

unite for children

THE QUARTERLY NEWSLETTER OF UNICEF ROMANIA - NR. 12, 2012



Looking Back - Looking Forward

UNICEF's work in Romania

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This issue of the Newsletter presents a brief summary of programmes and activities with which UNICEF is currently partnering in Romania.

It goes on to elaborate a 4 of the main areas in which we are working. These are: the School Attendance Initiative; the Community-Based Services Project (CBS); Breastfeeding; and HIV/AIDS. The articles set out the background of each of these programme areas and describes the actions being taken, the results obtained and plans for the future. An update of our work on resource mobilisation, which enables us to fund our activities, is also provided.

To highlight the human side, there are two stories which focus on the situation of families our programmes are trying to benefit. These are sad stories, but they need to be told in order to remind ourselves of the state of social exclusion in which such a large number of children and families live. UNICEF staff spends a lot of time in the field in Romania constantly refreshing our knowledge on the situation of deprived families and communities and developing better ways and means of working with partners to improve the situation of children in a sustainable way.

It is hoped that this Newsletter will help answer questions which people often ask about UNICEF's work in Romania. If further information is needed, readers are directed to our website www.unicef.org/romania for the English version, and www.unicef.ro for the Romanian version. If readers wish to make a financial contribution to UNICEF's work in Romania, full details can be obtained at www.sustineunicef.ro.

On a personal note, my mission in Romania comes to an end in May 2012 after four and a half years. I would like to take this opportunity



to thank all the wonderful people I have met here, especially partners in Government and the NGO sector at central, county and commune levels. I would also like to thank our supporters in the private sector, the media and among the public at large. I must also acknowledge UNICEF's dedicated staff in Romania who work hard day-in and day-out to turn plans and strategies into reality for disadvantaged children. I will be sad to leave this lovely country but happy that UNICEF's work will continue to provide a springboard for deprived children to reach their full potential in life.

Edmond McLoughney
UNICEF Representative in
Romania

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Unless indicated otherwise articles in this issue have been written by Iana Bejaniyska - UNICEF Consultant.

Overview of UNICEF partnership with Romania

UNICEF opened an office in Romania in 1991 to help respond to the extremely difficult situation of children at the time. Since then, indicators of child well-being have improved considerably, widespread reforms have taken place, and standards are increasingly modelled on the Convention on the Rights of the Child and EU criteria. However, there are still many challenges confronting children which UNICEF works to address with the Government and other partners with the ultimate aim of fully realizing child rights in Romania.

The strategic intent of UNICEF's cooperation and partnership with Romania is to reduce disparities and promote social inclusion in the country. Particular attention is paid to children in poverty and the Roma minority. Supporting the development of policies and strategies for children and the strengthening of systems in education, health and social protection along with promoting systems to track progress on child rights, are key goals.

The programme aims to accelerate the progressive realization of child rights by improving the situation of excluded children who live in marginalized communities where poverty is pervasive, school attendance is precarious, and families are at a higher risk of dysfunction. The goal is to strengthen and create partnerships



@UNICEF Romania/ Cristian Kostyak/

Looking Up: even as governments change in Romania, children hope for a better tomorrow

for social inclusion and governance for children at both sub-national and national levels. Thus, there is an emphasis on engaging local authorities in alternative, cost-effective and innovative initiatives, as they now have greater financial and management responsibilities in the decentralization process, but command limited resources and capacities. Work on promoting policies and norms for children at the national level is very much informed by our work at the local level.

Two important advances have recently been made on promoting equity for children in deprived communities. First, UNICEF in partnership with the Ministry of Education has promoted a drive for school attendance. One year after the launch of the School Attendance Campaign in 2010, it was found that 60 per cent of the children at risk of dropout remained in school. This success led to an expansion of the initiative to cover 100 additional high drop-out communities in the school year 2011-2012, with the aim of eventually reducing by a substantial number the estimated 400,000 children who do not attend school regularly.

In a similar vein, UNICEF is working to shift the emphasis from “protection” – child care under the state system - to one of “prevention” which is more affordable and in line with a rights-based approach. Accordingly, the Community Based Services (CBS) project, carried out in almost 100 rural communities in partnership with local authorities, is demonstrating effective results of the preventive approach and are mobilising a wide range of stakeholders. Already in its first year of implementation in 2011, it showed how simple actions have positive impact on children, rights fulfilment is feasible and achievable and cost-efficiency is ensured.

UNICEF is active at the policy level in order to expand and sustain these two equity initiatives nationwide.

UNICEF is working with the Ministry of Health and other partners to expand the number of certified Baby Friendly Hospitals which now cover 40 per cent of annual births, up from zero in 2009. Progress has also been made towards the adoption of a law on the marketing of breast milk substitutes.

