understanding this, our amazing supporters stepped up to help with our End of Year campaign.

By the end of 2022, two million children in Indonesia remained malnourished, highly vulnerable to dangerous disease, with their growth and development threatened. It's a distressing fact that malnourished children are at 11 times more risk of dying from infectious diseases than children who are well nourished.

In parallel, only one third of Indonesian children receive Early Childhood Education (PAUD) – and in remote areas such as Papua, only 17% of children participate. Both early childhood development and child and maternal nutrition are key focus areas of UNICEF's work in Indonesia. In November 2022, UNICEF Indonesia invited public figures to inspire their communities to donate to these programs.

Singer and content creator **Sheila Anandara**

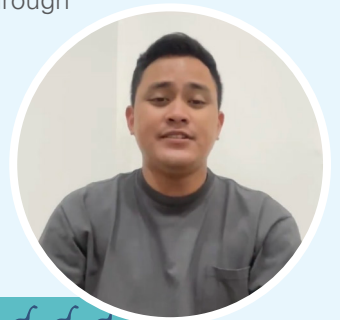
showed her support by using her Instagram Story to invite her followers to donate, reaching more than 1,000 people.



To inspire people to join UNICEF Indonesia as a *Pendekar Anak*, actress **Tissa Biani** shared and unboxed donation hampers from UNICEF on her Instagram Story. Her video reached almost 5,000 people and was seen by more than 5,200 people.



Indonesian pop band HIVI! also showed their support. Their vocalist, **Ilham Aditama** shared his message through the band's Instagram Story to inspire people to support UNICEF Indonesia's programs through donation. His video received over 15,800 views.



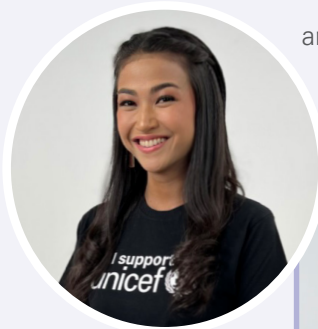
Hoaxes can be harmful – and fatal

Social media has many advantages and has revolutionised the way we communicate. But unfortunately, it's sometimes also used to spread fake news and lies – which can have deadly consequences

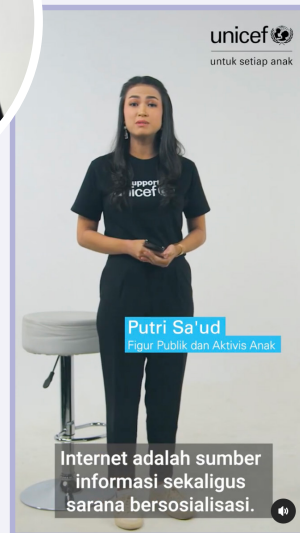
There has been no shortage of 'infodemics' since COVID-19 started – false information that directly counters fact and also feeds into people's fears. One of the most damaging hoaxes of our time is the spread of misinformation about the COVID-19 vaccine, which has had serious consequences for women, men and children, leading to low vaccination coverage, hospitalization – and death.



To raise awareness about this issue, UNICEF Indonesia created a video supported by Putri Sa'ud, a public figure



and talented voice artist, who spoke about the importance of stopping the spread of hoaxes. The video reached over 28,000,000 people, had more than 2,000,000 views and 4,200 likes and resulted in comments from almost 10,000 people.



No magic cure for COVID-19 – or any disease

The pandemic showed the world how easy it is to mislead millions of people with false claims about anything from quick COVID-19 cures to complex conspiracy theories.

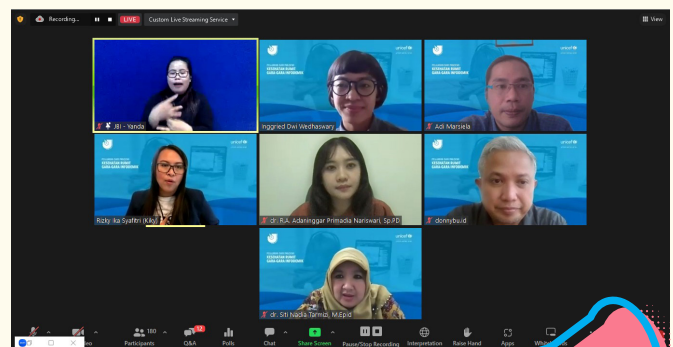
According to a UNICEF and Nielsen survey, 38 per cent of people felt they had never been exposed to misinformation about COVID-19. This raises the question of whether these people have ever been exposed to misinformation – or if they simply cannot recognize what misinformation is.



To discuss this topic, UNICEF and the Alliance of Independent Journalists Indonesia organized a webinar series called 'Lessons from the Pandemic: Health Complicated by Infodemics'. Doctor and health influencer,

dr. R.A. Adaninggar Primadia Nariswari, Sp.PD

was one of the speakers and helped to publicise the webinar, reaching 5,500 people. The webinar and its e-poster were viewed by more than 1,360 people.



Reflecting on support for children during Ramadan

The holy month of Ramadan is celebrated not only by Muslims, but by most of Indonesia's population.

As always, UNICEF valued the support of public figures during Ramadan, including child activist and social media influencer, **Nabila Ishma**. Through her Instagram video, which reached almost 150,000 people, Nabila invited her friends and followers to help malnourished children by donating to UNICEF.



'NO' TO BULLYING

Another influencer who showed his support for UNICEF during Ramadan is young rising Islamic preacher, **Koh Dennis Lim**. As bullying and child harassment can happen anywhere – including at Islamic boarding schools (pesantren) – Koh Dennis Lim asked people to support UNICEF Indonesia's child protection efforts. His post reached over 81,400 people and attracted more than 3,000 likes.



Staying safe in our digital world

The lack of digital literacy amongst children and adolescents is one of the leading reasons for young people being exploited online.

A recent survey* found that as many as 41 per cent of Indonesian children and adolescents had shared their personal data with strangers online, which ultimately led to them being manipulated and exposed to pornographic content.



These concerning facts motivated singer, songwriter and digital literacy activist, **Yosi Mokalu** to share a message of support for UNICEF's #JagaBareng campaign. This campaign highlights how important it is to keep personal data private

and aims to prevent children from being victims of Online Child Sexual Exploitation and Abuse (OCSEA). Yosi's video message reached almost 60,000 people.



*Wismayanti, Y.F. et al. (2019). Child Sexual Abuse in Indonesia: A Systematic review of Literature, Law and Policy. Child Abuse and Neglect, 95.

"The Influencer" newsletter can also be accessed at: <https://bit.ly/UNICEFInfluencerNewsletter>

Want to collaborate for children?

Passionate about children's rights? Want to use your influence to help Indonesia's children? If you're a well-known public figure in your field of expertise, an influencer who wants to support UNICEF's work in child protection, education, health, nutrition, social policy – or water, sanitation and hygiene (WASH) – we'd like to hear from you! Please contact our Partnership and Influencers Relations team at influencers-id@unicef.org. Learn more about our advocacy work with National Ambassadors and influencers at bit.ly/UNICEFINfluencer.