

EVERY CHILD

Hong Kong Committee for UNICEF Newsletter 2017

ISSUE 42



Run
for every child

© UNICEF HK/2017

www.unicef.org.hk

unicef 
HONG KONG

for every child



©UNICEF/UN029674/Al-Hssa



©UNICEF/UN191324/Matas



©UNICEF/UN042719/Khuzairi



©UNICEF/HK2017

Protecting every child



Now that the year 2017 is coming to a close, it is time to take stock of the state of the children around the world. Admittedly, this year hasn't been a particularly easy one for children, as natural disasters and conflicts have threatened tens of thousands of young lives worldwide. Such a situation is really disheartening and calls for our attention and action.

As a mother, I treasure every moment I spend with my son. No matter how tired I am after work, I make a point of finding time for him, and the warm and hearty moments that we spent together not only become treasured memories but also a source of energy that propel my life. Yet, it breaks my heart that throughout the world, a lot of children still do not have the love and care they deserve. Aside from the lack of family time with their parents or carers, their basic rights are often ignored or even deprived.

The world has been ravaged with large-scale humanitarian crises throughout the year, as conflicts continue unabated in different parts of the world. The situation was further compounded by the Rohingya refugee crisis, flood in Nepal, Hurricane Irma and the Mexico earthquake. In particular, children were severely impacted and the threats to them were acute. Currently, 250 million children living in developing countries are suffering from developmental abnormalities due to stunting and poverty. As a result of the lack of quality early childhood development and care, they face hurdles in physical health and social and emotional developments.

Over the years, UNICEF has been working tirelessly with different partners to advance the healthy and comprehensive development of children. I am very grateful that in the past year, through different programmes and events, UNICEF HK has been able to gather more resources to help every child in the world, especially those who are the most marginalized and in urgent need. This year, the theme of our Charity Run was 'Run for every child', and it epitomized our conviction that we need to spread love and positive energy to every corner of the world.

The smiles of children have always been a source of inspiration for our work, and I am very pleased that UNICEF HK is part of the global UNICEF efforts in 190 countries and territories in safeguarding the well-being of children. From the moment children come into the world, we help them to grow and thrive. We look forward to working with you to bring every child a better and brighter future!

Judy Chen, JP
Chairman
Hong Kong Committee for UNICEF

Hong Kong Committee for UNICEF

The Hong Kong Committee for UNICEF (UNICEF HK) was founded in 1986 and was established as an independent local non-government organization to raise funds through public donations, partnerships with companies, special events, etc. to support UNICEF's work. UNICEF HK also promotes and advocates for children's rights via organizing education and youth programmes in Hong Kong.

The Council

Chairman: Ms Judy Chen, JP **Vice-Chairman:** Mr Johnny Ng **Treasurer:** Mr Johnny Ng
Secretary: Mr Douglas So **Council Members:** Ms Au King-chi, GBS, JP, Mr Michael Cheng, Ms May Chiu, Mr Johnson Chow, Ms Margaret Coates, Mr David Fong, BBS, JP, Mr Martin Lee, JP, Mr Andrew Leung, Dr Maurice Leung, Mrs Bonnie Li, Mr Daryl Ng, JP, Professor Nirmala Rao, Mrs Natalia Seng

Honorary Council Members

Mrs Anson Chan, GBM, GCMG, CBE, JP; Ms Vivien Chan, BBS, JP; Mr Julian Chow; Mr John Crawford, JP; Ms Leonie Ki, CPCCC Member, GBS, SBS, JP; Dr Maggie Koong, BBS, JP; Mrs Sophie Leung, GBS, JP; Mr Louis Loong; Mr Gilbert Mo; Mr Michael Tien, BBS, JP; Ms Jean Wong, BBS; Mrs Corina Wong; Dr Rosanna Wong, DBE, JP; Dr Annie Wu, SBS, JP; Mr Dicky Yip, MBE, BBS, JP and Mr Joseph Yu, BBS, MH

Honorary Advisor

Mrs Stella Lu, Mr Henry Tang, GBM, GBS, JP

Chief Executive

Ms Jane Lau



KOLs and runners join forces together to support UNICEF Charity Run

The 12th UNICEF Charity Run was successfully concluded on 26 November 2017. Nearly 13,000 runners had signed up to raise funds in support of UNICEF's global campaign against AIDS, which focuses on protecting babies from being infected with HIV at birth and providing treatment, counselling and support for mothers and children affected by HIV and AIDS.