Early childhood development is an important part of UNICEF’s programme with emphasis on

better parenting and early learning standards. In this context, initiatives are on-going at central and local levels to strengthen programmes which improve the prospects of pre-schoolers reaching their potential.

UNICEF is also involved in the fight against HIV/AIDS and is a partner in programmes to address the most at risk adolescents. Research on treatment and injecting drug use has led to a better definition of risk groups and advocacy for related action.

Work is also progressing on the establishment of a Child Rights Monitoring system which is expected to take more substantive shape in 2012 when a country report to the CRC Committee is due to be submitted.

In resource mobilisation, UNICEF raised \$7.4 million locally between 2007 and 2011, a significant achievement given the economic difficulties for both corporate and individual donors since the financial and economic crisis began to bite in 2008.

The most important collaborative partnerships for child rights in which the UNICEF CO is currently involved are those with central government ministries and local authorities at both country and communal levels.

UNICEF always works with partners. The main partner is the central government, especially the Ministries of Labour, Family and Social Protection; the Ministry of Education, Research, Youth and Sport; and the Ministry of Health. Forming and strengthening partnerships at the local level are ever more important in achieving results for children given the decentralization of budgets and responsibilities to the counties and municipal sectors in Bucharest. Other key strategic partners are NGOs, especially when they form alliances around children’s issues such as the Federation of NGOs for Child Protection, which represents about 100 smaller organisations. Another is the coalition of NGOs targeting deinstitutionalization and promoting preventive approaches to child protection and the coalition of NGOs and international institutions for focusing on improving the social inclusion of Roma. Meanwhile, strengthening partnerships with the private sector is key to promoting many initiatives and to boosting resource mobilization so that progress towards results for boys and girls can be maintained.

Community Based Services

Background:

The economic crisis in Romania has plunged an increasing number of families and children into poverty, while at the same time seriously weakening the ability of the State to cope with the increased demand for services coming from the poorest sector of the population. In the north-east of the country, the absolute poverty rate in rural areas increased from 8.9% in 2009 to 12.4% in 2010.

As a result, the child protection system is under immense strain due, on the one hand, to the pressure exerted by families and children in distress and, on the other hand, due to government cutbacks to reduce the budget deficit. At the same time, adjustments and reforms in the social assistance system have mainly targeted financial benefits, while basic social services, including prevention, have been overlooked, mainly because of their lacking.

The Community Based Services (CBS) project attempts to contribute to a shift from over-reliance on state protection for children towards a more efficient system of prevention. It aims to strengthen the capacity of local public authorities to identify and respond promptly and efficiently to the risks and vulnerabilities encountered by deprived children and their families.

Action:

The project was designed in partnership with the Ministry of Labour, Family and Social Protection / General Direction for Child Protection within the framework of the National Strategy for the Promotion and Protection of Children's Rights. The first phase of the CBS took place in 2011 in 96 deprived communities from the 8 disadvantaged north-eastern counties of Suceava, Botosani, Iasi, Neamt, Vaslui, Bacau, Buzau and Vrancea.

The identification of the most vulnerable children and their families and the provision of effective services was carried out through the employment of social workers by the mayoralties to perform outreach and needs assessment, support, counselling and facilitating access to social assistance rights, and also through the engagement of schoolteachers, medical doctors, police, priests, community nurses, Roma health mediators and the community at large.



Learning to play together: Community Based Services involve all stakeholders in the life of children and their families

@UNICEF Romanian Giacomo Pirozzi

The strategy incorporated an evaluation of the project to determine what changes had taken place as well as to produce evidence for the development of quality and cost standards for prevention services at community level and as a basis for advocacy for special state budgetary allocations to sustain and expand these services.

Progress and results achieved:

An evaluation carried out by CERME a research centre, showed that after 6 months of implementation nearly 111,300 households were visited and 2.7% of children were identified as invisible to social assistance, health and/or education services. Bearing in mind that approximately 1.6% of all children in Romania are in the protection system, it can be said that the 'invisible' children constitute a hidden but potentially high pressure on the system in the absence of prevention solutions. After only 6 months of implementation, solutions were already identified for 11% of the "invisible" children.

Lessons Learned included the following:

- A shift from protection to prevention increases equity for children. Outreach work, needs assessment and early identification and intervention maximises the equity impact on children.
- Prevention is more efficient than protection. The evaluation calculated that the cost of basic services provided by a social worker to keep a child in the family was approximately one-third the cost of providing specialised day-care services in the protection system, and one-tenth the cost of providing residential care. This provides solid proof of the financial viability and scope for expansion of the prevention approach.
- Knowledge, attitudes and practices in the community must be addressed. Addressing the causes of risks and vulnerabilities, especially linked to knowledge, attitudes and practices which tolerate various forms of violence, low levels of community participation, and fatalistic attitudes need long term, sustained and multidisciplinary intervention using appropriate communication techniques.
- Importance of cross-sectoral intervention. The level of success of social assistance at community level depends very much on collaboration and coordination at horizontal level among local actors from various sectors, and at vertical level, between authorities with different levels of responsibility, accountability and expertise.

