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WHO WE ARE
WHO
WE
ARE
unicef
for every child
UNICEF – the United Nations Children’s Fund – was established in 1946 to supply emergency relief to millions of children suffering in the aftermath of World War II. As the world changed through the decades since then, so too did our role.

The organization still functions to ease the suffering of millions of children in emergency situations across the world. We also focus on the protection and promotion of child rights, working for the survival, protection, education and healthy development of every child.

Today, we operate as a partner with governments, the private sector, civil society groups, academia, the media and communities in 190 countries and territories to translate commitment into practical action. Driving that work is an obligation and passion to reach excluded and other vulnerable children.

We began our work in Thailand in 1948. Back then we targeted children’s health and nutrition and household sanitation: fighting life-threatening childhood diseases, supporting a permanent vaccination programme for tuberculosis to providing clean drinking water and safe sanitation facilities in rural areas, and distributing corn-soy milk and iodized salt.

Over the past seven decades, the well-being of children in Thailand has significantly improved. Yet, disparities have also increased drastically, spurring new challenges for children. As the conditions have changed, UNICEF’s work has changed. Our activities have expanded to also include the importance of early childhood development, adolescent health and participation, quality education and the protection of every child.
These days we advocate for laws and policies that better deliver on children’s rights while making sure that the human and financial resources needed to carry them out are available. We have around 50 staff members working with our partners to find new and innovative ways to protect the rights of all children in the country and to ensure that the benefits of Thailand’s rapid and impressive development reach the most disadvantaged children.

By bringing together all types of individuals concerned with child rights, we move closer to the day when every child in Thailand, regardless of gender, ethnicity, socioeconomic background or legal status, has a fair chance to grow up in a safe, healthy and protective environment and reach their full potential.
1946
UNICEF is established in the aftermath of World War II

1948
UNICEF opens its office in Thailand

1947
UNICEF prints its first greeting card

1950
First projects to address trachoma, parasites and environmental sanitation

1953
Mass tuberculosis (BCG) vaccination campaign becomes the start of a permanent BCG vaccination programme

1954
Promotion of primary education begins with teacher training and awareness-raising projects

1964
The United Nations adopts the Convention on the Rights of the Child that since then has become the most widely and rapidly accepted human rights treaty in history

1965
UNICEF accepts Nobel Peace Prize

1989
Thailand signs and ratifies the Convention on the Rights of the Child, which obligates every State party to undertake all appropriate measures to protect the rights of every child within its jurisdiction

1992
Clean drinking water and sanitation programmes start in rural areas of Thailand, while corn-soy milk distribution begins, to reduce protein deficiency
2004
Child Protection Act passed, greatly increasing legal protection for children in Thailand

2005
UNICEF responds to the devastating tsunami, spending more than $11 million on recovery programmes in Thailand

2011
Thailand becomes an upper-middle income economy

2011
Legislation requiring iodization of all salt for human consumption takes effect

2016
Thailand eliminates mother-to-child transmission of HIV

2016
The Online Birth Registration system becomes available at public hospitals

2013
The Child Support Grant scheme is introduced for poor children

2013
The Control of Marketing of Infant and Young Child Food Act is passed to protect breastfeeding

2015
UNICEF responds to the devastating tsunami, spending more than $11 million on recovery programmes in Thailand

2015
The Child Support Grant scheme is introduced for poor children

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Thailand becomes an upper-middle income economy

2011
Legislation requiring iodization of all salt for human consumption takes effect

FROM THEN TO NOW
OUR UNIQUENESS

UNICEF is mandated by the United Nations to protect and promote the rights of children across the world. Our presence in 190 countries and territories has generated a rainbow of insight and ability to tap into the wealth of local expertise, and experiment with innovations. We work with each national government through multi-year country programme plans to strengthen laws, policies and activities that have far-reaching and enduring impacts on the lives of children.