Thanks to your support, HK\$11 million is expected to be raised.

This year, notable participants included UNICEF HK Ambassadors Guo Jing-jing, Sarah Lee and Wong Kam-po, as well as public relations guru and veteran marathon runner Walter Cheung.

New this year was the introduction of the first Star Wars™ 5km Run in Hong Kong, where we brought new excitement to all the participants and helped UNICEF HK to mobilize more resources for children in need globally.

For every child, end AIDS

For the past 20 years, UNICEF has been the leading voice for children in the global AIDS response, and through concerted efforts between UNICEF and its partners, we saw significant achievements in combatting mother-to-child transmission of HIV. In 2016, Armenia, Belarus and Thailand were certified by the World Health Organization for the elimination of mother-to-child transmission of HIV. Cuba was certified in 2015. Achievements like these help to explain why 1.6 million new paediatric infections have been averted since 2000.

Despite these encouraging developments, gaps continue to exist as the majority of new HIV infections among children occur during the breastfeeding period. This means we have to remain vigilant and responses have to be refined to ensure that all children, especially the most vulnerable, are not forgotten.



KOLs run for every child

Every year, the UNICEF Charity Run attracts many high-profile runners taking part and raising funds for children. This year was no exception, and we saw a who's who list of influencers took part and ran for every child.

UNICEF HK Ambassador Guo Jing-jing is a staunch supporter of the UNICEF Charity Run, and this year, for the first time ever, she ran together with her husband and son. "The 3km Family Run gave me a great opportunity to do something fun and meaningful with my family. Also, I wanted to commend UNICEF's efforts in protecting babies from being infected with HIV, and in particular their work in China to prevent mother-to-child HIV transmission," Guo said.



UNICEF HK Ambassador Sarah Lee is a well-known professional racing cyclist. She rarely competes in non-cycling events, and this year, she decided to take part in the UNICEF Charity Run for the first time. "UNICEF has done a lot of good work for children around the world, and I was determined to raise as much money as I could to support UNICEF's work, so that marginalized children would have the chance to thrive," Lee remarked.



Wong Kam-po, UNICEF HK Ambassador,

has been very supportive of UNICEF Charity Run. This year, the event offered another layer of meaning to him. "It not only provided a recreational opportunity for children but also helped strengthen child-parent relationship," Wong noted. The world champion racing cyclist, who has clinched many titles for Hong Kong, is also a father of a two-year-old son.



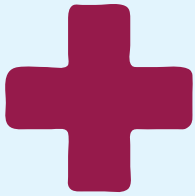
Walter Cheung, Public Relations Guru and Veteran Marathon Runner

"Thanks to the generous support of my friends, I raised HK\$150,000 for this year's charity run, much more than last year."

Our fight against AIDS

challenges and achievements

**ONLY
HALF**



of HIV-exposed babies are tested for HIV
by the recommended age of 2 months

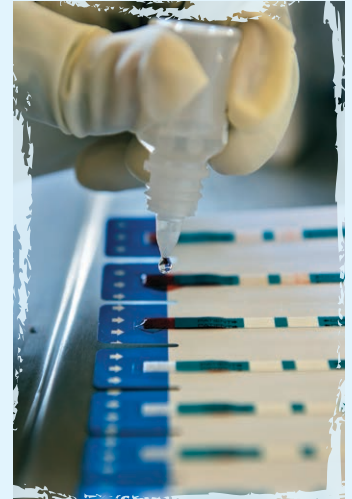


©UNICEF/UNI78100/LeMoyné

of the **1.8 million**

children under 15
living with HIV,

HALF
are on treatment



©UNICEF/UNI87241/Noorani

70% ↓

reduction in AIDS-related
deaths among children (0-4)
since 2000, globally.



©UNICEF/UNI074027/Pirozzi



©UNICEF/UNI110979/Noorani

1.6 million



new paediatric infections have
been prevented since 2000



©UNICEF/UN019119/Brown

Raising funds to support children in crisis

This year we watched the unfolding of several large-scale humanitarian crises in different parts of the world. In these crises, children were severely impacted, and UNICEF immediately sprang into action to provide emergency relief and assistance.

The unprecedented flow of more than 600,000 Rohingya refugees fleeing across the border from Myanmar into Bangladesh since late August posed significant threats to children, as 60 per cent of them are children.