Next steps:

In order to expand and sustain the CBS approach, the next steps will:

- Continue to maximise equity for children through shifting from identification of invisible children and assessment of their needs to provision of basic services with a solid baseline for future evaluation.,,
- Strengthen national policy in the area of prevention of risks related to child separation and violence against children through budgetary allocations based on new quality and cost standards;
- Scale up at national level provision of prevention services at community level starting with the 2013 budget, based on a financial impact analysis of a shift from protection to prevention;
- Enhance community mobilisation and address practices which tolerate inaction various forms of violence against children; capacity building of community consultative structures and community mobilisation;

When conditions are tough, Community Based Services should provide a safety net for the most needy



I Don't Trust People

@UNICEF Romania/Giacomo Prozzi



A decisive moment for Anca: will the next few years be uphill or downhill for her?

Anca sits in the corner of the dimly lit kitchen eyeing the social worker who has come on a visit. Her body appears relaxed but her eyes are burning with anger. This twelve-year-old girl is indignant at the way life has been treating her recently. Her mother is living with another man and is currently working abroad. Her father, who had a weakness for drink before her mother left, has turned into a hopeless alcoholic. On the rare occasions he is sober, he might find casual work in their depressed little town in the North East of Romania. However, they would not survive without state benefits and the kindness of neighbours and family.

'She takes good care of the household. My son and I love the fried eggs she makes. She also helps her younger brother with school work. Couldn't wish for a better daughter.' With a glimmer of parental pride in his eyes, Anca's father struggles to articulate his thoughts and embarrasses her in front of the visitor.

It's time for their evening meal and the girl slams a pan down on the gas hob. This jolts her father who has been dozing off, hunched on the edge of an old wooden chair. Clearly, skilled beyond her age in everything that goes on in the kitchen, the girl could not keep a lid on her own feelings. When her mother left, she began to behave unpredictably. Her panic attacks invariably culminated in violent outbursts during which she would break objects and attack anyone who stood in her way.

'She bottles things up. She doesn't talk. I couldn't get through to her,' confides the father on

the verge of tears. 'I borrowed some money and took her to a specialist in nearby Botosani. He told me Anca had severe depression and prescribed some pills. The pills made her very sleepy. She hardly did anything around the place. Once she calmed down, I stopped the treatment. I don't need the doctor to tell me what to do, besides I have no money for another consultation.'

Anca gives her father and alarmed look. The only thing she says all evening is that she would like to go on to high school in a couple of years. The rest of the time she moves in silence as if lost in a world of her own.

This is one of the main concerns of the social worker. Anca is too isolated. She refuses to communicate. When we interviewed her for the first time, she said something that has stuck with me ever since: "I don't have any friends. I don't trust people." It will be very hard to win her back. Our only hope is that she's keen on studying. This will be her ticket to the future.'

One year ago the social worker did not know Anca even existed. Regular contact has been established thanks to the Community Based Services initiative that local authorities in six of Romania's poorest counties are rolling out with support from the UNICEF Country Office and funding from VISA UK. Children and families who felt neglected by the system for years are finally beginning to realise that they are not alone. The community is learning to listen and willing to offer a helping hand.

School Attendance Initiative

Background

In Romania, there are an estimated 300,000-400,000 children of compulsory school age who do not go to school regularly. The EU has estimated that 40% of 15 year olds in Romania are semi-literate. In most cases, these children are from families living in poverty, with parents who themselves did not get much education, and often come from the Roma community. Children who grow up without a decent education, find themselves in a life-long struggle against poverty, social exclusion and marginalisation.

Studies have shown that:

- 44% of Roma children aged 7-11 are currently not attending school, the figure is 65 % of Roma children aged 12-16;
- At the age of 6, Roma children's participation in pre-primary education is over 5 times lower than the national average. At the age of 3, it is 12 times lower;
- Dropout is mainly due to financial reasons (41.8%). Other parents (12.5%) pointed the finger at the education system. Group interviews revealed much of the inequitable and biased treatment Roma parents and/or their children were subject to in school by teachers, and majority children and parents.
- Most schools and communities lack coherent and efficient dropout prevention strategies.

Action

In mid-2010, UNICEF in partnership with the Ministry of Education, Research, Youth and Sport, and the Institute of Educational Sciences, launched the School Attendance Campaign (later to



The School Attendance Initiative takes care of children who have dropped out of school or are at risk of dropping out

©UNICEF Romania/ Karolina Dolevyczny

be called “Initiative”) with the aim of getting children back to school and supporting them to complete the compulsory years of schooling.