UNICEF aims to achieve long-term, large-scale results for every child in Thailand by:

- Collaborating with the Government and partners, including NGOs, the private sector, influential groups and individuals, communities, parents, and children
- Helping generate reliable data and evidence on the situation of children
- Advocating for legislative and policy change for children
- Building up skills and knowledge among all partners for promoting and protecting child rights
- Facilitating collaboration and information exchange among all partners and anyone else working for the benefit of children
- Funding new initiatives and pilot projects for ultimate expansion by the Government to every corner of Thailand and reaching every child
- Engaging with traditional and online media, celebrities and youth to inform the public about issues facing children and to catalyse action
- Establishing coalitions of supporters for children’s rights
The work we do flows from the Convention on the Rights of the Child (CRC), which outlines the basic rights that all countries must guarantee for every child. Having ratified the CRC in 1992, Thailand has agreed to follow through on the many provisions by establishing laws, policies, regulations and services to deliver what is right, fair and will enable children to develop to their full potential.

UNICEF programmes correspond with Thailand’s National Economic and Social Development Plan focus on investing in human resources, in addressing inequalities, and in sustainable development. The UNICEF partnership also revolves around helping Thailand fulfill its commitment to achieving the Sustainable Development Goals for poverty eradication, human and environmental well-being, clean and accessible energy and equal opportunities to improve household conditions, among others.
OUR PRIDE

When Thailand reaches milestones, we like to celebrate. Below are a few recent examples of Thailand’s successes to which we are proud to have contributed.

• The Government enacted the Control of Marketing of Infant and Young Child Food Act in 2017 to help protect against the unfair marketing of breastmilk substitutes. Protecting exclusive breastfeeding has been a major advocacy priority for UNICEF and partners over the past few decades.

• In 2016, Thailand became the first country in Asia, and among the first in the world, to achieve the elimination of mother-to-child transmission of HIV and syphilis, bringing the rate to below 2 per cent. UNICEF and partners work in myriad ways to keep children free of HIV and to help them live a healthy and fulfilling life when infections occur.

• The Child Support Grant programme was launched in 2015 for poor families with infants and then extended in 2016 to families with children aged up to 3 years. Expanding Thailand’s social protection system to better assist impoverished families has been an advocacy priority for UNICEF for many years.
• The Government of Thailand developed its first five-year National Child Protection Strategy in 2017 to strengthen protection services for children in schools, communities, and protection institutions. UNICEF has been supporting the Government in the development and implementation of the strategy.

• A ‘deep-dive’ analysis of data from the 2012 Multiple Indicator Cluster Survey revealed that Thailand is facing a double-burden of malnutrition, with unexpectedly high percentages of children who are undernourished and of children who are overweight. UNICEF and partners contribute funding and expertise to carry out surveys, data generation and analysis that are critical to seeing the challenges that children in Thailand face and thus prioritizing resources.

• Legislation requiring iodization in all salt for human consumption took effect in January 2011. Good nutrition is as important to children’s survival as health care, clean water and safe sanitation. Years of advocacy work promoted iodine as an essential micronutrient for brain development.

• The Online Birth Registration System went national in 2013 to link information of babies born in hospital with the civil registration office, with technical and financial assistance from UNICEF and partners. This system aims to ensure that all children are registered at birth and receive a birth certificate. This allows them to enjoy their rights to health care, social welfare, freedom of movement, political participation and legal employment.
No organization can alone achieve all the required results for children. Responding to what families and children need requires inputs from multiple divisions of government and all parts of society. Collaboration is the only way forward.

UNICEF is proud of its tradition as a partner for sustainable change for children. Our partners are from all sectors.

**Governments** are our primary partners. We collaborate with government at all levels, from heads of State and ministers to governors, village heads and community councils.

**Non-governmental organizations**, both international and national, youth groups, women’s organizations, religious groups, community and family collectives. We work with all of them.

**Children and young people** are deeply involved in what UNICEF does. When children and young people are given a voice in public debate, in their communities and their families, everyone benefits.

**Leaders – influential men and women from all walks of life** – work with us to make positive changes for children in the present and to plan for them in the future.

