

THAILAND 2025 IMPACT REPORT





UNICEF Thailand
2025 Impact Report
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for every child,
Whoever she is.
Wherever he lives.
Every child deserves a childhood.
A future.
A fair chance.
That's why UNICEF is there.
For each and every child.
Working day in and day out.
In more than 190 countries and territories.
Reaching the hardest to reach.
The furthest from help.
The most excluded.
It's why we stay to the end.
And never give up.

Facing The Future With Hope

A youth perspective

Suchanun "Tonhom" Tangjitsatiankul is an 18-year-old youth advocate studying in Bangkok. She advises UNICEF Thailand on violence and other issues through her role on the Young People Advisory Board and is active in the Children and Youth Council of Thailand. She shared her thoughts and reasons for optimism with us.

Looking back on 2025 and UNICEF's work, I see a year where children in Thailand faced many challenges but also one where progress was made which will benefit children for years to come.

The challenges were real and affected children all around the world. Economic problems and climate change can make young people feel like our dreams are shrinking. What gives me hope is witnessing the work UNICEF and its partners do to create real change. More young people have opportunities to participate in the country's future, while new laws such as the prohibition of violence against children prove that the efforts of UNICEF and young people are not in vain.

My experience shows me change is possible. I had a difficult childhood, with violence at home. I experienced depression but reached out for help and recovered. I became a youth advocate because I didn't want anyone else to face the burdens I had.

My family was proud when I was chosen to join UNICEF's Young People Advisory Board, my mother especially. They knew all about UNICEF's work transforming children's lives in Thailand. Violence is the issue I focused on most at UNICEF. Domestic violence is difficult to solve because many people see it as "interfering in family matters." The new law against the violent punishment of children is a major milestone. It means attitudes to child protection are evolving. I'm glad UNICEF called for more social workers to help victims and is giving them more training.

Another development that makes me optimistic is UNICEF's work to give more young people a chance to participate in the country's future. I work with many youth who are "diamonds" – they have real potential. Unfortunately, some leaders say they want young people to participate, but they treat us as decorative items and don't see our full abilities. As young people, sometimes we know the issues that affect us better than the adults who speak for us.

We can help adults solve problems if they would just open their hearts and listen to our opinions. I'm very happy UNICEF helped 20,000 young people feed into the Children and Youth Council of Thailand's strategy. That's a truly meaningful evolution of youth participation.

Equality is also crucial. Regardless of race, age, nationality, gender, or background, all children must be equal and have the same opportunities. UNICEF really puts this into practice. When I joined YPAB, I met children and young people from many backgrounds. One of them didn't even have a legal Thai nationality yet, but UNICEF still embraced them. UNICEF sees every child as equal. I want to thank the staff. I've seen that working for children is tiring. Keep fighting for us!

Because of the progress I've seen, I believe Thailand can create a better future if we keep working together to solve problems like climate change and violence and give young people a bigger role in decisions. My own life has shown me people can get through difficult times if we help each other.

My message to other young people is: if your problems feel overwhelming, you are not alone. Be brave, reach out and seek support. We face great pressure not to fail: I myself felt afraid when I had to pick a university, but now I know that if I fall, I will get back up with more power. I think a brighter future comes when children can chase their dreams without fear of failing.

My message to the country's leaders is to put children and young people first. Many of the problems young people face, like exploitation, happen because they lack the knowledge to protect themselves. So please make education truly free and equal. And please support youth participation. I've seen so many peers with great potential who want to change the country, but they don't have the stage or space to express it.

***Adults still see us as "just kids".
But we can do more than you think.
We can help you create a Thailand
that is better for all of us.***

Suchanun "Tonhom" Tangjitsatiankul





12 Wins

*For Children
In Thailand*

1

After years of consistent, strong advocacy from both UNICEF and partners, Thailand became the second ASEAN country to outlaw corporal punishment of children.



2

More than 23,000 parents learned practical childcare skills through 23 parenting schools while another 400,000 directly received simple and reliable nutrition advice for children.



3

13,659 children in remote areas now have access to books and reading thanks to mobile libraries bringing books directly to them.



4

200,000 teachers received training on digital learning and online safety through the ONE TEACHER Thailand network, helping them better support their students.



5

2,000 adolescents in Southern Thailand were supported to lead community initiatives promoting physical and mental well-being among at-risk groups.



6

Nearly 500 professionals working with struggling youth were able to improve their support skills by training in Thailand's first youth work occupational standards, co-designed by UNICEF.



7

2,000 young people who had dropped out of education and employment took part in UNICEF pilot projects aimed at restoring opportunities – 77% are now back in learning or work.



10

During emergencies, UNICEF provided 25,000 families with hygiene support, reached 32,159 children with mental health support, and created 149 Child Friendly Spaces for 19,721 children.



8

2,987 stateless children gained a life-changing legal identity, while 33,460 others began that complex process with UNICEF's committed support.



11

6,000 schools began adopting climate-smart education policies through a UNICEF partnership with the Ministry of Education.



9

21,090 children and youths shared their ideas to shape the Children and Youth Council of Thailand's 10-Year Strategy, strengthening youth participation in Thailand's future.



12

Young people co-designed UNICEF's Kin Rai Dee campaign for better nutrition for children and youth – its practical tips for healthier lives were viewed 68 million times.