UNICEF's main partners are the Institute of Educational Sciences; County School Inspectorates; the NGOs Holt, CRIPS, Centre Education 2000+, Impreuna Agency and the Roma Civic Alliance.

The project intervenes in the communities with high dropout and absenteeism rates and takes action at 3 levels in the community:

At Family Level parents are involved in school affairs and are made aware of the importance of education. They are trained to develop their parenting skills and to know how to promote their child's best interests. Specially trained mediators, members of the community, visit households to persuade them to send their children to school.

At School Level the aim is to make the school a more welcoming place for children. Special attention is paid to working closely with teachers to ensure that:

- the right to education of every child is observed without discrimination;
- they can adapt their teaching methods so that they focus more on the acquisition of basic competencies, rather on just delivering information to children;
- they can adapt their methods to each child's learning capacity, rather than seeing the class as a group.

The project also enhances the resources of the poorest schools through appropriate supplies and equipment.

At Community Level the project involves professionals from different sectors who are able to contribute to the decrease of school dropout and absenteeism such as social workers, health professionals and local authorities. School mediators are selected and trained in each priority community.

Results:

The first year of the campaign (school year 2010-2011) covered 38 communities with high drop-out rates. Results showed that 60% of the children at risk of dropout remained in school and improved their attendance and that in almost 50% of the schools the dropout rate decreased by 15-40% as compared with the rates registered in the past two years. This degree of success encouraged UNICEF and the Ministry of Education to expand the campaign to cover 100 additional high drop-out communities for the school year 2011-2012.

An evaluation showed that the campaign had an impact on the schools and the community in general, leading to: an increased capacity among school principals to prevent and reduce the school related causes of dropout and absenteeism; strengthened capacity of teachers to adapt their teaching methods to the needs of children at risk; higher capacity of school mediators to apply dropout and absenteeism prevention and reduction methods; increased awareness on the importance of education among parents, and more welcoming and friendlier schools, with proper equipment and teaching materials.

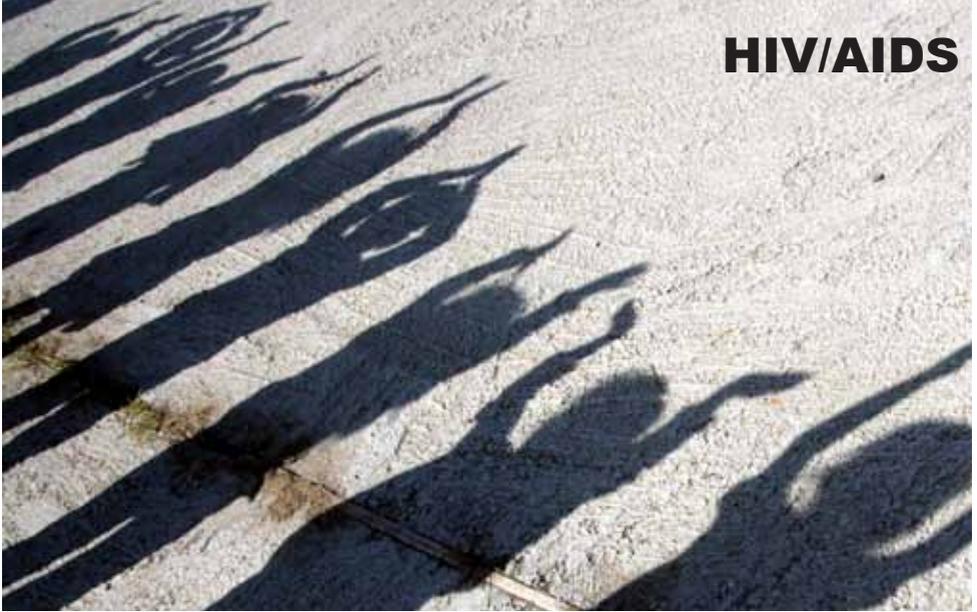
Next Steps:

The next steps will incorporate the following:

- Expanding the initiative to a further 100 high drop-out communities in 2012-2013. This will cover 10 per cent of the country's communities and should achieve critical mass leading to expansion nationwide.
- Using the evidence of success to advocate for government and local authority funding in order to go to scale;
- Expanding partnerships with sectors other than education in order to gain greater community participation for more sustainable action and results.



Participating schools commit to creating welcoming classroom environments



Aiming high: much remains to be done to prevent infection among young people in Romania and treat those carrying the virus

Background

At the end of 2011, 10,903 people were living with HIV/AIDS in Romania. The majority of cases, diagnosed when they were small children, have undergone more than 15 treatment schemes over the years. Most of the survivors are currently in the 19-24 age group and 47% are women.

