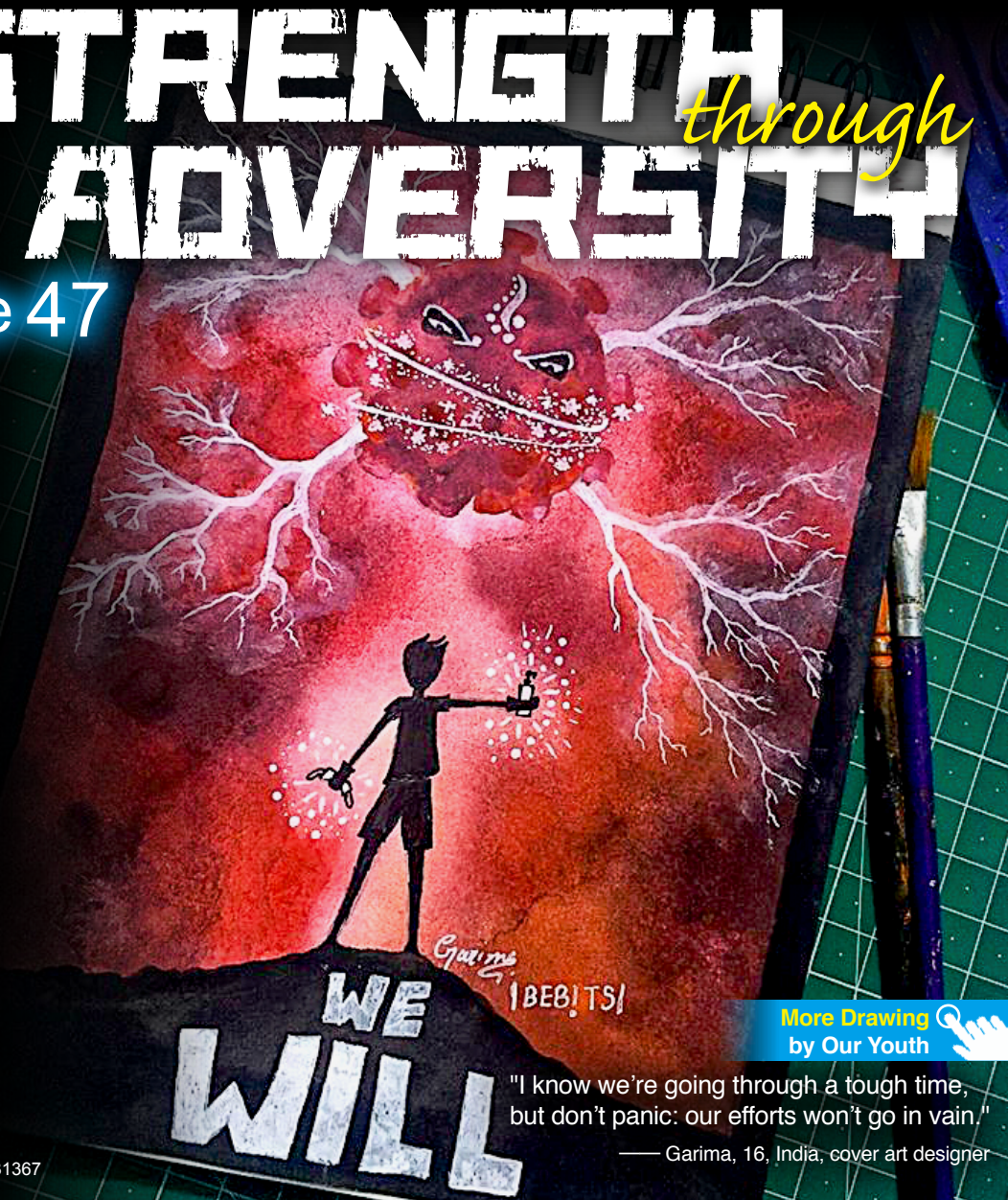


EVERY CHILD

Hong Kong Committee for UNICEF Newsletter 2020

STRENGTH ADVERSITY *through*

Issue 47



[More Drawing](#) 
by Our Youth

"I know we're going through a tough time,
but don't panic: our efforts won't go in vain."

— Garima, 16, India, cover art designer

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 | for every child
HONG KONG

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Please refer to page 9 for details

Reflect on the present and safeguard the future

Everyday life has been turned upside down in the world because of COVID-19. Children can no longer roam freely in playgrounds, and their free play time has been severely curtailed because of health and safety concerns. Also, the work from home arrangements inevitably tested the endurance level of parents, as they had to take care of their kids and work at the same time. For grassroots families who have also felt the pinch, their lives have become even more difficult to make ends meet.

