



THE INFLUENCER

A NEWSLETTER RECOGNIZING THE ROLE OF INFLUENCERS IN ADVANCING CHILDREN'S RIGHTS IN INDONESIA

Child rights focus on National Children's Day

All girls and boys have rights, just as adults do – but not all children know that they have rights.

When Indonesia commemorates National Children's Day (NCD) on 23 July every year, it's a chance for children themselves to be made aware of their rights. Actor and UNICEF Indonesia National Ambassador, **Ferry Salim** would agree. As a father of three, he recognises the importance of raising awareness among children about their rights so that children themselves and society can actively participate in ensuring the fulfilment of these rights.

As part of NCD activities, Ferry invited viewers to watch a video produced by UNICEF Indonesia's youth partners, Mitra Muda, as they interacted with children from NTT, Aceh, Kalimantan, Papua, Sulawesi and DKI Jakarta about children's rights. Only some of the young people interviewed were aware of their rights – an indication that more awareness of children's rights is needed. Ferry's video message reached more than 67,000 people and received 2,700 likes.

UNICEF Regional Ambassador's Special Message for Indonesia, prior to World Children's Day

UNICEF Regional Ambassador for East Asia and the Pacific, **Siwon Choi**, took a moment to deliver special messages to leaders, children, and youth in Indonesia, during his visit to Jakarta as one of the keynote speakers at the 2023 ASEAN Business and Investment Summit.

Siwon emphasized the importance of the role of global commitment of leaders, including Indonesia, to come together in protecting the rights of every child. Siwon's special message has been viewed 134,000 times, liked by nearly 12,000 people, and shared almost 750 times.



Let's 'catch-up' to save children's lives



Immunization is vital to children's health as it protects them dangerous – and potentially deadly – diseases such as measles, polio and diphtheria.

Disruptions to essential health care services during COVID-19 caused a regression in the rate of immunization, not only in Indonesia, but globally – which is why 'The Big Catch-Up' was a fitting theme for World Immunization Week (WIW) 2023.

To restore immunization rates and ensure more children are protected from vaccine-preventable disease or disability, UNICEF joined forces with the government and partners to raise awareness about the importance of immunization and also address misinformation and harmful myths about vaccinations.

Dr. Dirga Rambe, Indonesia's first vaccinologist and founder of IMUNI, a platform that provides 'vaccines-at-home' services, came out in full support of these efforts during WIW. As Indonesia has not met its target for child immunization for the past two years, Dr. Rambe emphasized, through a UNICEF video message, that every effort must be made to ensure that children can get their life-saving immunizations.

Dr. Dirga's video message reached over 492,000 people, attracted approximately 2,200 likes and was played more than 300,000 times.

Indonesia is one of 55 countries where vaccine confidence declined during the pandemic – a fact that compromises child health.

As misinformation played a significant role in negatively influencing people to avoid vaccinations, health educator and internist **Dr. Adaninggar** also stepped up to support WIW. She stressed the importance of stopping the spread of fake news related to vaccination and immunization in her advocacy video. Dr. Adaninggar also invited viewers to become active 'netizens' by helping to rebuild confidence in

vaccines and reducing the spread of hoaxes. Her video message reached 531,000 people, attracted almost 350,000 views and earned around 2,400 likes.

The number of zero-dose children – those who have not received any life-saving vaccines – has significantly increased in Indonesia.

Now, more of Indonesia's girls and boys are susceptible to dangerous diseases, as evidenced by outbreaks of polio and measles in the country.

Yenny Wahid, a women's rights activist, also underscores the crucial role of vaccines in saving children's lives. The rise in zero-dose children, from 10 per cent in 2019 to 26 per cent in 2021, means that fewer children will have the chance to grow up healthy – unless they are immunized as a matter of urgency. Fully supportive of immunization, Yenny Wahid's video reached approximately 645,000 people, attracted 5,400 likes and more than 452,000 views, and generated comments from around 230 people.





More dancing on *Memerdekakan*

What better way to celebrate than to dance? That's just what we invited children to do.

To commemorate the Independence Day of the Republic of Indonesia, UNICEF Indonesia and Lil'li Latisha invited children and community members to dance to the UNICEF's official song, 'We All Have Rights' as part of the Child's Rights Dance Challenge.

Talented young artist, musician and founder of I EXIST!, **Lil'li Latisha** encouraged people to support child rights and UNICEF's work by becoming a 'Pendekar Anak' (Child's Hero). Not only has UNICEF's catchy song sparked a movement for children's rights, but the campaign was also watched by over 410,000 people and attracted around 2,300 likes.