The current trends which can be observed in HIV/AIDS transmission in Romania are:

- A high rate of heterosexual transmission accounting for up to 61.7% of new cases between 2007 and 2011.
- An increased rate of vertical transmission (mother to child) from 2% in 2007 to 5% in 2010.
- An increased rate of HIV transmission amongst Most-At-Risk Populations (MARPs): men who have sex with men (MSMs) from 3.8% in 2007 to 14% of new cases in 2011, and injecting drug users (IDUs) from 0.8% in 2007 to 18.4% of new cases in 2011.
- Five-fold increase in the rate of needle and syringe sharing in 2010 compared with 2009 due to intravenous use of new psychoactive substances which increases the risk of HIV transmission in the IDU group;
- An overall increase of people living with HIV/AIDS (PLHIV) who need specialised medical services and anti-retroviral ARV therapy, from 7,623 in 2005 to 9,428 in 2011.
- Frequent interruptions in treatment in 2010 for 65% of PLHIV.

Long term survivors have undergone multiple therapeutic schemes and problems of treatment adherence and social integration are common among them. According to a study carried out in 2009, the mean age for sexual initiation is 17 years old. The same study showed that more than 79% of PLHIV in the sample did not use a condom.

PLHIV from the long-term survivor cohort are now in their reproductive years and have started having children. An in-house 2010 study by the National Institute of Infectious Diseases on 310 children born to seropositive mothers found that 45% of mothers living with HIV are from the long-term survivors' cohort. The same study found that 35% of sero-positive mothers did not receive treatment or prophylactic care increasing the risk of transmission to the infant.

Action

UNICEF's work in HIV/AIDS has been largely in partnership with UN agencies which form the UN HIV/AIDS Theme Group, and with the National Institute for Infectious Diseases Dr. Matei Bals, the Ministry of Health and The Romanian AIDS Centre. UNICEF also works closely with NGOs such as UNOPA which represents people living with HIV/AIDS and the Romanian Harm Reduction Network (RHRN) which delivers harm reduction and other services designed to stop transmission. Work in recent years has embraced the following:

- Support to the new draft National HIV/AIDS Strategy which aims to strengthen the national response to the epidemic. In this context, the HIV/AIDS programme in Romania is being adapted in order to respond to new emerging situations: vertical transmissions, treatment adherence among long term survivors; HIV transmission among most at risk populations; and advocacy on the need to sustain budgetary allocations for programmes following the ending of funding from the Global Fund for AIDS, Tuberculosis and Malaria in 2010.
- Support to programmes for most at-risk adolescents such as injecting drug users, men who have sex with men and sex workers to help them reduce risks of HIV transmission;
- Research on treatment interruptions and advocacy for corrective action in the areas of budgeting, drug procurement and distribution;
- Research on the use of New Synthetic Drugs (NSD) and especially their impact on children and young people. Advocacy for action including policies to address the supply and distribution of NSDs;
- Advocacy for measures to prevent mother to child transmission, including full access to pre-natal screening, and medical guidelines for testing, treatment and counselling;

Results

- A revised National AIDS Strategy has been developed which addresses the changing face of the epidemic.
- Clear evidence of shortcomings which need to be urgently addressed has emerged from the research. These include interruptions in treatment and an increase in HIV transmission from injecting drugs, including NSDs.
- National capacity has been strengthened through support for the Romanian AIDS Centre.

Next Steps

- Step up advocacy for urgent action to fight HIV transmission among the most at risk populations. This includes MSM, IDUs, adolescents and HIV positive pregnant women who risk passing the virus to their infants.
- Increase advocacy for adequate budget allocations to the national HIV/AIDS strategy with particular emphasis on ensuring uninterrupted treatment for PLHIV and prevention programmes for the most vulnerable populations.
- Advocate for more funding for NGOs involved in the fight against HIV/AIDS.

Baby Friendly Hospital Initiative



@UNICEF Romania/ Alexandra Dincă

Family bonding is at the heart of the Baby Friendly Hospital Initiative

Issue

For the best possible start in life, UNICEF and WHO recommend that all infants should be exclusively breastfed up to 6 months old. In Romania only 12.6% of infants are exclusively breastfed at 6 months. The low rate of breastfeeding has also been linked to infant abandonment because of the lack of mother to child bonding. The Baby Friendly Hospital Initiative (BFHI) was introduced by WHO and UNICEF decades ago as a means of promoting exclusive breastfeeding from birth. A Baby Friendly Hospital must meet 10 steps to gain certification. These include “rooming in” which means the infant is with the mother from birth; training of all maternity staff in ways and means to support the mother; and prohibiting the use of infant formula in the hospital. Romania had a number of baby friendly hospitals in the 1990s but they lost their certification through failure to maintain the required standards, so that by 2008 there were no BFHs in the country.