Driving Change Today & Tomorrow

Youth participation

“Through my volunteer work, I realized that many young people have great potential but lack access to the opportunities that they need due to various challenges,” says Nurraimee Langket, a social sciences student. *“These issues need to be addressed alongside efforts to support and expand opportunities for youth. By becoming a member of UNICEF Thailand’s Young People Advisory Board, I hope to amplify the voices of youth and bring these concerns to the attention of those in positions of influence in order to resolve issues and create equal opportunities for young people.”*

Throughout 2025, UNICEF witnessed young people changing the world now and for the future. Often with our support, they’re working to promote better health in their communities, embrace the transformative potential of technology, and improve education. This belief in the power of young people is at the heart of UNICEF Thailand’s work on youth participation. In 2025, UNICEF continued to show that meaningful participation is not a side activity or symbolic gesture; it is core

to its way of working. Young people helped shape programmes, reviewed their impact, influenced advocacy, and pushed institutions to listen to their experiences, challenges and solutions.

The 35 diverse, talented members of UNICEF Thailand’s Young People Advisory Board provided ongoing feedback across UNICEF Thailand’s work. This ensured that UNICEF’s approach to improving lives was not only designed for children and young people, but with them: the best way to make certain they are truly relevant and address the core challenges children in Thailand face.

The impact has been so powerful that UNICEF also strived to take that approach to a national level. It supported the Children and Youth Council of Thailand – the country’s most significant youth body – to develop its first 10-year strategy in consultation with children and young people. Across Thailand, 21,090 children and young people shared their views, helping shape a two-year action plan with clear indicators for progress.





UNICEF is also creating the conditions where young people can thrive and building the systems that make their participation sustainable. For three years, UNICEF Thailand has worked with the Thailand Professional Qualification Institute to create the country's first occupational standards and professional qualifications for youth workers.

Across Thailand, many individuals already step into youth work roles, including teachers, NGO staff, community volunteers, and young people themselves. They offer vital support to youths facing social challenges, driven by commitment and good will. But without a common professional foundation it's hard to ensure consistency and quality. The new qualifications change that by equipping youth workers with the skills and training needed to work with Thailand's 12.4 million young people, especially those most vulnerable. 481 service providers have received training, with many more joining in 2026.

Sawanee Nibu is a Labour Graduate who has worked with young people in Southern Thailand on behalf of the Ministry of Labour since 2008. Despite her years of experience, she still learnt new skills from attending the youth work training and had her belief in her work reaffirmed.

"The work youth workers do is very important," she says. "Even if we just help one youth to find a job and improve their quality of life, it already helps uplift the entire community. It's like we are adding one more capable person."

Together, these efforts show what becomes possible when young people are trusted not only to speak, but to lead. From boardrooms to flood-prone communities, from frontline youth work to national strategies, UNICEF Thailand is helping build a future in which young people are no longer waiting for change to happen. They are making it.

When Every Moment Counts

Early childhood development

416,574 children were born in Thailand in 2025, each brimming with the potential to bring joy, help the nation thrive, and even change the world. But the reality is that millions will not get the fair start in life they need to realize that potential. One in eight young children in Thailand is stunted due to poor nutrition, while a fifth of children under five don't reach the health and learning milestones they should have. But the cost does not stop there – children who don't fully develop also struggle to contribute to the country's development.

UNICEF takes an all-encompassing approach to solving problems this entrenched. It works with the Government to create social protection systems which tackle the poverty and inequality that often underlie poor childhood development.

The Child Support Grant was a breakthrough that now reaches 2.4 million children. In 2025, UNICEF continued to make the evidence-based argument for its expansion.

Meanwhile, affordable, quality childcare for pre-school children would help millions but is currently inaccessible to many. UNICEF works to close that gap, particularly by expanding and improving early childhood development centres.

The most important people in a child's life are, of course, its parents, so UNICEF gives them the support they need to care with confidence. Expert guidance on nutrition and nurturing is provided through Parenting Schools. Parents and caregivers also receive UNICEF-led dietary guidelines designed for young children through the "Pink Book," a mother and child health handbook distributed to half a million a year.

The most disadvantaged children require specialist services. 60,000 young children grow up in construction camps, often without access to crucial services. UNICEF works with the private sector to improve conditions through the Building Social Impact Network. Our commitment is to a fair start in life – for every child.



◆ 23,513 parents received guidance on nurturing care through 23 UNICEF-supported Parenting Schools.

◆ 400,000 pregnant women received dietary guidelines in a mothering handbook UNICEF developed with government partners.

◆ UNICEF worked with the Bangkok Metropolitan Administration to develop new standardized lesson plans that will improve learning experiences in 260 early childhood development centres.

Suthita Duangkham and Phatsawee Saensuk were anxious about how to care for their first child. They got the answers they needed at a UNICEF-supported parenting school in Ang Thong province. *"We learned things we had not considered before, especially regarding self-care and taking precautions. Listening to professionals helped us realize how important it is to be intentional about every decision,"* says Suthita, smiling.

Far away, in Mae Hong Son province, Mayuree Khampong, a passionate early childhood development teacher, participated in a UNICEF pilot programme providing teachers with practical knowledge to enrich learning and nutrition for young children. *"When I arrived, I noticed that children here lack opportunities in many areas. Child-centred development must be prioritized from the moment children enter the centre. We don't just want children to come here to eat, play, and sleep, we want them to learn and grow!"*



Putting Youth At The Heart of Climate Action

Climate change

Climate change is not a looming future threat in Thailand – it is right here, right now. It is harming children’s health, learning, and hope for the future. A staggering 94 per cent of children have been exposed to more than three concurrent climate and environmental hazards. More than half a million young lives have been disrupted by climate-related floods. More than 75 percent of children have been affected by high heat, while 13.6 million are currently exposed to dangerous PM 2.5 pollution. These are not isolated statistics: Thailand ranks among the 30 countries most at risk from future climate change.