Your generosity has enabled UNICEF and partners to screen nearly 60,000 children for malnutrition. Also, more than 700,000 people, including 180,000 children aged one to five years old, were vaccinated against cholera in a campaign launched in October. In addition, UNICEF has reached more than 22,000 children, including 8,500 new arrivals, with learning opportunities.

UNICEF is active in humanitarian emergencies

Aside from the Rohingya refugee crisis, multiple natural disasters, including floods in Bangladesh and

Nepal, Hurricane Irma and the Mexico earthquake, had also threatened children's lives. Through emergency appeals and your support, UNICEF was able to provide children with drinking water, shelter, protection and health care.

Children in the ongoing conflict in Syria have paid the dearest price. Nearly six million children now depend on humanitarian assistance, with almost half forced to flee their homes. On 26 October, Hong Kong held its first Cook For SYRIA event to help Syrian children affected by the humanitarian crisis.



©UNICEF/UN0120078/Solis



©UNICEF HK2017



Change for Good

Every year, UNICEF HK organizes field trips for Cathay Pacific staff volunteers to visit UNICEF's programmes in different regions that benefit from the Change for Good inflight fundraising programme. The teams are able to witness first-hand how passengers' donations are effectively transformed into life-changing aids, giving every child a fair chance to live a healthy life and develop his or her potential.

Eleven Cathay Pacific staff members visited India in February 2017 to learn about UNICEF's Schools for Asia initiative. The programme focuses on improving early childhood education, enhancing capacity and skills of teachers and providing a safe learning environment which gives children access to quality and inclusive education.

In addition, 10 Cathay Pacific staff members visited Myanmar in June 2017 to learn about UNICEF's programmes on mine risk education,

prevention and treatment for HIV/AIDS, water, sanitation and hygiene and education.

Last year, a total of HK\$13.2 million was raised from Change for Good. Since its launch in Hong Kong, Change for Good has successfully converted spare coins and notes from passengers into life-saving supplies and services to improve the lives of vulnerable children worldwide.



©Cathay Pacific

We value your opinion

Please scan the QR code to complete a short online survey and provide your feedback so that we may continue to improve **Every Child**. This survey should take a few minutes of your time. Thank you!





Breastfeeding advocacy gains new progress

© UNICEF HK/2017

Up until July 2017, 103 corporations have pledged to establish 'Breastfeeding Friendly Workplace' to help working mothers sustain breastfeeding. Over 90 restaurants, malls and public places from 18 districts, pledged their support through the Say Yes to Breastfeeding campaign – organized by UNICEF HK and supported by the Food and Health Bureau and Department of Health – to implement breastfeeding friendly measures to welcome mothers to breastfeed anywhere, anytime.

In an effort to advance, protect and respect nursing mothers' privacy and rights, UNICEF HK worked with the Department of Health and the transportation sector and witnessed the establishment of nursing rooms on ferries in June 2016. This year, we are pleased that UNICEF HK's "Breastfeeding at Public Premises" initiative has received active participation from taxi service providers to create a breastfeeding friendly environment in the cars by respecting seven steps of 'Breastfeeding Friendly Public Transport'. This marks a significant step in extending a welcoming environment for nursing mothers in the community, and to protect and respect their privacy.

Another encouraging development was the launch of the voluntary Hong Kong Code of Marketing of Formula Milk and Related Products and Food Products for Infants and Young Children by the government in June. The code aims to promote breastfeeding and ensure the proper use of breastmilk substitutes to provide safe and adequate nutrition for infants and young children through appropriate marketing based on adequate and unbiased information.



© UNICEF HK/2017



Take action for every child

World Village Mixer promotes SDGs

On 11 November, Victoria Shanghai Academy was turned into a World Village where almost 100 UNICEF Club (UC) members from 20 schools across Hong Kong gathered and learned more about the UN Sustainable Development Goals (SDGs).

Originated and supported by a group of volunteers, the initiative helped to broaden the students' perspective of the world and deepen their understanding of global issues..

During the event, there were short film screenings, exhibits and games to help the students to understand the SDGs, UNICEF's work, child rights and issues pertaining to food, water, health and education. In addition, the students had to pick one of the SDGs for promotion on campus after the event.



The Way Out screenings

To promote the message of listening to the voices of children and youth, we continued to collaborate with community groups, a teacher group and various parent teacher associations to hold screenings of *The Way Out*, a youth documentary produced by film director Adam Wong and Make a Video 2016 contestants. If you are interested to organize a community screening of the documentary, please email us at edu@unicef.org.hk.