Action

UNICEF resurrected the BFHI programme in partnership with the Ministry of Health in 2008. Private sector partners such as Ancelor Mittal and UNICREDIT provided considerable support. Primarily in the form of training of hospital personnel to ensure the necessary 10 steps were adopted and applied. Equipment and supplies were also provided as needed. Simultaneously, advocacy was stepped up for a new law on the marketing of breastmilk substitutes so that the ban on their use in hospitals could have a legal basis.

Getting the Job Done

In this interview Anemona Munteanu, UNICEF consultant, shares the highs and lows of her advocacy efforts in Romania for the adoption of the International Code of Marketing of Breastmilk Substitutes

Q. What was your initial strategy and did you have to change much along the way? Why?

The process of adopting a Romanian Law based on the International Code of Marketing of Breastmilk Substitutes (the Code) started in 1996. At the same time the first 10 hospitals began to work towards Baby Friendly accreditation. The importance of maternity wards supporting breastfeeding couldn't be stressed enough.

Our initial strategy was to assist the Ministry of Health in developing the draft Law, getting the endorsement of associated Ministries (Food and Agriculture, Industry and Commerce, Finance, Justice), submitting the document to Parliament for a final vote and developing secondary legislation on implementation. After obtaining all endorsements the Ministry of Health was supposed to send the Law to Parliament to be passed. Unfortunately the draft Law drowned several times and, after a decade of mishaps, was beyond resuscitation.

In 2008 we had to fully revamp our strategy. A young and enthusiastic lawyer was hired to revise and update the existing draft Law and to assist the debate on the document with the four main stakeholders: mothers and midwives; the media and marketing agencies; the Government; and the formula milk manufacturers and distributors. After getting feedback from all these groups, the Law was redrafted and a final version presented to the Senate and Chamber of Deputies. This time the document was registered as a Parliamentary initiative. It was a success in the sense that it was signed by representatives of all parties, the leaders and the opposition, senators and deputies, women and men as well.

The new strategy has a PR profile involving numerous public debates, media events and lobbying activities. It was decided that the Parliamentary initiative would speed up the passing of the Law.

Q. Which were the biggest obstacles you encountered along the way?

The biggest obstacles were the bureaucratic delays as well as a certain pressure that formula manufacturers put on people and institutions.

Q. Which was the most important lesson you learned?

There were several lessons but the most important is that if you really, truly believe in something and you want to achieve that thing, keep trying, never give up; eventually it will work out. Also, don't be afraid to get rid of things, ways of work or ideas that are no longer fit for purpose.

At the end of the day, for me the most important thing in life is not what you have accomplished but the things you will be remembered for. I want to be remembered as one of the "Law on Code" champions.





@UNICEF Romania/ Alexandra Dinca

Little tips, big expertise, great results

Q. How does the work you've done on the marketing code compare to other advocacy you have done in the past?

Work on the marketing code has been the toughest since it required the passing of a law and public debates with stakeholder groups. Lessons learned from previous experiences were invaluable. These were related to sex education in schools, to access to family planning services, to the de-institutionalisation of children from huge orphanages. In all these cases, no matter how controversial the subject, the public at large was behind us and there were no commercial interests at stake. With the 'Law on Code' we had to convince the Romanian public that we have a case in the first place, that infants' health is at stake when they are fed with breastmilk substitutes and, also, we are fighting a very vocal and powerful opponent.

Q. Could you share an anecdote which sums up the bright and dark sides of the 'Law on Code' effort?

During the years of breastfeeding promotion, several young bright persons were hired, but two of them outranked the others. Now, seven years later, they met on the face of the Code: one is the lobbyist for the industry and the other one helps UNICEF to lobby for Romanian children. Both of them are knowledgeable individuals, both "raised" by UNICEF: our champion but also our competitor! There is a bright and a dark side in this.

Q. What are your hopes and fears for the future regarding the Code?

The main hope is that the Law will be passed by the end of 2012. The main fear is that there is a certain risk that under the pressure of the manufacturers and distributors of formula, the provisions of the Law will not be implemented or that the penalties, if applied, will not be tough enough to motivate observance of the Law.

