CONTENTS

Message from the UNICEF South Africa Country representative 3
Education 6
Health 12
Child Protection 14
Equity In Practice 21
External Communication and Public Advocacy 22
Corporate Sector Engagement 23
Partnerships 24
Fundraising and Donor Relations 28
Innovation 30
Human Rights-Based Approach to Cooperation 31
Environmental Sustainability 32
Evaluation and Research 33
Acronyms 35

© UNICEF South Africa 2017
Cover: Photograph by: Karin Schermbrucker
Editing: Sudeshan Reddy and Sandra Bisin
Design and typesetting: Kgaugelo Mojapelo
MESSAGE FROM THE UNICEF SOUTH AFRICA REPRESENTATIVE

The journey of the child in South Africa is ongoing and in 2017, UNICEF continued to work with the Government of South Africa and our partners in civil society, the corporate sector, academia and media to prioritise and expand investments in children.

Against the background of both national and global economic growth and budget revenue challenges, current trends in public expenditure for basic education, health and social development is set to grow by 2 per cent in real terms in the coming three years is commendable. It clearly reflects the commitment of the country’s leadership to prepare a brighter future for the nation.

In 2017, UNICEF South Africa continued to focus on its three core priorities, namely to accelerate investments in early childhood development (ECD), gain beneficial results for adolescents and end violence against children.

Since its creation in 1945, UNICEF has made, and indeed continues to make, a positive difference to the lives of millions of children globally. Underlying our work, is our firm belief that the participation of children must be the foundation of our work and this includes giving children themselves a voice and a say in shaping their future.

The journey of the child in South Africa towards a healthy and happy future commits us to deliver on our mandate to leave no child behind.

Herve Ludovic de Lys
Country Representative
UNICEF South Africa

©UNICEF South Africa/ 2016/Reddy

Picture: Herve Ludovic de Lys Country Representative UNICEF South Africa with children at the Isibindi Safe Park
The Sustainable Development Goals

Map of South Africa
EDUCATION
This innovative programme enabled girls to experience the world of work in the fields of Science, Technology, Engineering and Mathematics (STEM) in order to make informed career choices. The programme involved selecting girls aged between 15 and 18 from disadvantaged communities and placed them in mentorship and skills development programmes in specific companies. 9,634 girls have benefited from the programme since its inception in 2006, and in 201, 3,500 girls from disadvantaged communities benefitted from organised and supported job shadowing opportunities. The programme not only benefit the individual girls but also contributed to the changing of social norms in the education system regarding STEM that has started to show a multiplier effect. This will hopefully lead to sustained employment opportunities, and as a result, the cycle of poverty for girls is to be broken.
Violence, gender inequality, a lack of programmes supporting healthy living, and other related environmental factors, cause unintended barriers to learning and may increase risks for children. UNICEF South Africa supported the Department of Basic Education (DBE) in key interventions to mitigate these risks and build resilience amongst adolescents while preparing children for the opportunities and challenges that they might face from birth to their schooling career.

Enhancing the quality of education for learners in South Africa is a key priority of UNICEF. It has thus been encouraging to see that the National Senior Certificate examinations reported an improvement in Grade 12 pass rates from 70.7 per cent in 2015 to 72.5 per cent in 2016 (latest available data).

However, the 2016 Progress in International Reading Literacy Study results showed that 74 per cent of Grade 4 learners could not read for meaning.

As reading is foundational to all other knowledge and skills acquisition, UNICEF South Africa supported a Randomized Control Trial (RCT) on early grade reading study generating evidence of an effective model that significantly improves learning outcomes, to be used by the Department of Basic Education for scaled up implementation.

In mid-2017, UNICEF and the DBE launched the SACMEQ IV and Skills for the Changing World (Brookings) Reports, which linked the importance of future-orientated education with systemic assessments.

Against this backdrop, UNICEF South Africa supported strengthening of the integration of information and communication technologies (ICT) into teaching and learning through a university-accredited course for 166 policy intermediaries. The course achieved a 93 per cent pass rate and three more provinces intend taking the course forward.

Care and support for teaching and learning (CSTL) is an important determinant towards the quality of learning, in particular, to support children at risk.

UNICEF, with the NGO, MIET Africa, supported the Mpumalanga Department of Education in the implementation of the CSTL model in 393 schools, reaching more than 100,000 Grade R-2 learners, and providing implementation evidence for scale-up across the country.
The Sport for Development Youth Leadership (S4DYL) programme, which UNICEF South Africa contributes to both technically and financially, provided opportunities for high school youth learners to engage in meaningful activities, take responsibility for their actions and actively participate in sport and youth development programmes within their school.

The key strength of the programme is its strong linkage with the Girls and Boys Education Movement (GEM-BEM). This is an initiative that was at inception spearheaded by UNICEF and comprises school-based clubs that are run by the learners, with support from school management, to provide access to information and a space where the youth can discuss issues that matter to them, such as gender-based violence, HIV prevention, drug abuse, sexuality and the importance of education.

In order to reduce school dropout of secondary school learners, UNICEF South Africa in collaboration with UNESCO supported the Government to review the status of Physical Education (PE) in the country. The preliminary findings have revealed that physical education in schools is constrained by lack of training of educators in PE; inadequate facilities and equipment; and limited time in the schools timetable.

To address these challenges, 320 (35% female) educators and coaches from 300 school were trained with UNICEF South Africa support in PE and sport delivery in line with the LO curriculum. Of the 300 schools, 60 have received additional intensive weekly on-site support and guidance, including after-school support programmes from UNICEF’s implementing partner, Sportstec, benefiting 171,799 learners in KZN province and 7,500 grade 4 and 6 learners (58% girls) in Northern Cape province.

Educators and Sport Coaches provided mentorship and ongoing training to the S4D peer leaders on a weekly basis. Currently, five provinces are participating in the S4DYL programme: Eastern Cape, KwaZulu-Natal, Mpumalanga, Limpopo and Gauteng with over 17,321 learners (65% girls of them girls) that have benefited from the programme since its inception.
EARLY CHILDHOOD DEVELOPMENT (ECD)

The ECD programme focuses on the improvement in the quality, access and resourcing of early learning and development programmes to babies and young children, with particular focus on those most at risk, with least access to quality services. ECD continues to be a priority of both UNICEF and Government. The percentage of children age 36-59 months attending early childhood education programmes increased from 48 per cent in 2015 to 63 per cent in 2017.