**Donors** are crucial partners. UNICEF’s work for children is funded entirely by voluntary contributions.

**The private sector** can adopt child-friendly business practices, become leading advocates for children’s rights and safety, share company resources and expertise and inspire employees and customers to help look after the best interests of every child.
• Ministry of Social Development and Human Security
• Ministry of Justice
• Ministry of Public Health
• Ministry of Education
• Ministry of Digital Economy and Society
• Ministry of Labour
• Prime Minister’s Office
• Office of the Attorney General
• The Central Juvenile and Family Court

GOVERNMENT

ACADEMIC AND OTHER INSTITUTES

• Thailand Development Research Institute (TDRI)
• Institute for Population and Social Research (IPSR), Mahidol University
• Thaipat Institute
• Mahidol University
• Chulalongkorn University
• Thammasat University
• Thailand Evaluation Network
• College of Social Innovation, Rangsit University
• Children and Youth Council of Thailand
• Thai Youth Institute

CORPORATE PARTNERS

• Sansiri Plc.
• Total Access Communication Plc. (dtac)
• Central Group

KEY PARTNERS

NON-GOVERNMENTAL ORGANIZATIONS

• Friends International Thailand (Puean Puean)
• The Center for the Protection of Children’s Rights Foundation
• CRC coalition Thailand
• Thailand Association of Social Workers
• Save the Children
• Right to Play Thailand Foundation
• Isra Institute
• Special Olympics Thailand
• Raks Thai Foundation
• Path2Health Foundation
• Childline Thailand
• National Health Foundation
• Baan Dek Foundation
• The Inquiry Official Association of Thailand
• The Female Inquiry Official Club
• Thai Network of People Living with HIV/AIDS Foundation
• Friends for Youth Development Foundation
UNICEF has worked with more than 200 celebrities as Goodwill Ambassadors and National Goodwill Ambassadors, including David Beckham, Jackie Chan, Shakira, Orlando Bloom, Ewan McGregor, Ricky Martin, Katy Perry and Lionel Messi. They voluntarily use their fame to highlight the UNICEF mission to help improve the lives of children worldwide.
In Thailand, former Prime Minister Anand Panyarachun has been a UNICEF Goodwill Ambassador since 1996. His support has been invaluable in bringing society’s attention to the importance of children’s rights and has helped UNICEF raise funds to reach children who are most in need.

Since 2013, UNICEF Thailand has engaged local celebrities as Friends of UNICEF to draw attention to children’s rights and as positive role models for Thailand’s younger generation. As our Friends of UNICEF, Nickhun Horvejkul, Paula Taylor, Zico Kiatisuk Senamuang, Noodee Vanessa Race, Peach Pachara Chirathivat and Mai Davika Hoorne promote early childhood development and education, ending violence against children, strengthening adolescent health and youth participation and campaigning for a fair chance for every child in Thailand.

UNICEF Thailand has worked with other film stars and prominent persons, including Ann Thongprasom, Ken Theeradej Wongpuapan (2008–2011) and Kathleeya McIntosh (1999–2005), as UNICEF Youth Ambassadors.
THE SITUATION OF CHILDREN IN THAILAND
THE SITUATION OF CHILDREN IN THAILAND

Every child – regardless of sex, education, social or economic status – has a right to survive, develop, to be protected and to participate in decisions that affect them. Too many children in Thailand still face challenges that deprive them of their rights.

*All data are from the Multiple Indicator Cluster Survey 2015-2016, conducted by the National Statistical Office, unless stated otherwise.
Thailand has made great progress in economic development over the past few decades. Unfortunately, economic growth has not been equally experienced by all citizens. Some regions and groups of people have been left behind. The 2015-2016 Multiple Indicator Cluster Survey on the situation of children and women in Thailand found that children and young people living in rural areas, children living in families headed by a non-Thai speaker, children from poor households and children whose parents have a low level of education were generally more likely to lag behind other children of their age in health, education and overall development outcomes.
CHILD POVERTY

Poverty affects children disproportionately. While the overall poverty rate in 2014 was 10.5 per cent, the poverty rate for children aged 0–17 was 13.8 per cent. The north-eastern and southern regions have the highest child poverty rates in Thailand. Some two million children in Thailand lived in households with incomes below the poverty line in 2014. Poverty deprives children of their basic rights and makes them more vulnerable to abuse and exploitation. It deprives them of proper nutrition, good health, safe water and quality education. This situation typically passes from generation to generation.

1986
67% of the population lived below the poverty line

2014
14% of children lived below the poverty line

2014
11% of the population lived below the poverty line

NO CHILD SHOULD LIVE IN POVERTY

*Thailand Development Research Institute
NUTRITION
Thailand’s universal health care scheme has led to tremendous progress in improving children’s health. The country’s investment in the provision of basic social services has contributed to a reduction in the number of infant deaths due to neonatal and infectious causes. Yet, there remains an urgent need for increased investment in children’s nutrition. Thailand is experiencing a double burden of malnutrition, with a high percentage of undernutrition and overweight children. Deprivation in care and poor nutrition can cause irreversible damage to the body and brain development, with lifelong consequences.