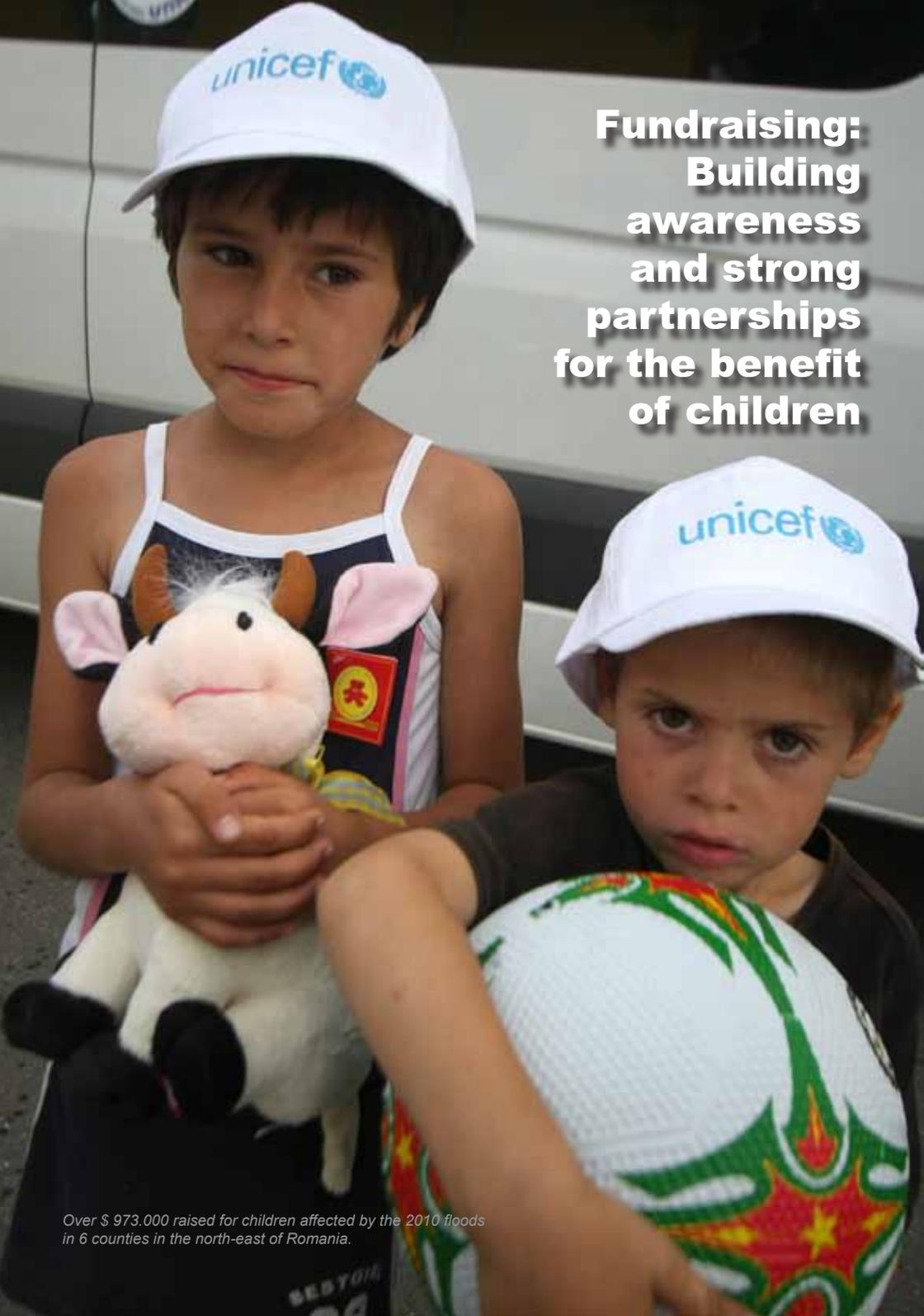
Results

At the end of 2011, 31 maternity hospitals covering about 40% of annual births in Romania had been certified as baby friendly, which meant that mothers had received all the necessary advice and early support to enable them to breastfeed exclusively for 6 months. This was a considerable achievement considering that there were no certified BFHs in 2008. Although there were no studies done on the subject, anecdotal evidence indicated that infant abandonment was greatly reduced in BFHs.

A new law on the code of marketing of breast-milk substitutes had passed a number of stages in the legislative process and was well on its way to adoption by end 2011.

Next Steps

- Support the certification of a further 10 hospitals in 2012 and continue support thereafter until all maternities are baby friendly within the next 5 years.
- Advocate the passage of the law on the code of marketing of breast-milk substitutes and support its implementation in all BFHs.



**Fundraising:
Building
awareness
and strong
partnerships
for the benefit
of children**

*Over \$ 973,000 raised for children affected by the 2010 floods
in 6 counties in the north-east of Romania.*

Background:

UNICEF is active in more than 190 countries and territories all over the world. A large amount of resources are needed in order to support programmes for the most vulnerable children and help them build a better future. Local and international fundraising activities allow UNICEF to not only to develop long term programmes for the benefit of children, but also to involve the business community and increase awareness of children's needs. Also, in case of emergencies – floods, earthquakes, tsunamis and conflicts - strong partnerships with companies and individual donors allow UNICEF to act quickly in response to the needs of children and their families. Fundraising campaigns and events are also a good opportunity to advocate for children's rights and raise awareness for what UNICEF does in the country. The UNICEF Country Office established a Fundraising Section in 2006 to mobilise resources for the country programme in Romania and also to support UNICEF programmes in poorer countries.

