Thank you for championing children’s rights!

Our mission:

We work day in, day out, in some of the world’s toughest places, to reach the children and young people who are most at risk and most in need. We work to save their lives. To protect their rights. To keep them safe from harm. To give them a childhood in which they’re protected, healthy and educated. To give them a fair chance to fulfil their potential.
Dear Friends, Partners and Supporters,

Thanks to your efforts, support, and commitment, we have come a long way in fulfilling the rights of Filipino children. Together, we have advocated for the enactment of important legislations, improved children’s access to basic services, and enabled young people’s voices to be heard.

As we grapple with the long-term effects of the COVID-19 pandemic, the global economic fallout, multiple emergencies and increasing poverty and inequality, children are more vulnerable than ever before. In the Philippines, a long lockdown kept many children from learning and put them at greater risk of online abuse, mental health issues and other activities that are important for their physical and emotional growth. While immunization campaigns have continued, polio and measles outbreaks loom.

Without coordinated action, the consequences for children will be severe. This year and going forward, we continue to count on our partners, donors and supporters as we strive to achieve our Six Point Agenda for Children:

1. Ensure all children learn, including by closing the digital divide.

2. Guarantee access to health and nutrition services and make vaccines affordable and available to every child.

3. Support and protect the mental health of children and young people and bring an end to abuse, gender-based violence, and neglect in childhood.

4. Increase access to clean water, sanitation and hygiene and address environmental degradation and climate change.

5. Reverse the rise in child poverty and ensure an inclusive recovery for all.

6. Redouble efforts to protect and support children and their families living through conflict, disaster and displacement.

For 75 years, UNICEF around the world has supported children and young people through partnership and voluntary support.

Thank you for investing in children and committing to continue this vital, lifesaving work.

I recall the words of Arianne, a university student who participated in our World Children’s Day celebration in 2020. She said that we “all need a glimmer of hope that one day, the world we live in will, little by little, learn, listen, and love.”

Let’s keep Arianne’s words in our thoughts as we forge ahead in our daily work to give children and young people the future they deserve.

With much gratitude,

Oyunsaikhan Dendevnorov
Country Representative
UNICEF Philippines
UNICEF COVID-19 Response

2020 was a year unlike any other. UNICEF provided emergency support to help stop the spread of COVID-19 in the Philippines and protect the lives of children and their families.

Key results in 2020

- 83,000 health and community workers provided with personal protective equipment.
- 15,000 health and sanitary workers trained on COVID-19 infection prevention and control for health care facilities.
- Information campaigns promoting hygiene and safety practices to protect oneself and others from COVID-19 reached 34.2 million people.
- Began support to the Department of Health in drafting the COVID-19 Vaccine Rollout Policy Framework and Vaccine Deployment & Immunization Plan.
You help children survive and thrive

UNICEF addresses children’s needs in quality health care, adequate nutrition, immunization, adolescent health and early childhood development.

Key results in 2020

• 6.6 million children vaccinated against polio and 4 million children vaccinated against measles and rubella through the Department of Health’s supplementary immunization campaigns.

• 9,863 community service providers and mothers trained on maternal and child nutrition.

• 31,043 children received better nutrition and care after their parents and caregivers received crucial information from our campaigns.

• Supported PhilHealth to create a benefits package for premature and small babies, which provided 854 newborns with life-saving care after birth.
You help children live in safe and clean environments

With the onset of COVID-19, UNICEF quickly focused on WASH services as a critical part of its pandemic response.

**Key results in 2020**

- Delivered lifesaving COVID-19 advisories to 25 million children on health, nutrition, and child protection through SMS blasts, social media, and free TV and radio.

- Provided hygiene materials and installed emergency WASH equipment in healthcare and quarantine facilities and communities in COVID-19 hotspots.
You help children learn

Children and young people face challenges in their education. UNICEF supports the Department of Education’s learning continuity programs to help ensure that children and adolescents continue to learn during the pandemic.