**EQUITY MATTERS**

- **17%** of children younger than 5 years whose mother has no education are stunted
- **29%** of children younger than 5 years in Narathiwat Province are stunted

**NO CHILD SHOULD BE MALNOURISHED**

- **5%** of children younger than 5 years are wasted
- **11%** of children younger than 5 years in Thailand are stunted
- **8%** of children younger than 5 years are overweight

**EXCLUSIVE BREASTFEEDING UP TO 6 MONTHS OF AGE**

- **National Average**: 23%
- **Urban**: 19%
- **Rural**: 26%
EARLY CHILDHOOD DEVELOPMENT

ALL CHILDREN SHOULD BE LOVED, NOURISHED AND CARED FOR IN SAFE AND STIMULATING ENVIRONMENTS

85% of children aged 3–5 years attend an early childhood education programme

34% of fathers engage in four or more activities that promote learning

59% of children younger than 5 years do not have at least three books at home
Early childhood – the first months and years of life – is the most important period of development in a child’s life. It is a time of rapid cognitive, linguistic, social, emotional and motor development. It is when the foundation for that development and for lifelong learning is set. With this one-time-only window of opportunity, early childhood development and investment must be a priority of every family and the nation.

In Thailand, many children lack appropriate care and stimulation. A large number of parents, especially fathers, do not engage in learning activities with their young children. Access to children’s books – which is crucial for the child’s learning and imagination – is limited, especially in the poor households. Although participation in early childhood education makes a huge difference in a child’s development, around 15 per cent of children aged 3–5 years are not attending an early childhood education programme.

**EQUITY MATTERS**

25% of fathers from poorest households engage in four or more activities that promote learning

77% of children younger than 5 years from poorest households do not have at least three books at home
The law entitles all children within Thailand to enrol in school, regardless of their background or nationality.

Around 95 per cent of primary-school age children in the country attend school. Unfortunately, disparities in access are more pronounced at the secondary school level. About 14 per cent of secondary-school age children are not in school. The largest proportion of children not in school are from disadvantaged communities, migrants, or children living with a disability.

The quality of education is also a major challenge. Of the 72 countries covered by the 2015 Programme for International Student Assessment (PISA), Thailand ranked 54th in science and 57th in mathematics. Results from the 2016 national tests in nine core subjects for Grade 12 students revealed that students in Thailand failed eight out of nine subjects on average. This level of competency is likely to have a serious, long-term impact on the country’s future if not quickly addressed.
60% of non-Thai children of primary-school entry age attend Grade 1.

34% of non-Thai children of secondary-school age are not in secondary school.

*children from families headed by a non-Thai speaker

**EQUITY MATTERS**

The Sustainable Development Goals stipulate that in 2030 every child in every country should complete primary and secondary education. Thailand can meet these goals if it tackles the disparities with appropriate strategies and resources.
Adolescence – the second decade of life – is an age of transformation and opportunity that requires special attention and protection. Adolescents (aged 10–19 years) make up 13 per cent, or 8.7 million, of Thailand’s population. They face new and perhaps even greater risks to their health and development. Major areas of concern are HIV and sexual health, including adolescent pregnancy; malnutrition and obesity; alcohol and substance abuse; and mental health. In addition, adolescents still tend to be excluded from decisions that affect their lives.

ALL ADOLESCENTS SHOULD GROW UP STRONG AND WELL INFORMED, AND THEIR VOICES MUST BE HEARD

OF ALL SEXUALLY TRANSMITTED INFECTIONS OCCUR IN YOUTH AGED 15–24 YEARS

70% of youth aged 15–24 years have correct knowledge on HIV transmission

*Situation Analysis of Adolescent Pregnancy in Thailand 2016.*
While the number of people living with HIV continues to decline, new infections keep occurring among groups of young people who inject drugs and men having sex with men. About 70 per cent of all sexually transmitted infections occur among young people aged 15–24 years. Yet, when young people are asked how HIV is transmitted, less than half give the correct answers.