A global threat such as climate change requires a systemic response – locally, nationally and globally – to reduce its impact and adapt to its effects. It must also be a child-focused response, taking into account that children often bear the brunt of the impact and will live with its consequences longest. UNICEF works with the Royal Thai Government to ensure child needs are central to the National Climate Master Plan.

UNICEF provides data on climate change to guide national decision-making. One example is a study finding that 75 per cent of schools had experienced climate disruption but had few systems in place to mitigate its impact on learning. UNICEF works with the Ministry of Education on a climate resilient education system that focuses not just on making schools more resilient, but incorporating climate into children’s education.

UNICEF also empowers children and young people to act through community initiatives. In 2025, it worked with the Department of Climate Change and Environment to support youth networks active in climate mitigation and adaptation. UNICEF ensures that young people are at the forefront of climate discussions in Thailand and on the global stage, including a presence at all the recent global COP conferences. UNICEF amplifies this work through youth-driven public campaigns raising awareness on climate change and the need for children and young people to be central to climate action.





◆ 6,000 schools participated in the development of climate-smart education in a project created and implemented by the Ministry of Education in partnership with UNICEF.

◆ UNICEF and partners provided crucial evidence informing national action plans, such as its widely reported Survey on Assessing Climate Change Impacts and Support Needed in Schools.

◆ 73 youth networks active in climate mitigation and adaptation were supported by UNICEF to deliver projects that embraced improved waste management, sustainable tourism, sustainable packaging and more.

◆ At the same time, UNICEF's #CountMeIn campaign, launched in 2024, has grown into a widely recognized movement among children, young people, and the media, with a reach of over 150 million.

Sippothai Ketjinda, one of several young Thais UNICEF has supported to speak at the global COP climate conferences, is turning concern into action. *"We cannot guarantee that having young people at COP events will automatically lead to positive change, but I can say this clearly – if children and youth are absent from the process, that is a problem. In the long term, young people will be directly affected by policies designed today. Therefore, we should have a role in thinking and decision-making."*



A Safer Childhood For All

Violence against children

Millions of children and young people in Thailand experience the lifelong harm caused by childhood violence. For many, this happens at home, the place where they should feel most safe, loved and protected. About half of children under 14 – over 5 million in total – have experienced physical or emotional violence as part of discipline, such as being hit, shouted at, or even humiliated. These actions are often meant to “teach” children, but instead cause fear and pain.

School should be another place where children feel safe, respected, and able to learn. Despite this, more than half of students have experienced violence at school, including physical punishment by teachers, and one in three adolescents report being bullied. Children in Thailand are also less likely to feel safe at school than students in other Organisation for Economic Co-operation and Development countries. Students who feel unsafe tend to perform worse in school ([see page 44](#)) and this is reflected in Thailand’s learning outcomes.

Violence against children is a deep-rooted problem that no organisation can solve alone. UNICEF brings together the Government, communities, schools, religious leaders, families, children and young people to challenge norms that have tolerated violence for too long. It also advocates for changes to policies and laws, while working with authorities to enforce those laws and providing training support to practitioners including social workers can then help women and child victims of violence, abuse and exploitation.

In 2025, a true milestone was achieved. After more than two decades of advocacy by UNICEF, civil society, and other like-minded organisations, Thailand became the second ASEAN nation to ban punishment of children in all settings. This sends a clear message: violence against children is never acceptable. UNICEF also continues to support efforts to strengthen services that help prevent abuse and violence and respond when children are harmed.

Nut, now a father of three, reflected on the changes in an interview he gave to Mappa Media. He saw many of his friends experience violence at home and faced it himself in school.

“I was hit by a teacher... We understood they meant well, but I didn't want them to use that very same “kindness” to hurt others. Nowadays, if a child is physically abused – by being beaten or severely reprimanded – parents definitely must not accept it. Nobody should do that under the guise of love. Some of my friends who were beaten learned a bad lesson and went on to do the same to others.”

Some children face greater risks, especially those living in residential care institutions, where adequate supervision is not always guaranteed. UNICEF has worked with authorities and institutions to introduce clear child safety standards in these settings, while promoting long-term solutions to help more children grow up in family or community-based care, where they are both safer and likelier to thrive.



◆ In 2025 Thailand became the second ASEAN nation to prohibit corporal punishment after decades of advocacy by UNICEF and its partners.

◆ 2025 also saw Thailand harmonize the age of marriage to 18 and protect vulnerable children from underage marriage through the Marriage Equality Act, passed in January.

◆ 13,500 children and women benefited from UNICEF's partnership with the Department of Children and Youth to improve safety standards and overall care in 77 child and family shelters.

◆ UNICEF and partners worked with more than 200 Buddhist, Islamic and Christian religious leaders to promote child safety in the communities, schools and religious institutions where they influence thousands of families and children.

◆ 400 volunteers working with the Ministry of Social Development and Human Security received training from UNICEF on preventing and responding to violence against children through the "New Gen Volunteer Leadership" initiative.

◆ In 2025, UNICEF published the Assessment of the Social Service Workforce in Thailand, the first such study published in Thailand, now driving action to expand and strengthen the social workforce, so more children and families can access the support they need.

Putting Children First When Crisis Hits

Emergency response

“When the floods grew heaviest, my heart sank.”

Aiyadafitreeya Sahmah,
Yala Province.

In 2025, Thailand was struck by a series of devastating emergencies requiring an extraordinary response. Children faced multiple disasters – two periods of extreme flooding, a sustained border conflict, and an earthquake. When emergencies strike, children’s lives are endangered and their day-to-day realities turned upside down. UNICEF’s mission is to ensure they all get the support they need.