The National Curriculum Framework for Children 0-4 years is now available in all 11 official languages as well as braille, thereby supporting practitioners who are not English first-language speakers and who provide specialised programmes for children with disabilities. In addition, the Investment Case for ECD, developed under UNICEF South Africa’s technical leadership, provides the basis for increasing access to early learning and development opportunities.

UNICEF has financially, technically and informationally supported cross-sectoral work which involved the Department of Social Development and the Department of Health (DoH) in developing a training manual for ECD practitioners including modules on optimal menu planning; WASH and food handling; food gardens; growth monitoring and promotion; Infant and young child feeding (IYCF); and Road to Health Booklet (RtHB) completion. Capacitation of ECD practitioners provided an opportunity to access health and nutrition care through the community as an entry point. Referral systems established between the ECD centres and local primary health clinic ensured children in the ECD centres receive health and nutrition services provided by the DoH. UNICEF South Africa was a member of the National Department of Health’s ECD technical working group, and lessons learned from this work will contribute to developing the implementation plan for the ECD Nutrition Guidelines which will be rolled out to the entire country.

UNICEF South Africa’s contributions focused on the strengthening of the early years (birth to 9) of learning and development. UNICEF also contributed to the development and finalisation of the Government of South Africa’s National Integrated Plan for ECD which will be approved by Cabinet in 2018. The plan integrates strategic work that UNICEF South Africa supported during the year for three interlinked focuses: (1) improvement of quality, (2) increased access to services (dual focus on centre and no-centre-based ECD programmes) and (3) adequate resourcing of ECD services.

UNICEF South Africa supported the DBE in the development and implementing in the first of its kind large-scale online accredited in-service training on learning-through-play for ECD practitioners and Foundation Phase educators, launched by the Minister of Basic Education in partnership with the LEGO Foundation and Cotlands. Despite initial challenges, the programme is on track with 30,345 registered trainees on 31 December 2017. Linked to learning-through-play, the National Play Conference, attended by nearly 300 individuals, focused on the importance of play in developing the skills that children need to embrace the challenges and opportunities of the 21st century.

With parents being central to young children’s care, early learning and development, UNICEF South Africa supported the DBE in the development and implementation of a mobile application, ECDmobi, with the aim to facilitate learning-through-play. UNICEF South Africa also supported the Government in the targeted roll-out of the national ECD parenting programme for high risk families. During 2017, the Department of Social Development (DSD) and the National Early Childhood Development Alliance (NECDA) trained 153 trainers to implement the programme. Indeed, the mapping of services and high-level dialogues on the importance of non-centre-based ECD programmes to facilitate access to larger groups of children, including young children with disabilities, remains a point for advocacy for 2018.
‘Swarishing’ means “joining hands together” in Sepedi, a language commonly spoken in the Limpopo province of South Africa. The Swarishing Centre is located at the end of a dusty road where it stands as an oasis of colour in a small village. It is where nearly 300 children between the ages of 2 and 5 spend their days learning and playing. Through the support of the Lego Foundation, facilitated by UNICEF, the children have the chance to combine both playing and learning.

Holding individual blocks in their hands, the children are asked, in their native Sepedi, to identify the colour of block balanced on their left and then their right hands, thus teaching both colour and balance at the same time.

The Principal of the Swarishing Centre, Melita Talakgale, is a recipient of the training organised by the Lego Foundation in August 2015 and is grateful that hers is one of 12 ECD centres in Limpopo to receive a large Lego toolbox filled with the innovative Lego bricks.

UNICEF is proud of its long-standing partnership with the Lego Foundation which has ensured that all children get the best start in life. “Lego opened my eyes to see how much can be done” says Melita as she speaks about the difference that she has noted among the children who are more attentive and participatory. “It has taught them to wait their turn and to be patient” in a way that is tangible and real.
WASH

Water, Sanitation and Hygiene (WASH) is a priority for UNICEF in South Africa and globally.
Ensuring that children grow up healthy is a key priority of UNICEF and in 2017 the work of the office maintained this focus.

UNICEF South Africa continued support to the approach that uses facility-level indicator dashboards on relevant maternal, newborn, child health and nutrition, HIV, primary health care and mortality indicators in the seven districts in the Eastern Cape, Limpopo and Mpumalanga provinces, where the poorest health indicators were observed. The use of the dashboards resulted in improvements in existing health care delivery and management systems with functioning accountability mechanisms in place and data being used for action towards results at every for improved level of health care delivery, equity and quality of care.

The 3 feet approach: the district-level health systems strengthening approach which gives health care workers the tools to respond to system and community health needs in a simplified way, supporting them to provide quality care for mothers and new born babies.

The use of the dashboards resulted in improvements in existing health care delivery and management systems.

Linkage of the dashboards with the regular district health planning, process and maternal, newborn, child health expenditure reviews further supported the sustainability of the framework.

The 3 feet approach also resulted in better teamwork, enhanced morale and a sense of accomplishment within facility teams, because health workers used the data for designing their own solutions to the situation.

Through these interventions, the health systems were strengthened and the overall quality of health care, equitable coverage, monitoring and responsiveness to the needs of the community were improved.

“Almost 11 per cent of the 52 million South Africans are younger than 5 years”
**The monitoring dashboards assisted healthcare workers at facility-levels to focus on:**

1. understanding bottlenecks,
2. identifying and initiating key actions against bottlenecks,
3. setting the target for corrective actions and
4. tracking the progress and monitoring the outcomes and impacts for women and children.

The use of the dashboards resulted in improvements in existing health care delivery and management systems with functioning accountability mechanisms in place and data being used for action towards results at every level of health care delivery for improved equity and quality of care.

UNICEF South Africa also lent support to the government-led ‘She Conquers’ campaign. This is a three-year campaign (2016-2019) which focuses on adolescent girls and young women aged 15-24, with the aim to:

(a) prevent new HIV infections,
(b) reduce teenage pregnancy,
(c) keep girls in school,
(d) address gender-based violence and
(e) create economic opportunities and empower adolescent girls and young women.