I accompanied 'for every child, hygiene' volunteers to visit subdivided flat families earlier. Among them, a mother and her two children were living in a very tiny space. There was only one small folding table in the home, used as both a dining table and the children's work desk. Suffice to say, the household sanitation condition was worrisome, and they didn't have much to spend on food. Therefore, it would be a huge burden to them to spend an extra couple of hundred dollars on masks.

The virus does not discriminate. We need to take good care of ourselves and our loved ones, as living a full life requires a healthy mind and body. We practice good hygiene to stay away from the virus. But how about our children's mental wellness? I have heard their voices – they were worried about falling behind in learning after the resumption of classes and they were bored because of playing with their phones at home the whole day. Over the past year, we have continuously paid attention to children's mental wellness and their level of resilience from multiple angles. In the second half of 2020, we aim to roll out relevant projects to help children deal with adversity.

The goodness of humanity shines through the COVID-19 darkness. Locally, we have held fast to UNICEF's global fundraising work amid a very difficult time. At the same time, we were able to launch 'for every child, hygiene', a local anti-epidemic and hygiene campaign that saw the distribution of over 1.35 million pieces of anti-

epidemic items. The success of the campaign wouldn't have been possible without the generous sponsorship from the business community. In addition, thanks to the efforts of our volunteers, we managed to reach out to nearly 10,000 children and parents within a three-month period.

With the COVID-19 threats facing humanity, our humanitarian work around the globe has also become more difficult. Please continue to support us to fight the virus so that we can turn the life of every vulnerable child around.



Judy Chen, JP
Chairman
Hong Kong Committee
for UNICEF



Hong Kong Committee for UNICEF

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.

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Protect Children From an Invisible Enemy

COVID-19 is a battle without smoke and guns but it is no less lethal than a real conflict. The virus does kill people, and the social conditions resulted from the pandemic threaten children's well-being in different areas.

Take health care as an example, routine childhood immunization services have been disrupted on a global scale, with measles campaigns suspended in 27 countries and polio campaigns put on hold in 38 countries. At least 24 million people in lower-income countries are at risk of missing out on vaccines against typhoid, yellow fever, cholera, rotavirus, HPV, meningitis A and rubella.

In world's most fragile areas, the situation of children is precarious as they faced multiple threats. Decades of armed conflict have already taken a devastating toll on Afghanistan and its children – in the past 10 years, about 600,000 Afghan children under the age of five were severely malnourished. Together with poor hygiene and a weak health care system, the country only has limited capabilities to deal with the pandemic. As of late May, there were already over 10,000 confirmed COVID-19 cases, and the situation of children was worrying.

During chaotic times, we must set clear goals to protect children in a timely and comprehensive manner. To respond to the pandemic, UNICEF has laid out six pillars of agenda for action.



© UNICEF/UNI329168
Amid COVID-19, nutritionist continues to provide suitable nutritional treatment to children through home visit.



© UNICEF/UNI325981
A professional uses his mobile library to provide UNICEF health information to village children and teaches them how to wash hands.

Help Us Support the Children in Need

UNICEF is distributing emergency rescue supplies, including water purification and sanitary kits, to urgently support children's needs for drinking water and environment and personal hygiene. Additionally, various nutrition services continued operating. We are working to reduce the impact caused by COVID-19. And we could not do this without you. A long-term and stable donation will help UNICEF to provide life-saving emergency supplies and build water and hygiene facilities for all children in need amid challenging situation, as well as to ensure children regardless of gender can receive education and protection.

Six Pillars of Agenda for Action

- 01 Keep children healthy and safe
- 02 Keep children learning
- 03 Reach vulnerable children with water, sanitation and hygiene
- 04 Protect refugee and migrant children, and those affected by conflict
- 05 Support families to cover their needs and care for their children
- 06 Protect children from violence, exploitation and abuse

Donate Now 



Like UNICEF HK Facebook page and stay tuned with children's conditions worldwide



Global Battle Against Pandemic

UNICEF is fighting against the pandemic across the world. As of early June, we have shipped nearly 2 million N95 respirators, over 6.1 million surgical masks and 9.6 million gloves. Also, UNICEF has reached 2.6 billion people with COVID-19 messaging. Whether it is the delivery of medical supplies, the dissemination of anti-epidemic information or the provision of educational support, UNICEF stands at the forefront with people in every corner of the world.

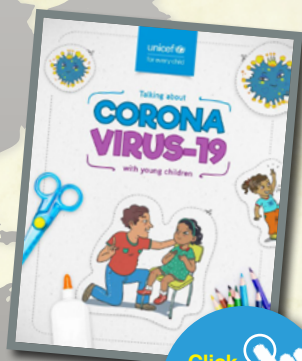


Syria: Ensure clean water supply

Water is crucial for life by all means. Handwashing with clean water and soap is also critical in the fight against COVID-19. However, water has been used for political gains in conflict zones. Since the end of 2019, the interruption of water has affected 460,000 people in northeast Syria. UNICEF and partners are supporting residents and displaced families in north-east Syria with water trucking and helping them to survive the pandemic.