The adolescent birth rate in Thailand is a major concern. For every 1,000 female adolescents aged 15–19 years, 51 of them have given birth in the past year. The situation is most prevalent among teenagers from impoverished households with little education. In Thailand, however, services are fragmented and often lack sensitivity to adolescents’ needs. Information about the services that do exist is scarce, and budgets are inadequate.
Online abuse and cyber bullying is an emerging challenge. A 2016 UNICEF survey found most adolescents agree that they are in danger of being sexually abused or taken advantage of online.
All children have the right to be protected from violence, abuse, neglect and exploitation. The consequences of violence range from the immediate impact on their development, learning ability and school performance to long-term harm that they carry into adult life. In Thailand, 3 in 4 children have been subjected to at least one form of psychological or physical punishment by household members during the past month. Physical violence, such as spanking and beating, is still accepted as a normal way of disciplining children. Although corporal punishment is banned in schools, the practice continues.

Reported cases of violence against children are on the rise. According to the One-Stop Crisis Centre, hospitals tended to more than 10,000 such cases in 2015; around two-thirds of those cases related to sexual violence – mostly sexual abuse against girls. Due to limited functioning of the current child protection system, many incidents likely go unreported.

The number of children in conflict with the law is also a concern. According to the Department of Juvenile Observation and Protection, 33,121 children came into conflict with the law in 2015. Most cases related to drugs.
Children with disabilities are among the most vulnerable young people in the country and are often excluded from society. As a consequence of the combined impact of rejection of difference, poverty, prejudice, ignorance and lack of services and support. Stigma and discrimination against children with disabilities can lead to their exclusion from education and health care, limiting their opportunity for play or access to cultural life, denial of family life, vulnerability to violence, poverty, and exclusion from participation in decision-making that affects them. It also undermines their self-esteem.

68% of persons with disabilities who have attended school completed only primary level of education or lower

74% of people with disabilities older than 15 years are unemployed

ALL CHILDREN WITH DISABILITIES MUST BE TREATED EQUALLY

*The 2012 Disability Survey, the National Statistical Office
30

Some three million children aged up to 18 years in Thailand (about 21 per cent) live with neither parent due to internal migration. This is a major cause of concern due to the potential long-term impact on children’s development. The situation is worst in north-eastern Thailand, where 32 per cent of children live with neither of their parents. In the absence of parents, most children live with grandparents.

A 2015 UNICEF study indicated that children living apart from their parents, especially mothers, are more likely to have delayed development, particularly language development, compared with children living with both parents. These children are more likely to live in poor households, have less enriching activities with their caretakers, are more likely to experience physical punishment and are more likely to be malnourished.

**CHILDREN NOT LIVING WITH PARENTS**

32% of children aged 0–17 years in north-eastern Thailand live with neither parent.

32% of children aged 0–17 years from the poorest households live with neither parent.

**EQUITY MATTERS**

**ALL CHILDREN SHOULD GROW UP IN A FAMILY ENVIRONMENT**

3 million children aged 0–17 years live with neither parent.
UNICEF envisions a world in which every child grows up in a safe and inclusive society, where every child grows up healthy, protected from harm and is educated. Our work contributes towards Thailand’s social development plan, which aims to accelerate solutions to inequality and to transition the country from an upper-middle income to a high-income economy within the next decade.
GOAL 1
Build better brains and healthy bodies for all children from birth to 6 years

- Each year, 400,000 poor children aged up to 3 years receive the Child Support Grant to help them access improved nutrition and health care.

- At least 80 per cent of parents understand breastfeeding and nutrition practices and how they impact the development of their children’s brains and affect their intellectual and emotional performance later in life.

- At least 600 Early Childhood Development (ECD) centres are providing quality and holistic services to young children, and more than 2,300 ECD staff have enhanced capacity to implement the Early Learning Development Standards, up from 214 staff in 2016.

- At least 90 per cent of children aged 3–5 years from the poorest families are accessing ECD services, up from 85 per cent in 2016.
GOAL 2

Quality education for every child to give them the skills and the knowledge they need for the future

- At least 180,000 migrant children are enrolled in basic education, up from 123,000 in 2016.
- At least 30 per cent of public schools include life skills education in their school plans.
- Children have access to education in their mother tongue, especially in early grades.
- The improved equity focus of the education budget better supports disadvantaged children’s access to learning opportunities.
GOAL 3

Nurture the health, skills and ability of adolescents to be able to develop to their fullest potential

- At least 30 per cent of 800 health facilities, and 50 per cent of juvenile training centres and welfare institutions offer adolescent-friendly services according to defined standards.