In particular, significant progress was seen in the Nelson Mandela Bay Municipality district, where the inpatient neonatal death rate has reduced from 29.2 per 100,000 live births in 2013/14 to 13.7 per 100,000 live births in 2016/17. Similarly, HIV testing has increased from 144,608 in 2013/14 to 205,225 in 2016/17.

In sum, UNICEF South Africa has actively contributed to promoting equity and partnered to take evidence-based interventions to scale up the interventions that reduced multi-dimensional child deprivation.
Despite the numerous strides that have been made with regard to protecting children in South Africa, real challenges remain.

Investment into prevention and early intervention programmes to address violence against children was accelerated in 2017. UNICEF South Africa supported the expansion of the *Isibindi* child and youth care programme, which reached 352,000 children in 2017 cumulatively through home visits from child and youth care workers as well as access to 400 Safe Parks nationwide. In addition, the *Sinovuyo* programme, designed to prevent maltreatment and violence against adolescents, trained 1,200 caregivers in four provinces.

Sustained advocacy by UNICEF together with the NACCW and other partners resulted in a commitment from the DSD to maintain and expand *Isibindi* after the current phase, ending in March 2018, and to continue efforts to expand the number of child and youth care workers to 10,000.

The Government also agreed to integrate the *Sinovuyo* parenting and *MenCare* programmes, into the child care programme. The cost of training of civil society partners on parenting has been adopted into the governmental budget at national and provincial levels.

The team worked across different sectoral government departments, with civil society, academic institutions and development partners to revise the *National Programme of Action on Violence against Children and Women (VACW)* and to create concerted action to combat VACW.

Key results achieved during 2017 that contributed to strengthening the child protection system include the increased availability and use of data and evidence to inform policies and services, improved coordination with civil society and provinces and a strengthened policy environment through the endorsement of the cash-care-protection model to improve multi-sectoral services for children and families.

Additionally, UNICEF South Africa provided technical support to the Technical Task Team, including technical and financial support for the revision of “the *National Programme of Action to Address Violence against Women and Children*” and collaborated with the European Union-led *technical working group on Violence and the Dialogue Forum*.

2017 saw ongoing collaboration with the Innocenti Research Centre and Parenting for Lifelong Health partners to finalise and publicise the results from the *RCT and Qualitative Study on Sinovuyo* parenting programme. Positive results included increased matriculation pass rates, decreased violence and improved children-caregiver relationships.

UNICEF South Africa also leveraged the support of the *private sector* to donate in-kind support to the Safe Parks including toys, office furniture and wheelchairs, whilst other fundraising efforts are ongoing.

UNICEF South Africa has been working with government, academic institutions and civil society to advocate for the country’s membership to the *Global Partnership to End Violence*. Many children lack consistent, caring, nurturing relationships with adults who have an influence on their development (caregivers, teachers etc.). At the same time, racial, socio-economic and geographical factors continue to drive inequalities in access to services and other opportunities. Fragmented service delivery models, policies and programmes across and within key sectors such as social welfare, education, health and justice remain a challenge. Despite this significant progress, much work remains to transform these results into improved protection for children.

Structural determinants of violence against children, including persistent levels of poverty and inequality, the continuing legacy of apartheid and migration on family and community structures and dynamics, gender inequality and high levels of crime, violence and insecurity remain stubbornly resistant to efforts to address these core issues. Furthermore, there are over 3.6 million orphaned children and less than one third of children live with both biological parents.
CHILD PROTECTION AND ACCESS TO JUSTICE

UNICEF South Africa contributed to the progress made by government in child justice. The focus remained on documenting the experiences of survivors accessing specialized Sexual Offences Courts (SOC) so as to support advocacy for scale up and improved sensitivity of these courts to the rights and needs of the child victims and witnesses of sexual violence and to ensure that the courts are victim-centered and child-friendly.

The Department of Justice and Constitutional Development (DOJCD) has established 60 SOC, surpassing the target of 58. These SOCs will allow for sexual offences cases to be prioritised and provide coordinated support services for victims and witnesses of sexual offences. UNICEF worked together with the Child Witness Institute to determine whether the needs of the victims and witnesses accessing SOCs have been met. This second survey has seen an improvement of victim satisfaction rates – at 68%, compared to the baseline results of 49%. The increased satisfaction rates clearly demonstrate the benefit of dedicated SOCs.

Despite the increased satisfaction of victims and witnesses with the availability of services, there is still a need for an increased investment in frontline staff to ensure that they are sensitive to the needs of victims and to ensure stronger protection of the rights of victims before, during and after court proceedings. Increased information to victims and witnesses, including child friendly information, is also required. As such, UNICEF is supporting the development of information material for child victims and witnesses, adult victims, as well as the caregivers of child victims and witnesses.

In addition, UNICEF is providing technical support to the National Interdepartmental Steering Committee on Sexual Offences to develop Minimum Standards for SOCs and a victim centered strategy for 2018. Significant progress was made in understanding gaps and developing recommendations to strengthen the sexual offences courts to provide more victim-centered and child-friendly justice services. Concerted advocacy done by UNICEF South Africa and partners resulted in endorsement of concrete practical recommendations to address the range of gaps in protection and services for children on the move including access to quality child protection, education, birth registration and documentation.

In relation to Children on the Move, UNICEF South Africa collaborated with various government departments, sister UN agencies and civil society in the development of a Colloquium for Separated and Unaccompanied Children Migrant (UASM). The outcomes of this Colloquium were endorsed by all partners including the Departments of Social Development, Education and Home Affairs which provide concrete recommendations to ensure that the rights of UASM children are met in relation to registration (access to ID cards), access to health, education and care and protection from abuse, violence, exploitation and neglect.

Key barriers in this respect include difficulties for undocumented children to access services and lack of clarity and coherence between relevant Departmental laws, policies and procedures. In 2018, UNICEF will prioritize the support to the development of interdepartmental protocols, capacity building for frontline staff and advocacy for policy and procedural reform to facilitate access to basic services, particularly education, birth registration and other forms of documentation.
The national child protection system has been strengthened through the adoption of the **cash-care-protection model** and improved availability and use of evidence to inform the revision of key policies, elements of case management. UNICEF South Africa engaged in advocacy efforts to promote the cash, care and protection (CCP) model throughout 2017.