Safeguard children from abuse in pandemic

Restriction measures during the pandemic can put children at risk. For example, school closures during the Ebola outbreak contributed to spikes in child labour, sexual abuse and teenage pregnancies. In Sierra Leone, cases of teenage pregnancy had soared dramatically from 2014 to 2016. If something bad happened to a child, teachers wouldn't have an idea about it due to school closure. Also, the incident wouldn't be easily discoverable because of community lockdown. In view of that, UNICEF and its partners have released a set of guidance notes to help authorities and children's organizations to deal with possible cases of violence and abuse.



Click here to view full version

Latin America: Know coronavirus the children's way

Created by UNICEF Latin America and the Caribbean, the pamphlet *Talking about Coronavirus-19 with young children* was designed to help young children to learn about the coronavirus easily through cutting and pasting, drawing and colouring. These fun activities also teach them how to stay healthy and relieve their anxieties.

Yemen: Bring critical supplies to children in conflict

Hospitals in Yemen have been damaged by the five-year conflict. Just half of all health facilities are still functioning. The danger to children and their families is compounded by the outbreak of COVID-19. To protect children and save lives, UNICEF has shipped 18,000 COVID-19 tests, 33,000 N95 respirators, 33,000 face shields, as well as 18,000 gowns to Yemen, which will support 400 frontline health workers for three months.

Pakistan: Polio vaccine hotline turns into COVID-19 help center

UNICEF worked with the Pakistani government and turned a polio vaccine information hotline into a helpline so that people can access accurate information and proper medical advice on COVID-19. All call agents have to undergo comprehensive training by health authorities. Since the outbreak, the call volume has increased dramatically, to 70,000 calls a day.



Learning Passport: learning without boundaries

The Learning Passport started off as a partnership among UNICEF, Microsoft and the University of Cambridge. It was originally designed to provide education to displaced and refugee children through a digital remote learning platform. As a response to the pandemic, the initiative has since become a pilot project where children and young people in **Timor-Leste**, **Ukraine** and **Kosovo** can continue their education even when they are out of school.





'for every child, hygiene' with Grassroots Families

Gather supplies and get ready

Thanks to the generous sponsorship of our corporate partners and major donors, UNICEF HK sourced more than 1.35 million pieces of infection control items, including masks, hand sanitizers, laundry detergent and sanitizing wipes. Volunteers worked together to pack the items into 'hygiene bags', before handing them out to the beneficiaries.



© UNICEF HK/2020

Procure 1 million child face masks

Our procurement of one million child face masks was made possible by the generous donation of Mr Martin Lee Ka-shing through the Henderson Development Anti-Epidemic Fund, and 500,000 were distributed to grassroots families. In late April, UNICEF HK expanded the support to local families and the remaining 500,000 child masks were made available to the general public through a random draw.



© UNICEF HK/2020



UNICEF HK deeply appreciates the generosity of Mr Martin Lee Ka-shing.

Procurement completed

Masks dispatched

Dispatch free masks

We partnered up with Circle K where winning families of the random draw could pick up their free masks by presenting the redemption code at one of the redemption points in the 38 designated outlets.

Celebrities Giving Back to Community



Dr Liza Wang with new performers of the Chinese Artists Association of Hong Kong

March

April

May

Launch of 童你抗疫 衛生行動 for every child, hygiene

Conduct home visits

Volunteers distributed hygiene bags through the home visits. They also disseminated educational information on proper hygiene practices to eliminate misconceptions.



UNICEF HK Chairman Ms Judy Chen (center) and Ambassador Ms Guo Jing-jing (right) take part in family visits to learn about the living condition of grassroots families and offer hygiene bags to them.

Spray self-sanitizing coating

We teamed up with Raze Technology, a local tech company who sponsored the self-sanitizing coating. Disinfectant spraying services were arranged to give households an additional level of protection.



'for every child, hygiene' arranges professional workers to disinfect toilets in subdivided flats by spraying self-sanitizing coating.

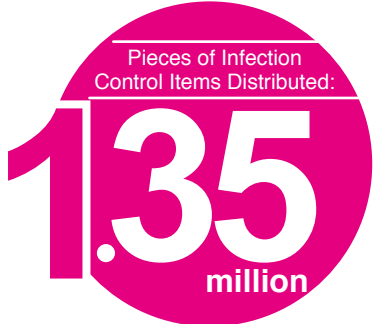


UNICEF HK Chief Executive Mr Lambert Chan (right) expresses his appreciation to Mr Vincent Fong, co-founder and CEO of Raze Technology, for sponsoring the self-sanitizing coating.