Action:

The following are the main actions which have been carried out to date:

Corporate Partnerships:

Between 200 – 2012, UNICEF Romania established strong long term partnerships with a number of multinational companies active in Romania, including BRD - Groupe Société Générale; UNICREDIT Ţiriac Bank; GDF SUEZ Energy Romania; Carrefour Romania; Kaufland; and Amway. International partnerships were also developed and strengthened locally with IKEA; Pampers; H&M; Gucci; ING Bank; and Tefal. More recently, two new partnerships were developed with DP World Constanta and Rotary Club Cetate Timisoara through local events which is in line with the strategy of gaining support from local companies as well as multinationals.

Telethons:

During the last years, a series of telethons were organized to raise funds and awareness for local projects and also for local and international emergencies.

The first telethon took place in 2005 when UNICEF partnered with TVR to raise funds for the victims of the Asian tsunami. Since then, TVR has supported UNICEF to raise funds for children with disabilities, the Baby Friendly Hospital Initiative, and Parenting programmes, in four telethons which took place between 2007-2011.

Realitatea TV is UNICEF's main partner for local emergencies, such as floods, and international disasters such as the Haiti earthquake.

Funds have also been raised for non-emergency projects supported by UNICEF in other countries. Antena 2 developed the campaign "2 for life" to help children from Bangladesh affected by severe dehydration, and in 2011 Realitatea TV launched a campaign "We fight against malaria" to raise money for bednets to help prevent malaria, a major child killer in Africa.



First Face to Face programme in Romania launched

Individual donations

Private individuals are very important stakeholders and support UNICEF's work by responding to SMS campaigns, direct marketing, online appeals, and more recently Face to Face.

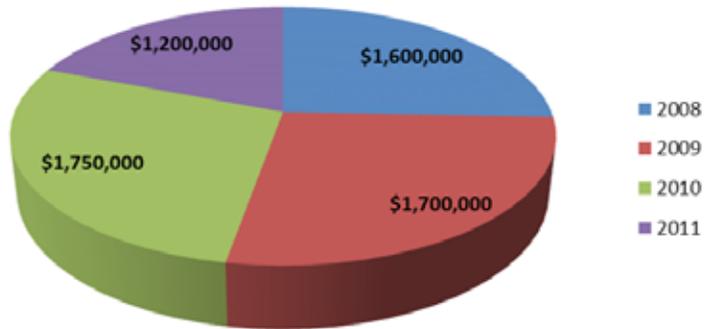
The house list consists of 7,000 donors at the moment. Online over 70,000 fans follow UNICEF's Facebook page and Friends for UNICEF - a monthly giving programme that now numbers over 1,700 donors. Meanwhile, UNICEF is working with BRD - Groupe Société Générale to bring that number higher.

UNICEF is the first non-profit organization in Romania to launch a Face to Face campaign and many others are planning to follow this example.



Andreea Marin Bănică, Gheorghe Hagi and UNICEF Country Rep Edmond McLoughney at one of the successful telethons for children in Romania

Fundraising UNICEF Romania Results 2008 - 2011



Fundraising Milestones

- 2008 – International campaign One pack=one vaccine in partnership with Pampers raised funds in Romania to cover 4.6 million vaccines: and 300 million at international level.
- 2008 – Over \$ 973.000 raised for children affected by floods in the north-east of Romania.
- 2009 – Campaign launched with TVR to raise money and awareness for Parenting programmes
- 2009 – The first non-emergency international campaign “2 for life” in partnership with Antena 2 TV.
- 2009 – First IKEA Soft Toys campaign
- 2009 – Flash mob organized in the Bucharest metro to raise awareness about parenting projects
- 2009 – First thank you event for corporate partners - a theatre performance of King Lear
- 2010 – Year of emergencies both local and international: Haiti and local floods
- 2010 – Launch of first affinity card in partnership with UNICREDIT Tiriac Bank
- 2010 – First multi annual partnership for education signed with GDF Suez Energy
- 2011 – UNICEF partnered with BRD – Groupe Societe Generale, for a second year in a row, to organize the Volunteer Action Solidarity Week. 4,000 BRD employees promoted UNICEF to customers and in the process attracted around 700 pledge donors.
- 2011 – First Face to Face programme in Romania launched
- 2011 – Supporter base expanded through organization of events outside Bucharest, in Constanta and Timisoara
- 2011 – Joined global malaria campaign by running a TV and online initiative
- 2011 – Organized a *thank you* event for corporate and media partners – a theatre performance of the popular play “Peste cu mazare”

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