This involved meetings with government partners to find common ground about the proposed model and the extent to which government is ready and willing to invest in this model. UNICEF also led the efforts to get the government of South Africa to be interested in multi-dimensional poverty and agreeing to work with UNICEF on achieving this important objective.

UNICEF successfully advocated for South Africa to become a **Pathfinder Country** and South Africa officially joined the Alliance on Violence Against Children, which allows South Africa to benefit from global expertise and good practices on addressing violence against children in similar contexts of middle income countries with high levels of inequality.

Challenges remaining that will require ongoing advocacy in 2018 include increasing but limited political commitment to addressing violence against children and lack of an inclusive coordination forum on violence against children involving civil society.

Government partners were overwhelmingly supportive in getting the cash, care and protection model off the ground and for building the necessary support for creating the linkages. On the multi-dimensional measurement of poverty, Statistics South Africa has made a large conceptual contribution by presenting research funding on multi-dimensional poverty at a regional UNICEF conference and for working closely with UNICEF South Africa on preparing the **Multiple Overlapping Deprivation Analysis** (MODA) training.

UNICEFs academic partners at the University of Johannesburg (UJ) are providing the conceptual and research support to enable the team and the government to use the best possible evidence on linking **cash with care**. A recently-released cash and care report by UJ gives wholesome support to the model. The Economic Policy Research Institute (EPRI) has done work on issuing a report on ‘Cash with linkages to services’, with technical support by UNICEF. 2017 has proven to be successful in government’s endorsement and ownership of the CCP model and UNICEF leveraging the necessary resources and commitments to support the pilot in four provinces in 2018.
ENDING VIOLENCE AGAINST CHILDREN (EVAC)
UNICEF South Africa worked with key government, civil society and academic partners to produce a range of studies related to child protection, including the social determinants of violence against children, a diagnostic review of the bottlenecks to implementation of the Government’s overarching national action plan to end violence against women and children and a study on online violence. In 2017, UNICEF focused on supporting the dissemination of these and other relevant studies, such as the Optimus Study on the Prevalence on Violence against Children, and their use to inform the revision of key policies. A roundtable was conducted, organized by the Department of Social Development (DSD) with the support of UNICEF and the University of Cape Town to present and discuss the implications of these studies, and they are being used to inform the revision of the Programme of Action on Violence Against Women and Children. UNICEF South Africa has played a pivotal role in improving coordination, including through support to the governmental Technical Task Team on Violence Against Women and Children to better coordinate the prevention and response to Violence against Children with civil society partners.

One key challenge was related to funding for scaling up prevention and early intervention programmes and funding of child protection non-profit organizations (NPOs). UNICEF developed a budget brief on Social Development, highlighting the inconsistent funding for early intervention and prevention work and NPOs with associated recommendations that will be used to inform advocacy with DSD at national and provincial levels as well as Treasury for more predictable and equitable funding.

The current fiscal situation does not allow expansion of social welfare budgeting, with current projections barely allowing for maintenance of the current funding levels. In this context, more efficient and effective use of available funding and human resources will be crucial, which UNICEF South Africa will also assist the Government to address in 2018. Coordination on violence against children improved significantly this year under the leadership of the DSD and with UNICEF’s support. Revision of the Programme of Action on Violence Against Women and Children has been initiated in consultation with civil society and academia. UNICEF has leveraged funds for a consultant to ensure an inclusive comprehensive revision is undertaken, informed by both the evidence base described above and national, provincial and local level government and civil society actors.
UNICEF South Africa, in collaboration with the Department of Social Development (DSD) and civil society partners, has generated increased commitment to and understanding of effective early intervention programmes by key partners, a more supportive policy environment and increased capacity to implement evidence based and promising prevention and early intervention child protection programmes.

UNICEF South Africa has supported the ongoing strengthening and scale up of the Isibindi child and youth care programme which reached 350,000 children through visits from child and youth care workers in their homes as well as access to 400 Safe Parks in nine provinces.

Parenting programmes such as Sinovuyo and Mencare have been positively assessed, improved and supported, thus reaching over 2,200 parents or caregivers.

Furthermore, sustainable capacity has been built within DSD and the Isibindi programme to plan, fund and implement these programmes.

1 out of 3 children experience some form of violence throughout their lifetime.

Access to 400 Safe Parks in nine provinces aims to contribute to child safety largely in under-resourced communities.

90% of children benefit from social services in South Africa.

The Isibindi initiative, in collaboration with DSD has proven to make a difference in youth and child care.

20% of children under five live within the upper bound poverty line.

Isibindi is targeted at assisting vulnerable children and their families.

UNICEF South Africa 2017 HIGHLIGHTS

ENDING VIOLENCE AGAINST CHILDREN (EVAC)
**EQUITY IN PRACTICE**

During 2014 - 2017, UNICEF South Africa contributed to promoting equity through supporting innovative approaches to build evidence for scale and impact of results for children because poverty and inequality remain key challenges. Latest research published by Statistics South Africa showed an increase in poverty between 2011 and 2015.

Building on Child Support Grants (CSG), which reach 12.7 million children and have been documented as one of the most successful poverty reduction programmes, UNICEF South Africa advocated for linking cash, care and other basic services for more effective provision of multi-sectoral services adapted to children's specific situation as a strategy to improve results for children and reduce inequality. Four budget briefs on Health, Education, Social Development and National Budget were produced and presented by UNICEF South Africa to the Parliament to advocate for social budgeting for children.

Supporting the Government authorities to find more effective ways of addressing persistent and growing inequality in South Africa, which has been the primary source of multi-dimensional child deprivation, is the core priority of the child protection and social policy work that UNICEF South Africa engaged in. Building on the opportunities presented by the fact that South Africa has 12.6 million of the poorest and most marginalised children registered at birth and enrolled on the Child Support Grant (CSG) in an Information Management System, UNICEF South Africa designed a model of linking the children on the CSG to improved care and services for the poorest and most marginalised children.