The Royal Thai Government leads on responding to emergencies. UNICEF supports these efforts by focusing on the unique needs of children, who are often the most affected. When a disaster strikes, UNICEF assesses the situation to understand how children are affected, what extra support they may need, and how to deliver it rapidly and effectively. UNICEF’s priorities are to protect children, help them recover as quickly as possible, and also minimize disruptions to their health, safety, and education.

UNICEF’s approach is illustrated by its response to the conflict on the Thailand-Cambodian border that escalated through late 2025, with two peaks in July and December. This emergency caused injury, loss of life and widespread trauma, with 630,000 people – including 123,000 children – forced to leave their homes with little warning and evacuate to emergency shelters.

UNICEF worked with the Government and partners, including the Government of Japan, to provide urgent support aimed at children and caregivers. 149 Child Friendly Spaces were established in evacuation areas, where 19,721 children could recover a sense of normalcy. 600 “Magic Boxes,” adolescent kits, and sports kits providing much-needed supplies helping 25,900 children continue to learn and play during the crisis.

Families with young children often have additional supply needs during emergencies. UNICEF provided 7,000 families with hygiene and baby kits to protect their health while displaced from home.



Saowalak Jantana, a 34-year-old mother who fled with her children to an evacuation centre in Si Sa Ket province, shared the uncertainty and stress her own children faced. *“My daughter keeps asking me, ‘When can we go home, Mummy?’; and I can’t answer her.”*

To help children cope with stress, UNICEF helped to train over 700 frontline staff in emergency mental health support. Aiming to promote psychological healing and rehabilitation, 32,159 children and adolescents received psychological support and stress reducing activities. This includes 2,707 children who displayed signs of acute trauma and who were provided with Psychological First Aid and structured support. Where identified, children and young people in need of long-term care were referred to appropriate services.

UNICEF used its online presence to provide valuable information and resources to the public, such as what steps were being taken to help children, and useful tips including talking to children about emergency-related anxiety. Throughout 2025, information and advice reached over one million users, with more than 100,000 people directly engaging with the practical guidance offered.

Of course, every emergency is unique, presenting its own set of challenges. During the severe floods of November, almost three million people

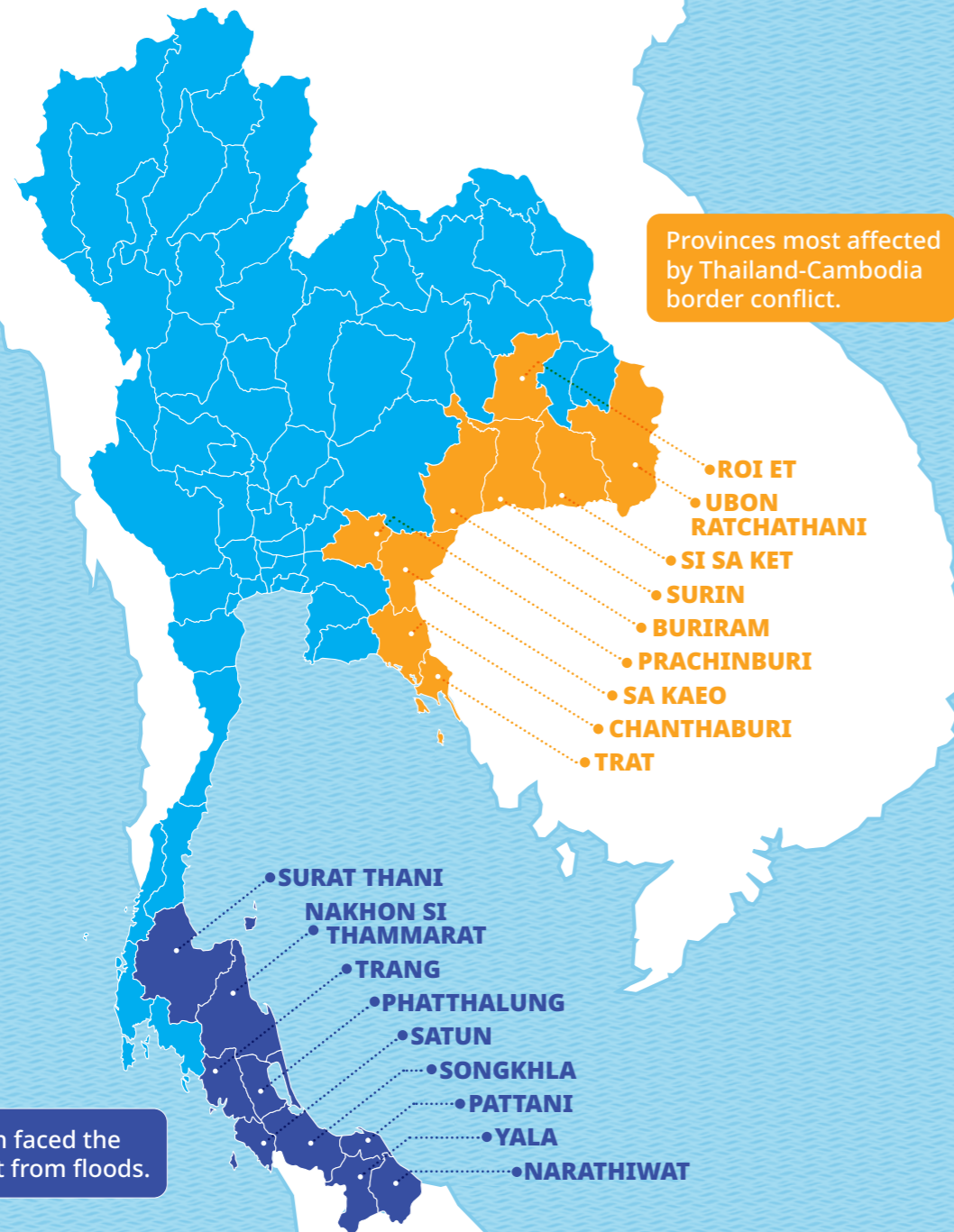
were directly affected, including 519,000 children. Although UNICEF again focused on the safety and emotional well-being of children, greater emphasis was placed on hygiene support, as floodwaters contaminated many water sources. In addition, many schools experienced severe damage, so UNICEF worked with the Government and partners to help children continue learning during the crisis and return to school as quickly as possible, the harm to their education minimized.