Key results in 2020

- Developed e-books for 3 million children.

- Created an online platform for the Alternative Learning System where 200,000 adolescents accessed learning modules.

- Webinars on home-based early childhood education were attended by 73,000 parents, caregivers, social workers and teachers.

- Learning materials and tents to serve as temporary classrooms were provided to 14,000 students affected by disasters.
Filipino children continue to be at risk in their homes, schools, communities and online. UNICEF works to strengthen the systems that prevent and respond to violence against children and ensure children’s access to justice, and recovery programs.

**Key results in 2020**

- Provided technical support to the government that led to the issuance of a joint memorandum circular to prioritize children’s rights during the pandemic.

- Worked with the private sector on increasing child online safety during the lockdown.

- Strengthened the capacity of social service workers and teachers on prevention and response to violence against children.

- 38,155 Philippine Red Cross helpline callers were provided with psychosocial support during the COVID-19 pandemic.
Your partnership helps protect and promote children’s rights

**Corporate Partnerships**

In 2020, UNICEF worked with multi-national corporations, local companies and small to medium-sized businesses to support child development programs and humanitarian assistance in emergencies:

- Johnson & Johnson supported UNICEF’s Adolescent Mental Wellness *Kaibigan* (Friend) Chatline program that addresses youth who experience mental health crisis and distress across the country.

- Cebu Pacific through the UNICEF Change for Good campaign funded health, nutrition, education, child protection, and water, sanitation and hygiene programs for children.

- SM Supermalls through SM Cares supported inclusive child-centered disaster risk reduction and climate change adaptation programs in schools and communities.

- Unilever’s Shop2Give campaign supported back to learning programs for out-of-school youth.

- AXA Philippines supported COVID-19 response activities in addition to its global support on health and nutrition programs.

Partnerships are critical to advocate for the rights of every child. Thanks to our partners’ collective efforts and generosity, UNICEF has been able to leverage the strengths of the public and private sector to achieve results for children.
Child Rights and Business (CRB) Partnerships

- UNICEF’s child-rights focused approach to business identifies the impact of business on children. In 2020, UNICEF signed a Memorandum of Understanding with the Ateneo Human Rights Center to bring Child Rights and Business principles to a broader market of companies.

- Provided training to PLDT on CRB Principles and Child Safeguarding. This resulted in the company launching a set of child rights-based policies that will impact its employees, consumers and suppliers.

- Worked with the local government of Cagayan De Oro City to integrate family-friendly workplace policies into the current Mother-Baby Friendly Company certification process of the Department of Health (DOH) and the Department of Interior and Local Government (DILG).

- Worked with Globe Telecom to integrate UNICEF child online safety content into the Department of Education (DepEd) K-12 curriculum for grade school and high school students nationwide. To date, 4,101 schools, 115,394 teachers and 1,957,125 students nationwide have been reached with this training.

Public Partnerships

UNICEF Philippines is grateful to the Governments of Australia, Japan, Korea, Spain, the UK, and the US for their support to UNICEF regular programme and emerging advocacy areas alongside the pandemic response.
You help empower young people

Earthquake-affected adolescents and youth in North Cotabato step up

Rhea, a Grade 10 student in Kidapawan City National High School, has been volunteering in various youth programs and found a rewarding experience giving psychological first aid to children. She attended a youth volunteer training supported by UNICEF and Community and Family Services International (CFSI).

The youth volunteers conduct psychosocial support activities in evacuation centers to help children affected by emergencies overcome their fears and ensure that they have a safe space to play and just be children. Youth volunteers undergo a three-day training where they learn about profound stress, emotional dialogue, management of child friendly spaces and key child protection issues such as prevention of sexual exploitation. They receive coaching and mentoring support so that they can hone their skills and continue working with the children in their villages.

“The feeling of happiness I get when I play with my baby brother is the same happiness I feel when I see smiles from children we help.”