This model was endorsed by the Government and was backed up by evidence generated through research conducted by the Universities of Johannesburg, Chicago and Utrecht, which recommended that, in addition to the CSG, complementary family and community-based preventative interventions are needed to support CSG families in their caregiving roles, since cash on its own is unable to address all the complex multifaceted social, material, mental, physical and educational challenges that children and their families face.

---

**BUDGETARY ALLOCATIONS FOR CHILDREN**

Through the development of an investment case, UNICEF South Africa supported the advocacy of the Department of Social Development to National Treasury for the increased funding to scale up child and youth care programmes for children most at risk, from 1.1 million children to date, to 4 million children.

UNICEF South Africa also advocated to Parliament for maintaining the budgetary allocations to social services in a constrained fiscal environment, where budget cuts were a possible reality.

This paved the way for UNICEF South Africa’s continuous engagement as a key player in a national dialogue for sustained or increased budget allocations to services for children living in South Africa. UNICEF South Africa highlighted funding inequalities at the provincial level on key issues, such as prevention and early intervention programmes, and advocated for intensified allocations in the education sector to rural areas, where learning outcomes of the poorest children are lagging far behind the national average learning outcomes.

©UNICEF South Africa/2014/Schermbrucker
In 2017, UNICEF South Africa enhanced the development and implementation of key strategic approaches to communication, advocacy and partnerships to advance the programme’s child rights advocacy agenda, including capacity to measure impact.

The South Africa 2017 Barometer study, a multi-country Brand, Communication and Fundraising study, reveals that:

(i) UNICEF is among the top three organisations in terms of Spontaneous Awareness (ranking second);
(ii) UNICEF ranks first in terms of Familiarity as compared to other UN agencies;
(iii) UNICEF ranks second in terms of trust.

Finally, the survey shows that South Africa offers many opportunities for UNICEF as the market is justifiably receptive to children as a social issue, being one of the most important and frequently-donated-to causes. UNICEF has a clear identity as a child-focused charitable organisation. In addition, 68 per cent of respondents stated they would likely to donate monthly from their disposable income, indicating increased opportunities at individual level.

According to the ’2016 South Africa Media Performance Global Report’, released in 2017, UNICEF South Africa’s social media reach was 2 million people for the year, a 33 per cent increase from 2015. In addition, its share of voice in online news was 56 per cent and share of voice on children’s issues in social media was 92 per cent for 2016, a 10 per cent increase from the previous year. Strong media and influencer outreach led to greater public awareness of UNICEF’s upstream advocacy for increased government spending on child-focused programmes.

Through media engagement, online and social media activation, an estimated 30 events engaging approximately 6,000 people offline, child rights advocacy took centre stage in 2017. South Africa presents a highly sophisticated and agile media environment that demands fast-paced interactions and responses to sensitive issues, as well as political astuteness.

To address this need, media training for selected UNICEF spokespersons was conducted, which allowed the creation of a pool of effective UNICEF advocates in the office. UNICEF South Africa also rolled out its Advocacy Strategy for 2017-2018, aiming to raise awareness of its key programming priorities and beef up brand-positioning and fundraising through media partnerships of nearly US$500,000 in advertising value, reaching around 20 million people in South Africa. The enhanced visibility of UNICEF South Africa led to an increasing number of media queries to the office which resulted in a growing number of interviews on television and radio in particular. 2017 also saw UNICEF’s Facebook followers increase to an all-time high of slightly over 4000 and Twitter to nearly 1,500 followers while the website continued to steadily increase its visitor numbers during the course of the year. Inter-UN agency Communication was also enhanced during the course of 2017 with UNICEF co-chairing the UN Communication Group for South Africa.

The Communication and Partnerships Section also took the lead in organizing and managing visits by National Committees with a delegation from UNICEF in the Netherlands visiting a range of education-focused programmes in KwaZulu-Natal province in January.

The year culminated in UNICEF leading South Africa’s largest commemoration of World Children’s Day ever – on 20 November - as the country was one of six selected globally by UNICEF headquarters to raise the visibility of the Day through a range of initiatives. These included, in partnership with Grey Advertising, the commissioning and unveiling of a statue of a girl child in Johannesburg, a youth engagement session at a local school, a cultural event with the Minister of Basic Education as well as ‘children’s takeover’ of various print and broadcasting media platforms, which was organized by UNICEF. A further highlight was that a 14-year old learner selected by UNICEF South Africa, Lathitha Beyele, was flown to New York and addressed the UN General Assembly on the day. As communication, advocacy and outreach evolves in its focus and its platforms, so too with this key mandate of UNICEF as South Africa’s needs and priority areas govern the content and visibility of the office.
CORPORATE SECTOR ENGAGEMENT

In 2017, UNICEF South Africa’s private sector fundraising (PSFR) team prospected and engaged with more than 15 corporates, based on the PSFR strategy developed in 2015.

UNICEF South Africa convened four UNICEF CEO Network meetings in Johannesburg (two), Durban and Cape Town respectively with an average of 20 high profile leaders discussing business, the Sustainable Development Goals and child rights at each of these Forums. The aim of these gatherings is to explore the critical role that companies can play in delivering sustainable results for the children of South Africa as well as how to engage with other partners and the business benefits of doing so. The idea was to use this forum as a key outreach and cultivation strategy with new and existing corporate partners.

Following the submission of comments on the New Mining Charter in 2017, UNICEF South Africa continued to explore engagement with the country’s sector. In 2018, UNICEF South Africa will aim to engage with the industry and assist with regional research on the impact of the Mining Sector on children in South Africa and the broader region. Based on the findings, SACO will approach and engage with the Mining Sector and use the Mining Toolkit to create a partnership, focusing on an integrated approach.

UNICEF will build on the foundations laid in 2017 and aim to engage more strategically with selected CEOs to develop joint advocacy and other innovative collaboration initiatives and partnerships to leverage resources for children.

In 2017, UNICEF South Africa developed a draft Key Influencers Engagement Strategy, prioritising influencing business CEOs, including philanthropists and High Net-Worth Individuals (HNWIs) in the country that have displayed a willingness to engage their voice in the advancement of child rights, thereby amplifying UNICEF’s advocacy messaging on priority issues.
Partnerships remained at the core of UNICEF South Africa’s advocacy efforts, with collaboration paving the way for enhanced awareness and understanding of child deprivations and support for child rights.