The reason UNICEF was able to act rapidly in this and other crises is that – even when there is no immediate emergency – UNICEF is preparing for the next one. In a crisis, rapid responses are vital, so UNICEF stores essential, ready-to-use supplies in high-risk areas. When disasters strike, UNICEF can get hygiene supplies, blankets and other support to children within hours or days – not weeks. This preparation allows us to act swiftly to protect children when they need us most.

Another crucial element of UNICEF’s emergency work is prevention and mitigation. It released a report into how unprepared most schools were for floods and other climate risks, and is working with education bodies to push for climate adaptation measures to be adopted in at-risk areas and particularly in schools.

Across all emergency work, UNICEF’s priority is clear: respond fast, stay focused on children’s unique needs, and restore hope in the future.





Thailand-Cambodia Border Conflict

- ◆ Over 630,000 people, including 123,000 children, evacuated in six border provinces.
- ◆ 32,159 children were reached with psychological support and stress relief activities.
- ◆ UNICEF helped establish 149 Child Friendly Spaces accessed by 19,721 children.
- ◆ More than 7,000 people received emergency hygiene and baby kits from UNICEF.
- ◆ 702 staff and volunteers received training in mental health support by UNICEF.

Flood Emergencies

- ◆ 519,000 children were affected by floods, many requiring humanitarian support.
- ◆ UNICEF distributed vital hygiene and baby kits to 5,700 people, including children.
- ◆ UNICEF assisted over 18,000 children and families throughout the floods and recovery.
- ◆ 12,500 children continued to play and learn through Magic Boxes supplied by UNICEF.
- ◆ 148,000 children's education was disrupted, with at least 1,090 schools flood damaged.

The Urgent Need To Invest In Children

Human capital development



When children grow up with love, nurturing care, and support, that blooms in the form of success – for themselves and the country. But poverty, inequality, and uneven access to basic services currently hold too many children back.

On average, each child born in Thailand today will realize just 61 per cent of their full human capital potential and, according to the latest figures, 22 per cent of children still live in multidimensional poverty, particularly in rural areas. Multidimensional poverty means that children live in families that lack money or have unequal access to education or healthcare. Despite the country's economic growth, child poverty has remained stubborn in Thailand and has sometimes even risen in recent years.

Unless Thailand confronts poverty and ensures all children get quality education, nutrition, and healthcare, the nation will fail to develop the human capital it needs to achieve its social and economic goals.

UNICEF takes a holistic approach to solving the complex and interlinked challenges of inequality and poor human capital development. UNICEF works closely with the Government, providing data and robust evidence on why and where

poverty and inequality are starkest, alongside clear recommendations to tackle these problems.

Data-backed advocacy previously led to breakthroughs like the Child Support Grant and, in 2025, UNICEF continued to work hand in hand with the Ministry of Social Development and Human Security (MSDHS) to provide evidence supporting an expansion of the Grant. UNICEF also worked with MSDHS on a registry of households where children are most vulnerable. The main goal is to provide more targeted support, with children with disabilities prioritized.

A key moment was UNICEF's launch of its Human Capital Development report in 2025. Created with the Office of the National Economic and Social Development Council and the Thailand Development Research Institute, it includes robust data and urgent recommendations to address many challenges across childhood, including education and the difficult school-to-work transition.

At the same time, UNICEF supported programmes aimed at reintegrating young people back into learning and employment. These included pilots initiated with the Ministry of Labour and partners in provinces of Thailand where children and youth are most disadvantaged.



- ◆ Created an evidence-based roadmap for improving human capital with a focus on children, working in partnership with the Government on a flagship report. This was received positively by leaders from across Thailand's political spectrum and generated powerful media coverage.

- ◆ UNICEF advocated more broadly for increased and better-targeted investment in children, notably convening with Members of Parliament and Senators in a roundtable event co-hosted by the Parliamentary Budget Office.

- ◆ Provided mentoring, skills development and support to 1,835 youth who had abandoned education and employment through a new model piloted across five provinces. 77 per cent of participants returning to learning or work within a year, proving lost potential can be regained.

Born in rural Uttaradit province and raised by his grandmother, Palathip Phimsuwan grew up in a community blighted by poverty and came close to dropping out of school. *"We had no income,"* he says. *"I had to rely on scholarships to continue. None of my friends made it past Grade 9."*

Palathip was exceptionally driven and intelligent, going on to win a Royal Award for Outstanding Students, but he hasn't forgotten the people he grew up with and the challenges they face. He joined UNICEF's Young People Advisory Board with a mission to make a difference. *"Many children in my community face various challenges like low motivation, financial problems, negative attitudes, peer influence and more. I want to work towards addressing all of these issues and creating better opportunities for them."*

The internet can open doorways to new learning and opportunities – but it can also lead to darker places. In Thailand, online sexual exploitation and abuse is a grave, fast-evolving threat. 9 per cent of children aged 7 to 12 were victims of online sexual exploitation and abuse in a single year. Dangers include coerced sharing of sexual images, grooming, sexual extortion, and real-world physical harm. AI is providing predators with more tools to deceive and exploit children, increasing the risks.