- U-Report, a ground-breaking innovation, that engages the opinions of young people and empowers them in decision-making that affects their lives, reaches 50,000 youth.

- A network of 5,000 adolescents and youth participate in discussions and decision-making through youth networks and forums on a regular basis.
GOAL 4

Protect every child from violence, abuse, neglect and exploitation

- Child protection laws and policies are effectively implemented in 39 provinces. This will be done through strengthening the child protection system, developing child protection models, as well as capacity building for front-line workers, police officers, juvenile justice officers, community health workers, teachers and policy makers.

- At least 75 per cent of families with children aged up to 18 years receive information on the risks and consequences of violence, abuse, neglect and exploitation of children.

- Diversion measures (different options to keep children away from juvenile courts) are used in at least half of the qualified juvenile cases in 39 provinces.

- At least half of schools, welfare institutions, and juvenile justice facilities have strengthened child protection practices to replace violent ways of disciplining children with more positive forms.

- Half of all children with disabilities receive the disability grant, compared with 35 per cent in 2012.

BY 2021

- 75% of families with children aged 0-18 years have been provided with information on the risks and consequences of violence, abuse, neglect and exploitation of children.

- 50% of provincial police offices in 39 focus provinces have appointed at least one trained child-friendly police investigator.

- 50% of local education authorities have reported on the implementation of the Child Protection in Schools policy in the previous academic year by 2021.
HOW WE WILL ACHIEVE OUR GOALS

Between 2017 and 2021, UNICEF and partners aim to deliver long-lasting results that tackle the most urgent needs of children in Thailand through a variety of interventions:
• To help young children grow up healthy and develop to their fullest potential, we are improving the quality of early childhood development (ECD) services in more than 630 ECD centres across Thailand. These will provide holistic services to children aged 3–5 years, including nutrition, social, emotional and cognitive development.

• To ensure that children get the best start in life, we will support the development of standards for the ECD services as well as the development of a national ECD plan and strategies that include parenting programmes and holistic child development services for all.

• To address disparity in the quality of education, we will work to develop teacher resource centres as hubs that work with 1,600 schools to provide professional development for teachers, especially those in rural communities. This will cover teaching skills and methods, especially multi-grade teaching for small schools to boost student performance and optimize teacher deployments.

• To promote critical thinking and ensure that children can apply what they learn in classes in their real life, we will work with schools to enhance teacher capacity to develop life skills in students.

• We will expand the mobile library initiative to promote reading in some of the country’s most remote areas. We will help develop school swimming programmes to combat the prevalence of drowning deaths. We will support the introduction of mother tongue-based education among the country’s minority language communities, including in the far south.

• To ensure children get assistance and support before it’s too late, we are designing service delivery models to help families, teachers and front-line workers to recognize signs of violence against children and to know how to refer children to appropriate services.

• We will push for the enforcement of child protection laws and policies among policy makers, police officers, justice professionals, and front-line workers.
• Schools, welfare institutions and juvenile facilities must be a safe place for children, we will work with them to enforce the child protection policy and practice.

• To protect children and young people from HIV and other sexually transmitted infections and to stop the spread of HIV by 2030, as well as to reduce adolescent pregnancy, we will work to enhance their knowledge and skills through media and peer education, and to ensure that the services are youth-friendly, easy to access and address their needs.

• To ensure the most disadvantaged children have access to the necessary services, we will advocate for increased coverage of social protection and safety nets, such as cash transfers, together with education, health and other basic services, reaching children including poor children, children with disabilities and children living in the far south. We will support the design and operation of social protection schemes; the planning and budgeting of public policies; data analysis and statistical systems; and maximizing the use of evidence from research studies, surveys and evaluations.

• We will initiate public advocacy campaigns, mobilize public support and engage strategic partnerships to raise awareness and understanding of children’s rights and the inequities children face and to press for improved policies and services for children.
• Children’s voices must be recognized. We will work with adolescents, youth groups, and the Children and Youth Council of Thailand to amplify their voices through online and offline forums and platforms.