UNICEF South Africa continued to nurture strategic partnerships with civil society and private sector partners. These partnerships promoted evidence generation, evidence-based advocacy, capacity development and innovation.

Key evidence generation partners included University of Johannesburg, Wits University, University of Stellenbosch as well as the HSRC. UNICEF South Africa also continued to partner with the Children’s Institute at the University of Cape Town for 2017 Child Gauge publication.

UNICEF South Africa worked with the civil society, media and the private sector to define strategic partnerships to accelerate investment for the most vulnerable children. UNICEF South Africa partnered with the LEGO Foundation for play-based learning. Through Memorandums of Understanding, more formal partnership was formed to implement strategic areas of the National Early Childhood Development Policy.

UNICEF South Africa also worked with SuperSport to promote opportunities in sports and development for children with multiple disabilities.

The first-ever Fundraising Gala Dinner was organised in May, hosted by UNICEF Goodwill Ambassador Priyanka Chopra, with emphasis on the nation’s commitment to #ENDviolence against children. It was attended by over 180 representatives of the corporate sector, Government, civil society, media and the diplomatic corps. Support was given by UNICEF National Ambassadors Gavin Rajah, Jo-Ann Strauss, Zakes Bantwini and Tsedi Mholo.

UNICEF South Africa convened four CEO breakfast meetings in 2017. About 30 leaders discussed the role that business can play in delivering results for South African children in the context of the SDGs. As a result, foundations and companies started to support organizations and projects promoted by UNICEF South Africa, including through donations of toys, wheelchairs and office furniture to 400 Isibindi Safe Parks.
UNICEF Goodwill Ambassador Priyanka Chopra visits the Soweto Safe Park – May 2017

Photography: ©UNICEF South Africa /2018/ Hearfield
Unicef Fundraising Gala Dinner hosted by Goodwill Ambassador Priyanka Chopra - Johannesburg, May 2017

Photography: ©UNICEF South Africa/2018/ Hearfield
UNICEF commemorates World Children’s Day, 20 November 2017

Unicef Smurf event
The private sector fundraising (PSFR) programme in South Africa continued the implementation of its 2015-2017 strategy. By the end of 2017, the gross revenue from individual giving had grown by 48 per cent compared to 2016 from US$ 352,000 revenue at the end of 2016 to US$ 523,846 by the end of 2017, and the pledge donor base had grown by 35 per cent from 6,222 pledge donors at the end of 2016 to 8,127 pledge donors by the end of 2017. This was achieved primarily through face-to-face and on-line outreach. Most of the additional funds was generated through partnership with the private sector donors, including private foundations, corporations and high net worth individuals, through the UNICEF National Committees and in coordination with the Private Fundraising and Partnership Division.

This included partnerships with The LEGO Foundation, MacAid, Ryan Trust, Elma Foundations, FC Barcelona and Kimberly Clark and funding generated through the 'Schools for Africa' National Committees campaign. In addition, UNICEF received in-kind support from Weber Shandwick, Mango Airlines, South African Airways, Ster Kinekor, Nedbank, SABC and Super Sport for an estimated total of US$ 500,000. UNICEF South Africa also organised its first-ever Fundraising Gala Dinner in May 2017, attended by over 180 representatives of the corporate sector, Government, civil society, media and the diplomatic corps, raising nearly US$ 50,000. The private sector fundraising (PSFR) programme in South Africa continued the implementation of its 2015-2017 strategy.

In 2017, UNICEF South Africa optimised the F2F (face-to-face) channel of pledge donor acquisition through support from an outsourced agency to increase the return on investment. In addition, UNICEF South Africa developed a Pledge Retention Strategy such as a line donor communication (e.g. welcome, nurture, first big ask, reporting back & donor recognition) to increase retention of new pledge donors. UNICEF South Africa also continued building the individual giving team by adding an international staff and a local consultant for stable and continued fundraising activities. Finally, it beefed up its efforts along with other UN agencies in South Africa to get tax exemption status.
PLEDGE DONORS SPEAK

LEONARD LUKENGE
"The work that you are doing is commendable as well. Thank you. I am moved to increase my monthly contribution from R 80 to R 200 per month. It is an honour and pleasure to be a part of this cause."

JOHN MOKGOPA
"Thank you for the information and for your role to alleviate challenges that our country faces. May you all find redemptive love that will change our communities and ultimately the world at large"

ANTHONY MOGALE
“. Thank you very much for the role that you and your organisation play in trying to afford the children the education that they desperately need, for themselves and for the betterment of South Africa and the world. Please accept my heart-felt appreciation of your work.”

NONKULULEKO GCABASHE
"I'm so glad that I could help someone and make them smile and Happy…..how I wish I can do more than I do and help more but I'm so glad that from what I have, I can share it with those beautiful souls…"

GAPE KGADIETE
"I was once a political refugee for over 20 years, and together with my comrades benefited from some of the United Nations projects. It pleases and fulfils me to an extend all I can to also help and make a difference to the underprivileged children."

NOTEMBA DINGAP
"I must state that during my practice as a social worker I have come across a wide range of clientele but for me the children come first as they are the future. Thanks"

REUBEN MAKGALE
"To the UNICEF South Africa, by humbleness to have had helped in the organisation such as yours among others to gradually build considerate communities in the society of the South Africa as it is a major task we’re all witnessing daily and which vitally involuntarily asks for assured attention to reduce it by day. With a hopeful willingness yes we can."

KAREN BRECKON
"UNICEF South Africa, Thank you it is wonderful know that my small contribution goes towards such effective programmes as the one that helps Thank you for the life-changing work you do,"

QUINTON TROUT
"It is an honor and a pleasure for me. The gift of being able to give, is gift so rare, and yet so satisfying. Keep up the good work. I will support you as long as I can."
UNICEF South Africa continued to identify and support innovative approaches to advance progress towards results for children. Support was provided for a project which regularly sends out customised laboratory test results of HIV PCR positive infants to Prevention of Mother to Child Transmission of HIV (PMTCT) focal persons in three districts. With this innovation, HIV-positive infants now receive antiretroviral treatment earlier.