UNICEF works with the Government, civil society, private sector and young people to make Thailand's digital environment safer, tackling the problem at multiple levels. The goal is to strengthen laws and child protection systems, improve reporting and response services, raise awareness among children and caregivers, and help young people build digital literacy to protect themselves online. UNICEF pushes for stronger legal protections against every single form of online child sexual exploitation and abuse.

Throughout 2025, over 18,000 teachers, government officials, experts, and private sector staff were trained to prevent and respond to the ever-more rapidly mutating threats of online abuse, exploitation and violence. All of the participants pledged to strengthen laws and develop a robust system to prevent online threats, underpinned by a very significant increase in cross-sector collaboration. Substantial progress was made towards new, more comprehensive laws against online abuse.

In February 2025, UNICEF guided the Safer Internet Day, to centre on the emergence of AI and predicting early on that the threats it poses would escalate rapidly. Alongside the Children and Youth Council of Thailand, UNICEF also launched a new Online Safety Manual, which gives practical support on identifying and avoiding abuse, grooming, and cyberbullying, while providing information on reporting abuse. UNICEF launched its #CautionFirst campaign in 2024, sharing safety tips and reaching millions of people.



Protecting Children In A Changing Online World

Online safety

◆ 10,000 teachers and school administrators received training on preventing and responding to online threats through a UNICEF course delivered with the One Teacher Thailand (OTT) learning network. The OTT also adopted UNICEF's youth-driven #Caution-First Campaign material for use in classroom teaching about online safety.

◆ UNICEF collaborated with the Royal Thai Police to improve the forensic and investigative techniques used by the Thailand Internet Crimes Against Children Unit.

◆ 8,700 government and business workers were trained in AI and improving online safety for children in a collaboration between UNICEF, the Electronic Transitions Development Authority and the National Cyber Security Agency.

◆ A UNICEF-supported Online Safety Manual for Children and Young People was launched and is now being used by the Children and Youth Council of Thailand to guide projects focused on preventing cyberbullying and sextortion.

"The scale and rate of online sexual abuse and exploitation have changed dramatically in the age of AI," says UNICEF Thailand's Child Protection Specialist, Santi Siritheerajesd. "Perpetrators use new technologies to groom, deceive and harm children in ways that are harder to detect and respond to. This means we can no longer rely on traditional child protection approaches alone. We must continuously adapt, strengthen cooperation across sectors, advocate for political will, and invest in digital expertise to keep children safe. Protecting children online is a shared responsibility. UNICEF's role is to help bring all stakeholders together around a common goal – building a digital environment where children can learn and connect without fear."



Getting Learning Back On Track

Education

While access to education has greatly increased, its quality is still a concern for the Government, education specialists, students, and the public. International studies such as the Programme for International Student Assessment reveal a downward trend over 14 years. In 2022, a third of 15-year-olds reached proficiency in mathematics compared to a 69 per cent across the OECD.

Millions of children are falling behind and 15 per cent drop out before completing upper secondary school. Many who do graduate say they don't feel prepared for the 21st century job market.

Major educational reforms – including an updated curriculum, modernized resources, and improved teacher training – are key. Without change, Thailand will not create the modern, robust education system that children need, which grows human capital and is essential if Thailand is to achieve its goals of further socioeconomic progress.

UNICEF works closely with the Ministry of Education and other partners, providing evidence on challenges, advocating for new reforms which work for all, and delivering technical support on pilot projects exploring new ways of teaching.

UNICEF has also prioritized strengthening teacher skills and ensuring that children in remote areas have access to the same level of targeted, specialist teaching and learning support as their urban peers. However, much more needs to be done if Thailand is to achieve progress, requiring a non-partisan agreement to treat education as a long-term national priority of high urgency.

- ◆ More than 200,000 educators received online training through the UNICEF-supported One Teacher Thailand network, improving learning for millions of children in Thailand.
- ◆ 109,190 children in 229 schools participated in UNICEF's A Book A Week campaign, a catalyst for early reading and learning.
- ◆ UNICEF-supported mobile libraries travelled to 13,659 children in remote areas, directly distributing 5,000 grade-appropriate books.
- ◆ UNICEF's combined education initiatives contributed to the launch of a brand new Grades 1–3 curriculum piloted in 4,400 schools, reinforcing early reading as a national priority.



UNICEF initiated the One Teacher Thailand project to provide online learning to teachers, and in ten years it has helped 500,000 teachers to update their technical knowledge. *“Being a teacher means you have to develop yourself at all times and this includes learning digital skills,”* says Nurhayatee Deraoke, who teaches at Ban Than Mali School in a mountain region of Yala Province, with very limited Internet access. *“Gaining digital skills is a must for students in the 21st century.”* However, more investment in school and online infrastructure is needed if all teachers and children are to benefit.

“These days, we study just to pass exams because our education system isn’t really built for us to actually use what we learn,” says Ryu, a Grade 11 student from Bangkok. *“I want schools to teach us to think outside the box so that one day we can create something truly meaningful for our world.”*





A Double Threat For Thailand's Children

Malnutrition

Good nutrition can be the launching pad for a child to leap through their intellectual and physical development, ready to achieve remarkable things. Unfortunately, not every child in Thailand gets this opportunity. Although the availability of food is greater than ever, malnutrition is still a serious challenge for millions of children.