• When disaster strikes, we will provide immediate humanitarian assistance through emergency supplies, including shelter, hygiene kits and clean water, while providing child-friendly psychosocial support to overcome sadness and fear, and makeshift schools and health services. We will be there for the immediate response and to help rebuild communities and services.

SOCIAL PROTECTION IS ESSENTIAL TO BREAKING THE VICIOUS CYCLE OF POVERTY AND INEQUALITY
Everyone can help change the world for children.

Over the past seven decades, millions of people have joined us to improve the lives of children. They help spread information on issues confronting children, and that is beneficial to parents, caretakers, teachers and children. They join or host events for children, and they help us raise funds for the work we do for children.
Raise your voice for children. Wherever they are. Whoever they are. Whenever they need us. Your voice matters. When your voice links with others, this has a real impact on the lives of children.

You can help children by spreading the word about the challenges they face in Thailand and around the world, and about what needs to be done to address them. We regularly update stories of children on our Facebook, Twitter, and Instagram pages, on Line and on our website. By sharing our stories with your friends and families on social media, we increase awareness of the problems, and of the solutions. The more people in society pay attention to children’s issues, the more likely policy makers and others will follow with action.

UNICEF also wants to hear from you. Give us your thoughts, ideas and creativity to help change the lives of children.
JOIN OUR CAMPAIGNS FOR CHILDREN

We invite you to advocate for children. We need your help to reach policy makers, communities and parents on matters that affect the survival, protection and development of children. UNICEF runs campaigns to advocate for the improved well-being of children in Thailand and across the world. We need your support to keep up this vital work: sign a petition, join an event or spread the word. We want you to be a part of the movement for children.
UNICEF is a lead agency in providing humanitarian assistance during emergencies. On average, UNICEF responds to more than 200 emergencies each year. In those fragile times, we deliver critical supplies, including clean drinking water, hygiene products and educational materials. We provide psychosocial support for children, child-friendly spaces, and strengthened child protection systems for affected children.

You can buy UNICEF’s Gifts of Hope online to help children affected by emergencies. The Gifts of Hope is a collection of 24 gifts that benefit children living in areas affected by poverty, conflict or natural disaster. When you buy Gifts of Hope for your family or friends, life-changing items like vaccines and therapeutic food are shipped from the UNICEF warehouse in Copenhagen to children and families in need around the world.

You can buy Gifts of Hope at www.unicef.or.th/giftsofhope
By becoming a donor, you can change a child’s life.

Whether you decide to make a one-off donation or to donate every month, the donation you make to UNICEF today will be used to help a child to survive and thrive for a lifetime.

Because UNICEF works with families, communities and the Government to tackle the root causes of the challenges facing children, our work delivers long-term assistance that creates lasting change for children as well as addressing children’s immediate needs. By donating monthly, you become part of that long-term work. Monthly donations provide us reliable income, which allows us to better plan our work for children.

There are many ways to donate:
Call us at 02 356 9299
Or donate online or through bank transfer: go to www.unicef.or.th/supportus

UNICEF is charitable organization No. 315 in the Ministry of Finance’s official list. Your contribution is tax deductible.
UNICEF believes in the power of partnerships and collaborative efforts and has a rich history of working with the corporate sector. We work closely with multinational corporations, national companies and small- to medium-sized businesses to identify, design and implement alliances that leverage the strengths of the corporate sector on behalf of the world’s children.

Opportunities include both traditional and innovative approaches:

- Strategic philanthropy through cash and in-kind contributions
- Employee-giving programmes
- Humanitarian relief and support for emergency appeals
- Cause-marketing initiatives
- Events and sponsorship
- Innovations and programme solutions for children
- Policy and advocacy for children’s rights
- Promoting corporate responsibility
- Training and capacity building
HOW WE USE DONATED FUNDS

FOR EVERY BAHT DONATED

84 SATANG
go to programmes for children

16 SATANG
go to operational and fundraising activities

Your money makes a difference in children’s lives. UNICEF is funded entirely by voluntary contributions. In 2015, for example, for every baht donated to UNICEF Thailand, 84 satang went directly to support our programme work for children. The remaining 16 satang was used to help us raise additional funds for children.
FOR EVERY CHILD,
Ery
Hope