UNICEF South Africa supported the mobile application, Vizool Eyes, which helps adolescents access and use HIV prevention, testing and treatment services, and report sickness in a youth-friendly way. The use of Vizool Eyes is currently being piloted in Limpopo province.

To address challenges of low transfer of knowledge and skills related to the Integrated Management of Childhood Illness (IMCI), UNICEF South Africa has utilised a human-centred design approach to redesign the growth monitoring and promotion experience for nurses working with this tool. When finalised, this tool will be merged with a digital application, issued at birth to all children in South Africa, to record a child’s growth, development and care.

UNICEF South Africa supported the DBE in developing and implementing a mobile application, ECDmobi, which is a low cost, easy to use, real-time virtual-parent support tool that equips parents and primary caregivers with skills for play-based learning with their children.

ECDmobi is expected to be used by 200,000 parents in 2018.

As part of the implementation of WASH activities for foundation phase learners, UNICEF South Africa and Mpumalanga Department of Education developed a low-cost, durable handwashing station independent of municipal water supply that allows 17 learners to wash their hands and brush their teeth simultaneously. 42 stations will be built in schools in Mpumalanga Province in 2018. The design was made available for replication in other provinces.
UNICEF South Africa continued to work with the Government in terms of its obligations in the implementation of both the Convention on the Rights of the Child (CRC) and the African Charter on the Rights and Welfare of the Child (ACRWC).

UNICEF South Africa continued to advocate for South Africa to ratify the Optional Protocol to the CRC on a Communications Procedure, particularly as the country is already a party to other related communication procedures, such as the ACRWC.

UNICEF South Africa adopted a model of a child rights’ focal person to assist the office in:

1. Keeping abreast with local and international developments that impact children’s rights in the country, e.g., regular reviews and analysis on Cabinet Statements or new policy development, and
2. Understanding how they relate to children and their rights in the country. The human rights-based approach to programming and collaboration is inherent to UNICEF South Africa’s work plans and programme development to ensure rights-based and equity-focused results for children.

Child protection colleagues participated in the process to raise an awareness on the Concluding Observations of the CRC Committee and to develop the response framework across government departments as well as civil society in line with the Concluding Observations at all levels.

Together with fellow UN agencies namely ILO, UNDP and OHCHR, the team worked on strengthening the policy framework of government, resulting in a White Paper on Persons with Disabilities (PwD), and further raising awareness of the rights of PwD in society in the context of the One UN Joint Programme on PwD, funded by the UN Partnership to Promote the Rights of Persons with Disabilities.
One of the UNICEF South Africa’s priorities is to promote environmental sustainability and to minimise the potential impact of climate changes on children living in South Africa.

Primary impacts of climate change on child health include injuries suffered during unusually heavy rainfall events or increases in infectious, vector and water-borne diseases in areas subject to higher annual average temperatures and rainfall intensity. These impacts can also be felt indirectly when climate change interacts with other development pressures, such as rising food prices.

Substantial changes in South Africa’s climate has resulted in the drought due to the El Nino. South Africa Vulnerability Assessment Committee meetings were held regularly by the Government in 2017, monitoring the effects of the El Nino drought on communities in South Africa, with more than 14 million having inadequate access to food.

With UNICEF South Africa and partner support, the Government developed a multi-sector National Food Security and Nutrition Plan which addresses malnutrition in all its forms, and a key strategy looks to the transformation of the rural economy with a focus on increasing productivity of smallholder producers as a way of increasing local access to nutritious foods. The plan was costed in 2017 and will be submitted to Cabinet and published in the first part of 2018.

In addition, 350,000 children accessed UNICEF-supported Safe Parks in 2017. As part of an initiative to encourage greater participation by adolescents, access to WIFI is being utilized in three Safe Parks, and it has been energized from solar panels to promote the use of clean, renewable energy.
A total of 15 research programmes, studies, surveys, reviews and other monitoring and evaluation (M&E) activities were completed by UNICEF South Africa at the end of 2017. Notable among these was the randomized controlled trial (RCT) study on three different reading interventions to determine the most effective modality of education service provision for early grade reading. This study was conducted in 230 schools and UNICEF South Africa actively advocated for the adoption of this approach by the Government with this evidence generated. The Government agreed with this, and the preparation for the implementation of this approach will commence from 2018.

The programmatic support towards quality education and work towards improvement of education outcomes by UNICEF South Africa focused on strategic determinants that impact quality education. System-wide progress is noted in education outcomes through national, international and regional assessments, demonstrating the South African education system is on an upward trajectory with the characteristics of a maturing and stabilising system. The National Senior Certificate examinations indicate an improvement in Grade 12 pass rates between 2015 (70.7%) and 2016 (72.5%), mainly linked to systemic gains reported at lower levels of the system.

UNICEF South Africa also worked with Human Sciences Research Council to conduct the 2017 HIV prevalence, incidence and behavioural survey that is age- and sex-disaggregated. This was particularly important, as one of the main challenges for the adolescent HIV programme was a lack of this data. The survey result will guide the targeted HIV-response for different population groups in South Africa.

UNICEF also worked with the UNDP, UN Women and UNFPA to support the first pan-African M&E conference that the National Department of Planning, Monitoring and Evaluation (DPME) hosted, where nearly 100 participants from 28 different countries in Africa attended. UNICEF financially and technically supported hiring of the UN joint consultant, who has been seconded to the Government to represent the UN system in the Government’s effort to achieve SDGs.

In order to reduce school dropout of secondary school learners, UNICEF South Africa in collaboration with UNESCO supported the Government to review the status of Physical Education (PE) in the country. The preliminary findings have revealed that physical education in schools is constrained by lack of training of educators in PE; inadequate facilities and equipment; and limited time in the schools’ timetable.

To address these challenges, 320 (35% female) educators and coaches from 300 school were trained with UNICEF South Africa support in PE and sport delivery in line with the LO curriculum. Of the 300 schools, 60 have received additional intensive weekly on-site support and guidance, including after school support programmes, from Sportstec benefitting 171,799 learners in KZN province and 7,500 grade 4 and 6 learners (58% girls) in NC province.
UNICEF South Africa supported a Randomised Control Trial on early grade reading in home language among 230 schools, in partnership with DBE and other partners. The study concluded that a structured learning programme (onsite coaching, lesson plans and graded readers) could significantly improve learning. Advocacy engagements are underway to facilitate implementation of these interventions.