We voice we dream

For over two decades, the UNICEF Young Envoys Programme has nurtured over 1,000 youngsters in becoming young child rights advocates, and this September, we welcomed an additional 63 energetic youngsters joining the ranks of Young Envoys.

Prior to becoming Young Envoys, these youngsters had to undergo 10 months of training, where they learned about child rights and organized a wide range of educational and fundraising activities in more than 52 schools separately.

With their appointment as Young Envoys, these youngsters were ready to embark on a new journey as strong UNICEF advocates, as they pledged to aid all the children in need and educate the public on child rights issues.



Please cut along the line.

Change for Good Inflight Fundraising Programme

Cathay Pacific Airways Limited

Children in Crises Fundraising Campaign

Asia Miles Limited

UNICEF Charity Run 2017

CCB International (Holdings) Limited

Chow Tai Fook Jewellery Group Limited

S.F. Express (Hong Kong) Limited

Asia Miles Limited

New World Development Company Limited

adidas Hong Kong Limited

Hong Kong Disneyland Resort

The Walt Disney Company (Hong Kong) Limited

World Genius Corporation Ltd.

Mannings (Asia) Consultants Limited

Chiu Hing Construction & Transportation Co. Ltd

Coca-Cola China Limited

Seiko - Thong Sia Watch Co., Ltd

The Hong Kong Polytechnic University School of Design

(PolyU Design)

One Advertising Limited

Sino Group

WeMedia01 (HK) Limited

Hot Toys Limited

Hong Kong Amateur Athletic Association

Maxim's Group

NWS Holdings Limited

New World First Bus Services Limited & Citybus Limited

New World First Ferry Services Limited

MTR Corporation

Kerry Logistics Network Limited

WeFi Limited

Hytera Communications Corporation Limited

Auxiliary Medical Service

Hong Kong Air Cadet Association

Scout Association of Hong Kong

Hong Kong Stretching Exercise Association

Hong Kong Army Cadets Association

'Change for Children' Hotel Fundraising Programme

Hong Kong Hotels Association

UNICEF's Programmes Worldwide

Montblanc

TamJai SamGor

Valmont

Water, Sanitation & Hygiene Programme

Bonaqua

Your Little · Their Mickle Fundraising Programme

Tse Sui Luen Jewellery (International) Limited

UNICEF Young Envoys Programme 2017

AEON Credit Service (Asia) Co. Ltd.

Mr Toru HOSOKAWA, Executive Director of

AEON Credit Service (Asia) Co. Ltd.

TMT Plaza

UNICEF HK Make A Video 2017 & Youth Documentary *The Way Out*

Hong Kong Arts Centre, ifva

Hang Seng Bank

The OneMinutes.Jr.

HK01

Young Post, South China Morning Post

Nikon Hong Kong Limited

Manfrotto Distribution HK Limited

oneLegKick Production Limited

9Production

Photoblog.hk

Youth Square

Community College of City University

InnoCentre

Times Square

apm

Director Adam Wong

Director Heiward Mak

UNICEF HK Innovation Lab

MTR Corporation Limited

UNICEF HK Newsletter *Every Child*

Best Reading Book Stores

Cathay Pacific Airways Limited

Chung Hwa Book Co., (H.K.) Ltd.

Discovery Park - Shopping Centre

Empire Centre

Exchange Tower

Green Readings

Greenfield Bookstore

Hong Kong Public Library

Hong Kong Reader Bookstore

Joint Publishing (H.K.) Co., Ltd.

K11 Art Mall

Kubrick

PizzaExpress

Sino Hotels

Skyline Tower

The Commercial Press (H.K.) Ltd.

The Good Lab

Tsim Sha Tsui Centre

Venture Studios (HK) Limited

Breastfeeding Friendly Premises

Harbour City Estates Limited

Miramar Hotel and Investment Company, Limited

Plaza Hollywood Limited

Times Square Limited

We acknowledge the support of Sino Group for this issue of *Every Child*.