The facts are stark. 1 in 8 children are still stunted, their growth limited by lack of good nutrition. Another 1 in 8 is overweight due to unhealthy eating, and that number is rising very fast. Malnutrition in both forms profoundly affects growth, learning, and well-being, with lifelong physical and cognitive consequences.

This harms those children but it also harms the nation. Children who don't fully develop are far less able to contribute to Thailand's progress while the financial bill for healthcare costs and related low productivity rises. To take just one example, obesity is estimated to cost Thailand

around US\$8 billion (259.4 billion baht) annually, a figure projected to rise to \$21 billion by 2030.

UNICEF is bringing together multiple partners – which include government, health systems, schools, communities, and the private sector – to work together towards better child nutrition, from pregnancy through to adolescence. This systemic approach includes providing parents with knowledge about nutrition, improving national nutritional guidelines, and enhancing the quality of the food offered in early childhood centres and schools.

UNICEF also supports parents and their children by creating better food environments with retailers and working with the Government to regulate the marketing of unhealthy food and drinks to children. UNICEF amplifies this work through high impact, lively online campaigns that encourage families, children, and young people to make informed choices.

◆ More than 400,000 pregnant women received UNICEF-led Food-Based Dietary Guidelines through the revised “Pink Book”, a Maternal and Child Health handbook developed with government partners.

◆ UNICEF supported the Bureau of Nutrition to strengthen school lunches through improved menu standards in line with dietary guidelines, designed to improve nutrition for 9 million students.

◆ UNICEF brought together young people to design its Kin Rai Dee campaign for better nutrition for children and youth – its practical tips for healthier lives were viewed 68 million times.

◆ UNICEF supported more than 2,000 adolescents in Thailand’s Southern Border Provinces to create or engage in local campaigns focused on healthy lifestyles, including nutrition, exercise and mental health.

◆ 206 stores in the BJC group now have healthy checkout lanes to help millions of families make better food choices for their families.

Nittinan Moonpradit is a mother in Mae Hong Son province. For years, she struggled to get her young daughter to eat healthily. That changed when her daughter attended an early childhood development centre where UNICEF had trained staff in nutrition.

“The thing that impresses me most is probably the care the teachers provide for the children as well as the teaching methods,” says Nittinan. “In the past, my child didn’t want to eat vegetables at home, but the teacher said she did eat vegetables at school. The teachers make the food into different shapes to make it look cute, like a snack. The other children then enjoy eating, and my daughter is following them in eating healthier food.”



Unlocking The Future For Stateless Children

Ending statelessness



Statelessness leaves children invisible to the systems meant to protect them. This is a global problem. However, the situation in Thailand is particularly acute with over 171,000 children registered as stateless by the Ministry of Interior in 2024. While Thailand provides education to all children regardless of their legal status, statelessness limits access to other essential social services including healthcare, protection services, and justice.

Without a legal identity, many children grow up with uncertainty, restricted mobility, and fewer opportunities as they transition to adulthood. This affects not only their futures, but the future of Thai society as a whole. UNICEF works with the Government and partners to tackle

statelessness at every stage, from prevention of children being designated stateless at birth to resolution of legal identity later in life. UNICEF's work includes driving more registrations at birth, helping children and families secure legal status, strengthening laws and procedures, and advocating for faster, fairer pathways to legality.

In 2024, this long-term, collaborative advocacy resulted in a landmark decision: a cabinet resolution to fast-track permanent residency for more than 483,000 stateless people, including 142,000 children. As a result, UNICEF's Mobile Civil Registration Unit project was able to step up its work helping children and families prepare documents, submit cases, and navigate an often slow and complex process.

◆ UNICEF supported 33,460 undocumented and stateless children and families to navigate legal identity applications throughout 2025, up from 9,417 in 2024, following the cabinet resolution and associated procedures.

◆ 2,987 children obtained a legal identity in 2025, granting them access to essential rights and new hope for themselves and their country.

◆ UNICEF also supported education for stateless children, working with partners to assist schools providing multilingual lessons that help children from ethnic minorities learn Thai and other skills.

For twins Kanokwan and Kamonwan Nongyaw, a paperwork discrepancy at birth deprived them of

the nationality they were legally entitled to. As a result, they were excluded from student loans and scholarship opportunities, and denied permission to travel outside their district for internships or competitions. *"It closed off opportunities for us. We studied hard. We qualified. But we lost chances simply because we didn't have a nationality."*

Over years of submissions, interviews and DNA testing, the sisters continuously reapplied for their Thai nationality with UNICEF's support. In 2025, they were finally successful and are now pursuing their ambitions to be businesswomen and teachers who contribute to their own communities and Thailand's progress. *"I feel so relieved now,"* says Kamonwan. *"It had been so long that we had almost stopped believing it would happen."*



The Engine Driving UNICEF's Work

Partnership

For almost 80 years, UNICEF has worked to improve the lives of children in Thailand, from delivering services to shaping laws. But we have never done it alone. Progress for children is always built through partnerships with the public sector, private sector, civil society, young people, and all those in Thailand who want to create a better future for children.

This page is dedicated to our partners, whom we thank from the heart. We hope the examples below show how partnerships delivered real results for children in 2025.

UNICEF's principal partner has always been the Thai Government. Today, the Government delivers essential services at scale, while UNICEF provides targeted expertise to strengthen systems and reach the most vulnerable children. This partnership is critical in times of crisis. When severe flooding hit Thailand in 2025, the Government led the national response, while UNICEF worked with partners to address the specific needs of children. International partners also stepped up during the border conflict

with Cambodia, with the Government of Japan providing invaluable support.