A bilingual literacy model was tested among 2,777 Grade R-3 learners and 74 teachers in Eastern Cape between 2012 and 2017, by the Nelson Mandela Institute (NMI) with the support of UNICEF South Africa. In addition, Curricular toolkits for mathematics and home language, together with capacity development for teachers, were field tested.

Discussion at provincial level began in 2017 between DBE and UNICEF South Africa to integrate the tools into the foundation phase.

A university-accredited course, with three-day face-to-face workshops and eight-month online content, was developed to strengthen the integration of ICT into teaching and learning, by UNICEF South Africa, the University of Johannesburg, the DBE, Vodacom and Microsoft. The course was attended by 166 policy intermediaries and achieved a 93 per cent pass rate and three provinces intend taking up the course. A lesson learnt is the importance of embedding credible technical support in Government as a strategy to leverage partner resources.

Following on the 2017 evaluation of the UkuFUNDa Virtual School (m-learning platform), UNICEF and the DBE hosted a knowledge-sharing workshop with eight mobile learning initiatives to identify what works in m-learning. Based on the findings, a 'how-to' guide on m-learning is being developed for the public schooling system.
<table>
<thead>
<tr>
<th>ACRONYMS</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACRWC</td>
<td>African Charter on the Rights and Welfare of the Child</td>
</tr>
<tr>
<td>AMP</td>
<td>Annual Management Plan</td>
</tr>
<tr>
<td>BNLSS</td>
<td>Botswana, Namibia, Lesotho, Swaziland and South Africa</td>
</tr>
<tr>
<td>CEO</td>
<td>Chief Executive Officer</td>
</tr>
<tr>
<td>CMT</td>
<td>Country Management Team</td>
</tr>
<tr>
<td>CRC</td>
<td>Convention on the Rights of the Child</td>
</tr>
<tr>
<td>CSG</td>
<td>Child Support Grant</td>
</tr>
<tr>
<td>DBE</td>
<td>Department of Basic Education</td>
</tr>
<tr>
<td>DCT</td>
<td>Direct cash transfer</td>
</tr>
<tr>
<td>DSD</td>
<td>Department of Social Development</td>
</tr>
<tr>
<td>ECD</td>
<td>Early childhood development</td>
</tr>
<tr>
<td>ESARO</td>
<td>Eastern and Southern Africa Regional Office</td>
</tr>
<tr>
<td>F2F</td>
<td>Face to face</td>
</tr>
<tr>
<td>GSM</td>
<td>Global Supply Meeting</td>
</tr>
<tr>
<td>GSSC</td>
<td>Global Shared Services Centre</td>
</tr>
<tr>
<td>HACT</td>
<td>Harmonised Approach to Cash Transfer</td>
</tr>
<tr>
<td>HIV</td>
<td>Human Immunodeficiency Virus</td>
</tr>
<tr>
<td>IB</td>
<td>Integrated budget</td>
</tr>
<tr>
<td>ICT</td>
<td>Information and communication technologies</td>
</tr>
<tr>
<td>ILO</td>
<td>International Labour Organisation</td>
</tr>
<tr>
<td>IMCI</td>
<td>Integrated Management of Childhood Illness</td>
</tr>
<tr>
<td>IYCF</td>
<td>Infant and Young Child Feeding</td>
</tr>
<tr>
<td>JCC</td>
<td>Joint Consultative Committees</td>
</tr>
<tr>
<td>LTA</td>
<td>Long-term Arrangement</td>
</tr>
<tr>
<td>OHCHR</td>
<td>Office of the United Nations High Commissioner for Human Rights</td>
</tr>
<tr>
<td>OIP</td>
<td>Office Improvement Plan</td>
</tr>
<tr>
<td>OR</td>
<td>Other resources</td>
</tr>
<tr>
<td>PC</td>
<td>Procurement Centre</td>
</tr>
<tr>
<td>PCA</td>
<td>Programme Cooperation Agreement</td>
</tr>
<tr>
<td>PCARC</td>
<td>PCA Review Committee</td>
</tr>
<tr>
<td>PCR</td>
<td>Polymerase Chain Reaction</td>
</tr>
<tr>
<td>PMTCT</td>
<td>Prevention of Mother to Child Transmission of HIV</td>
</tr>
<tr>
<td>PSB</td>
<td>Property Survey Board</td>
</tr>
<tr>
<td>PSFR</td>
<td>Private sector fundraising</td>
</tr>
<tr>
<td>PwD</td>
<td>Persons with Disabilities</td>
</tr>
<tr>
<td>RR</td>
<td>Regular resources</td>
</tr>
<tr>
<td>RHB</td>
<td>Road to Health Booklet</td>
</tr>
<tr>
<td>S4DYL</td>
<td>Sport for Development Youth Leadership</td>
</tr>
<tr>
<td>SABC</td>
<td>South African Broadcasting Corporation</td>
</tr>
<tr>
<td>STEM</td>
<td>Science, Technology, Engineering and Mathematics</td>
</tr>
<tr>
<td>TB</td>
<td>Tuberculosis</td>
</tr>
<tr>
<td>UASLM</td>
<td>Unaccompanied and Separated Migrants</td>
</tr>
<tr>
<td>UN</td>
<td>United Nations</td>
</tr>
<tr>
<td>UNDP</td>
<td>United Nations Development Programme</td>
</tr>
<tr>
<td>UNICEF</td>
<td>UNICEF United Nations Children's Fund</td>
</tr>
<tr>
<td>USAID</td>
<td>United States Agency for International Development</td>
</tr>
<tr>
<td>VACW</td>
<td>Violence against Children and Women</td>
</tr>
<tr>
<td>VfM</td>
<td>Value for money</td>
</tr>
<tr>
<td>WASH</td>
<td>Water, sanitation and hygiene</td>
</tr>
<tr>
<td>WCARO</td>
<td>West Central Africa Regional Office</td>
</tr>
</tbody>
</table>