Olivina Maskan, educational content creator, U-Report Ambassador and a UNICEF Indonesia Mitra Muda (Youth Partner), also voiced her support for 'Pendekar Anak' and encouraged children to join the Child's Rights Dance Challenge. In commemorating Indonesia's Independence, Olivina recognizes that collective action is vital in liberating the rights of Indonesian children, just as ongoing, collective effort resulted in Indonesia gaining its independence in 1945.

Olivina's support of the campaign received almost 15,000 likes, was shared by nearly 650 people and reached more than 157,000 people.

Breastfeeding friendly workplaces should be available for working mothers

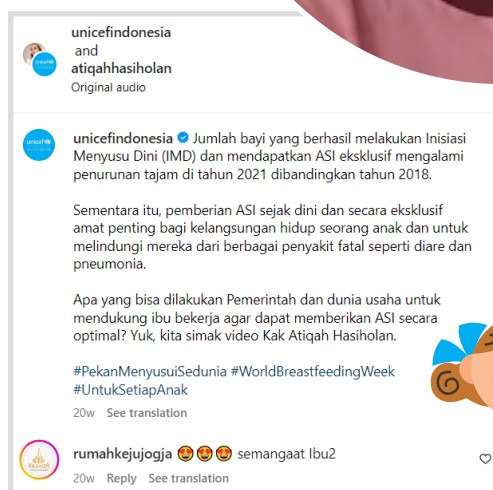
Women, many of whom are working mothers, represent almost 40 per cent of Indonesia's workforce – so how easy is it for mums to breastfeed their babies at work?

The United Nations version of World Breastfeeding Week's theme in 2023 was 'Let's make breastfeeding at work, work'. And it's no wonder, because one of the most common reasons for mothers not continuing to exclusively breastfeed for the recommended time (six months) is because they must return to work and/or their workplaces do not support breastfeeding.

During World Breastfeeding Week (WBW), mother of two and multi-talented personality, **Jessica Iskandar** shared her experiences of the challenges of providing exclusive breastfeeding as a working mother. In her advocacy video, Jessica expressed her support for UNICEF's and the World Health Organization's (WHO) efforts to encourage governments and businesses to implement breastfeeding-supportive workplace policies. This would include providing enough time and an appropriate room for mothers to breastfeed and store milk. Jessica video message reached more than 1,200,000 people and received around 5,000 likes.

Atiqah Hasiholan, entrepreneur and humanitarian activist, also came out in support of promoting breastfeeding exclusively for the first six months. Crucial for a child's health and protecting them from fatal diseases, breastfeeding provides key nutrients and boosts babies' immunity. Atiqah's endorsement of WBW through her video message has already been watched by almost 680,000 viewers and attracted approximately 3,200 likes.

Glory Oyong, journalist and communication practitioner, added her voice to the call for workplace policies to support breastfeeding. Glory shared her memories of balancing her time as a working mother and her commitment to breastfeeding, to ensure that she could meet the exclusive breastfeeding needs of her child. Glory's video message reached over 36,000 people and garnered approximately 1,400 likes.



For every child, every right

There was sweeping support for the fulfilment of child rights on World Children's Day, as the theme, 'For Every Child, Every Right' resonated with young and old.

To breathe in clean air and have access to proper sanitation are but two of the rights that actor and environmental advocate **Morgan Oey** expressed his support for during World Children's Day. Morgan fully endorses efforts to compel governments, businesses and parents to fulfill these rights, which saw his video message attracting almost 150,000 viewers and around 6,500 likes.

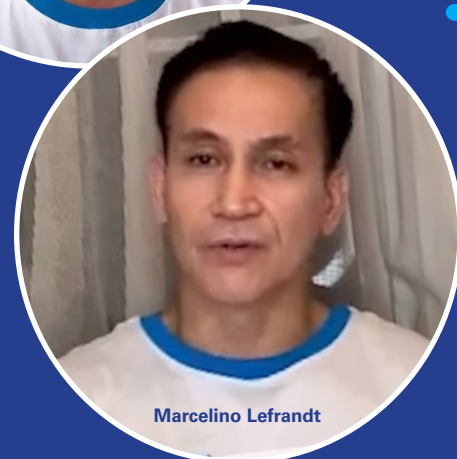
Being exposed to information about nutrition and adopting a healthy lifestyle is a crucial aspect of children's rights that requires advocacy. **Fanny Ghassani**, an advocate for healthy living, expressed concern about the increasing sale of unhealthy food and drinks, which negatively impacts children's growth and development. Through her video message that reached over 130,000 viewers and attracted more than 2,200 likes, Fanny said that it's important to ensure that every child has the right to access good nutrition.