Beyond emergencies, UNICEF works closely with the Government to strengthen the systems children rely on every day. We generate robust data on children's lives to inform national policies and laws. In 2025, UNICEF partnered with the Thailand Development Research Institute and the Office of the National Economic and Social Development Council to produce the Human Capital Development report ([see page 37](#)), helping shape recommendations on investing in children – especially those most at risk of being left behind.

We also support the Government to turn evidence into action. In 2025, UNICEF worked with the Ministry of Labour and the National Economic and Social Development Council to pilot integrated services for young people not in employment, education or training. There are more than a million young people in this situation in Thailand, and so it is crucial that we find ways to support them effectively.

Children and young people themselves are essential partners. Through platforms such as the Young People Advisory Board and the I AM UNICEF volunteer network, they help shape our priorities and sharpen our interventions. UNICEF also works closely with the Children and Youth Council of Thailand, the country's most extensive youth network. In 2025, UNICEF supported 21,090 children and young people to contribute to its new 10-Year Strategy.



UNICEF partners with businesses because of the unique role they play in shaping children's lives. In 2025, a key milestone was our work with the BJC Big C Foundation to advance early childhood development and promote healthier food environments in Big C stores, including the introduction of healthy checkout lanes. Other partners, including Pandora and BMW Group, supported STEM initiatives, helping young people build skills for the future. Partners such as Central Group, Central Pattana (CPN), Tops, Charoen Pokphand Foundation and Siam Piwat also contributed generously to UNICEF's work and helped amplify our campaigns.



We are proud to work with our Ambassadors – Khun Anand Panyarachun, UNICEF Goodwill Ambassador for Thailand, and Khun Nualphan Lamsam, UNICEF Thailand's National Ambassador – who advocate for children and help drive change. They also connect us to the Thai public, who support our work in so many ways.



While we cannot name all the individuals and organisations who helped us in 2025, we are deeply grateful to them all. Together, we are building a Thailand where every child has a fair start in life.





10 Wins For Children Around The World

unicef 
for every child

- 1** 1.6 billion polio vaccine doses were delivered by UNICEF to children globally, contributing to a reduction of 68 per cent in polio cases since 2022.
- 2** Nutritional support was delivered to 255 million children suffering from or at risk of life-threatening malnutrition in 54 countries.
- 3** 34 million people were given access to safe water and 15 million provided with basic hygiene services, transforming health for millions of children.
- 4** 27.8 million children not in school – for reasons including conflict and displacement – were provided with education services and support in 90 countries.
- 5** 10.4 million adolescent girls at risk of child marriage in 50 countries received prevention and care interventions from UNICEF and its partners.
- 6** 139 countries actively worked towards disability-inclusive services, reaching a record 6.5 million children with disabilities.
- 7** 414 humanitarian emergencies in 101 countries required UNICEF support while it assisted governments to strengthen child-focused emergency services.
- 8** \$559 million in cash assistance was delivered directly to vulnerable households and front-line workers in humanitarian settings.
- 9** 108 countries experienced greater youth participation in policy development, entrepreneurship and advocacy, with UNICEF playing a supportive role.
- 10** Advocacy by UNICEF contributed to new child-sensitive laws, policies, budgets, or practices in 121 countries, improving lives for millions of children.

Investing In Children Is The Key to Thailand's Future

This report opened with something powerful. A young person's optimism. I want to close it in that same spirit.

2025 was a difficult year for Thailand, for its children, and for the world. More challenges lie ahead. But as Tonhom reminds us in the foreword, when we act together, we do more than overcome challenges, we move forward stronger.

Looking back, I see real reasons for hope. Last year, Thailand faced some deep-rooted challenges alongside unexpected emergencies. Yet, together with the Royal Thai Government and partners, UNICEF delivered real change for children.

After decades of effort, a law banning corporal punishment of children was passed. This will transform countless childhoods – not only by better protecting children, but by sending a clear message that society stands with them. We are already seeing change. I was struck by the words of father Nut on page 25 who experienced violence as a child. Now a parent, he puts it simply: harm is still harm, even when intentions are good. It can no longer be accepted.

Across Thailand, millions responded to UNICEF's call for better nutrition. Young people, business leaders, government partners and chefs came together to demand stronger protections for children, including limits on the marketing of unhealthy food, better access to nutritious options, and greater awareness of what healthy choices look like.

That same collective effort showed its strength in times of crisis. When emergencies struck, UNICEF teams stood with children and families, not only in the moment, but through recovery.

Now we turn to what comes next.

Since joining UNICEF Thailand in January, I have travelled across the country. I have seen the determination of children and young people, and the dedication of those who support them. I came away with a deep sense of Thailand's potential, and the country's readiness to turn that potential into opportunity for every child.

To realize this, greater investment in children is essential.

In June, UNICEF worked closely with government partners on the Human Capital Development in Thailand report. The evidence is unequivocal. Thailand will only achieve its ambitions when every child and young person gets a better, fairer start in life.

This means children growing up safe and healthy, with better childcare, nutrition and mental health support. This means an education system that delivers quality learning to every child, not just a fortunate few.

It also means prioritizing those most at risk such as children in poverty, those out of education and employment, and children with disabilities. This is the right thing to do. It's also an economic necessity. A country with a declining birthrate and a shrinking workforce cannot afford to waste a single child's potential.

This is a shared responsibility for the Government, UNICEF and other development and civil society partners, the private sector, the Thai people, and children and young people themselves.

Tonhom closed her foreword with hope, shaped by the support she received when she needed help. Her story is a reminder of what is possible, and a reason for us all to be optimistic.

Ken Legins, UNICEF Thailand Representative

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