信和集團
Sino Group

POSTAGE
WILL BE
PAID BY
LICENSEE
郵費由持
牌人支付

NO POSTAGE
STAMP
NECESSARY IF
POSTED IN
HONG KONG
如在本港投寄
毋須貼上郵票

EDO. TTM12

BUSINESS REPLY SERVICE LICENCE NO.
商業回郵牌號：5150

聯合國兒童基金
香港委員會
香港英皇道七十五號
至八十三號
聯合出版大廈七樓

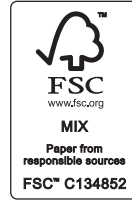
Hong Kong Committee for UNICEF
7th Floor, SUP Tower
75-83 King's Road
Hong Kong

Please glue and seal

Hong Kong Committee for UNICEF
7th Floor, SUP Tower,
75-83 King's Road,
Hong Kong

Telephone : (852) 2833 6139
Facsimile : (852) 2834 0996
Email : info@unicef.org.hk
Website : www.unicef.org.hk

E	POSTAGE PAID HONG KONG	PERMIT NUMBER 1158
	PORT PAYE	



Economy
優惠級

Donation/UNICEF HK news subscription form NLB17

I would like to support UNICEF! NLB17_EXT_AM / NLB17_OTH_AM (3 different codes)

'Friends of UNICEF' monthly donation programme

Monthly donation amount: HK\$220 HK\$500 HK\$1,000 HK\$2,000 Other amount HK\$_____ (Please specify)

'China Children's Health Fund' monthly donation programme

Monthly donation amount: HK\$220 HK\$500 HK\$1,000 HK\$2,000 Other amount HK\$_____ (Please specify)

One-off donation

Donation amount: HK\$1,000 HK\$2,000 HK\$5,000 HK\$10,000 Other amount HK\$_____ (Please specify)

Donations of HK\$100 or more are tax-deductible

Donor Information (Please fill in)

*Name: Mr/Ms/Mrs _____ (First Name) _____ (Last Name)

Date of Birth: _____ (dd) _____ (mm) _____ (yy) *Tel. (Daytime): _____

*Address: _____

_____ *E-mail: _____

Donor No. (If applicable): _____ Auth. Code (For official use only): _____

Donation Method

Credit Card American Express VISA Master Card

Credit card donation could be made by faxing this form to (852) 2834 0996

Signature of card holder:

Credit Card No.: _____ Expiry Date: ____ / ____ (MM/YY)

Name of Cardholder: Mr/ Ms/ Mrs _____

Autopay (Direct Debit): Please call (852) 2833 6139 for the Autopay (Direct Debit) Authorization Form and send back the completed form by mail (Only applicable to monthly donation).

Cheque / Money Order (Only applicable to one-off donation): (Payable to: Hong Kong Committee for UNICEF)

I would like to hear how children's lives are being changed and get exclusive opportunities to get involved to help children.

Name: _____ Email: _____ Mobile: _____

The Hong Kong Committee for UNICEF ("UNICEF HK") collects and uses your personal data in accordance with the Personal Data (Privacy) Ordinance.

Purpose - Your personal data is collected by UNICEF HK for the purposes of : 1. processing, administering and communicating with you regarding any donations made by you to UNICEF HK/ your subscription to the newsletter or other publications released by UNICEF HK ; 2. conducting research and generating statistics to enhance UNICEF HK's services and activities; 3. communicating with you in response to any queries or complaints submitted by you or in relation to your donations or application to an event, programme, volunteering or employment opportunity; 4. informing you (subject to your consent) of campaigns, activities and fundraising appeals relating to UNICEF's worldwide programmes of emergency relief and development for the well-being of children; 5. complying with applicable laws or regulations. **Transfer and Disclosure** - UNICEF HK shall only transfer and disclose your personal data to service providers (within or outside Hong Kong) of UNICEF HK to enable them to send to you (subject to your consent) marketing materials described in paragraph 4 above solely on behalf of UNICEF HK, and to provide back-end, administrative, communication, or IT services to UNICEF HK (including but not limited to payment gateways for credit card processing, research companies for donor satisfaction surveys, and agents to make promotional and pledge donation calls on behalf of UNICEF HK). UNICEF HK does not provide your personal data to any third party for the purposes of enabling that third party to market its own products or services to you. **Mandatory Information** - You must provide the information marked with an asterisk on this form (*). If you do not provide this information to us, then we may not be able to process or administer your donations or applications. **Access and Correction of Data** - You have the right to request access to or correction of your personal data held by UNICEF HK. If you wish to access or correct your personal data, then please contact Ms Katie Lam, Personal Data Privacy Focal Point, at (852) 2833 6139 or info@unicef.org.hk. **Marketing** - UNICEF HK cannot use your personal data without your prior consent for the purposes of providing you with marketing materials. By submitting this document, you indicate your agreement to the use of your name and contact information for direct marketing purposes in accordance with paragraph 4 above. If you do **NOT** wish to receive the above information or materials, please tick this box.

Signature X _____

Date: _____