Fanny Ghassani



Morgan Oey



Marcelino Lefrandt



Marcelino Lefrandt, actor and father of two, emphasized that healthcare is a fundamental right for every child. Marcelino expressed his concern that children in Indonesia have unequal access to healthcare services and hopes that the government, businesses, parents and society will commit to fulfilling this fundamental right for every child. Marcelino's video reached approximately 68,500 people and earned more than 1,300 likes.



Actress **Aurelie Moeremans**, who is an advocate for children and the environment, also emphasized the importance of raising awareness of children's rights. She explained that by understanding these rights, we can all actively contribute to protecting children, especially from acts of violence. Aurelie's video message had almost 290,000 views and 4,800 likes.

A highlight of the 2023 World Children's Day was when UNICEF Mitra Muda was invited to participate in an interview with UNICEF Indonesia's Representative, **Maniza Zaman**. As documented in the video, 'Youth Takeover', public figure **Mike Ethan** expressed his admiration for the creative children and teenagers in Indonesia and also voiced his hope that advocacy for the rights of children in Indonesia – and globally – will continue. Mike's video was watched by over 46,000 viewers and received almost 700 likes.

Model and beauty pageant winner, **Adinda Cresheilla** invited everyone to watch the video 'Youth Takeover', in which UNICEF Indonesia's Representative, Maniza Zaman confirmed that many children remain unaware of and do not understand their rights. Adinda also encouraged us to keep advocating for children's rights. Her video was watched by 22,500 viewers and received 650 likes.

Indonesian music duo, Endah N Rhesa shared their experiences of actively engaging and collaborating with children for their music projects. This involvement raised their awareness of the needs and rights of children. In their video, **Endah N Rhesa** invite viewers to gain a deeper understanding of children's rights. Their message reached almost 6,000 viewers and earned more than 200 likes.



Mental health is as vital as physical health

National data indicates that one in three teenagers in Indonesia is facing a mental health challenge. We need to work together to change this.

On World Suicide Prevention Day, **Mutiara Azka**, a young singer, content creator and advocate for mental health issues, invited us all to be more attentive to those around us. Preventing suicide requires long-term commitment and support from many stakeholders, including the government, parents, schools and friends. Mutiara's video was viewed by approximately 35,000 people and received more than 1,100 likes.

As someone who battled depression and overcame a suicide attempt, content creator **Mima Shafa** shared her experiences. Mima stressed how important it was for her parents, family and friends to accept and help her to overcome the challenging times she faced during her recovery. As a mental health advocate, Mima encourages people to recognize the signs of mental health disorders to help prevent potential danger. Her video message reached more than 130,000 people, earned more than 6,000 likes and was shared by 220 people.





Aurelie Moeremans
Figur Publik, Aktivis Anak
dan Lingkungan

Sebagai pemerhati lingkungan, aku prihatin
karena masih banyak anak-anak Indonesia

Care for children voiced through the Child Rights Campaign

Indonesia ratified the Convention on the Rights of the Child in 1990, demonstrating a commitment to protect and fulfil the rights of every child.

It's a sad fact that many children do not have their births registered, which technically, means that they do not exist. Yet, a birth certificate is fundamental to accessing services – including healthcare, protection and education. The state must protect this as part of its commitment to fulfilling the rights of every child, as outlined in the United Nations Convention on the Rights of the Child.

Many Indonesian children still lack an official birth certificate, even though this document is crucial to access education, healthcare, and other citizenship rights. This message is conveyed by **Frederika Cull**, a public figure and children's rights activist, who has long been active in advocating for and fighting for children's rights to easily obtain birth certificates. She reiterated her call as part of the Child Rights Campaign, and Frederika's video message attracted the attention of almost 180,000 viewers and received more than 5,500 likes and almost 200 comments.

In her Child's Rights Campaign video, **Aurelie Moeremans**, an advocate for children and the environment, highlighted the crucial need for children to know and understand their rights. These rights include the right to a healthy environment, access to adequate sanitation, education, healthcare services, nutrition, and protection from violence. Aurelie's video was watched by almost 200,000 viewers and received approximately 4,000 likes.

Atiqah Hasiholan, actress, entrepreneur and humanitarian, also supported the Child's Rights Campaign. She urged us to understand children's rights to education and protection from violence, which includes the rights of vulnerable groups, particularly girls. In her video message, Atiqah, who has a daughter, emphasized that teenage girls are vulnerable to harmful practices such as child marriage, which deprive them of educational opportunities and often trap them in poverty. Atiqah's message reached more than 67,000 people and received around 1,300 likes.



WANT TO COLLABORATE FOR CHILDREN?

Passionate about children's rights? Want to use your influence to help Indonesia's children? If you're a social media 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