UNICEF HK expresses its appreciation to the following sponsors (in no particular order) for providing large number of cleaning and hygiene products to our anti-epidemic teams so that they could distribute them to the grassroots families in need:

- Bright Diva International Limited
- Hengan International Group
- New World Development Company Limited
- P&G HK Ltd
- Unilever Hong Kong



Motivations behind 2,400 hours of volunteer work

The smooth operation of 'for every child, hygiene' – be it frontline services or logistical support – relied on the selfless contribution of our volunteers. Even after first two waves of COVID-19, our 300 volunteers were still dedicated to supporting grassroots families. In the end, they managed to complete 2,400 hours of volunteer work. What motivated them?



Fearless frontier team



A mother told me that her child had autism and her husband had nasopharynx cancer, so many unfortunate things had happened to her that I did not know how to respond. But what she said later struck me: it's not that God refuses to help us; it's that God believes we can do better.

– Terrence, university student



A beneficiary mother burst into tears in front of me. I was overwhelmed by her tears. In the past, volunteering was all about bringing joy to people. Afterwards, I thought to myself, the happiness brought to them was short-lived previously, but this time, the delivery of masks to the grassroots was a real solution to their urgent needs.

– Olivia, experienced volunteer



I experienced many memorable moments with the volunteer teams, such as finding the location of beneficiary families, walking through the buildings, and in one case, taking a long journey to Cheung Chau by ferry and then taking a small boat just to reach the family in great needs. But it was a rare opportunity to do something for these grassroots families, even if it was hard.

– Lucas, disinfection team



I was shocked by the fact that some sub-divided units have integrated kitchens and toilets, and some of the squat toilets do not even have any toilet panels, posing extremely high hygiene risks. Compared to this, I live in a good environment, which makes me more grateful for what I have now and when I can, I will do my best to help more people in need.

– Ah Tai, disinfection team

Reliable logistical support



The work of calling beneficiary families wasn't so simple. On one occasion, one beneficiary exclaimed angrily, "Are you kidding me?" It turned out that some misunderstanding had caused her fail to get the masks. I was not feeling bad. I was just afraid that my inappropriate expression might offend the beneficiaries and affect UNICEF HK's image. No matter how hard it is, it can be a great help to others as long as we do our job well and take their feelings into consideration.

– Duncan, college student



As voluntary school speakers for UNICEF HK, we deliver lectures on various topics to promote children's rights education in primary and secondary schools in Hong Kong. However, due to the impact of COVID-19, all lectures have been conducted online. It was very stressful to record online lectures for us. It took us several times to get it done. We hope all students could watch the lectures at home in relax manner and look forward to seeing them on campus soon.

– Toby and YC, voluntary school speaker of UNICEF HK

Beneficiary families expressing their gratitude



My child hides his child masks well – mom and dad have their masks and now he finally has his own mask.



I am a single mother. Apart from my daughter I have no other relatives. 'for every child, hygiene' let me feel warmth from the community.

Under the Same Roof: Promote closer relationships between teenagers and parents

Amid the COVID-19 outbreak, our Young Envoys have conducted training workshops online. Also, their GenAction project, 'Under the Same Roof', was also launched as a social media campaign. Young Envoy Mandy Lo said that one of the activities – 'Report Card' (誠積表) – left a deep impression with her.

The activity encouraged teenagers to share their genuine thoughts with their parents; while parents could know more about the thoughts by reading the journal. It was hoped that this would improve their communications and relationships.



Like the UNICEF HK GenAction Facebook Page for a review of the online campaign and stay up to date on youth programmes.



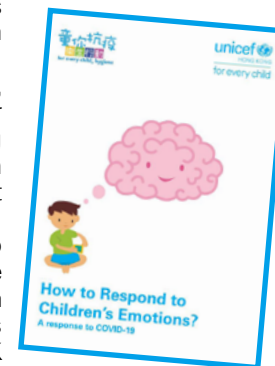
Make a minibook by folding leaflet on anti-epidemic

Mental Hygiene Matters, Too

Children may not fully understand the threat of the virus. It is natural for them to feel upset as they aren't allowed to go to school and go out with their friends. If parents notice such a situation, they may want to encourage their children to create an emotion diary, and draw their unique emojis, or faces in mirrors or photos, and guide them to make up sentences to express their emotions in words.

In addition to providing emotional support and maintaining a cheerful mood, physical health and hygiene habits are just as important. Children may wonder "why do my parents ask me to wash my hands all day long?" or "wearing a mask is not comfortable at all". To ease doubts, adults can answer them patiently through games, storytelling, role-playing, etc., but they shouldn't demand them and say "just listen".

UNICEF HK has designed an educational leaflet "What You Need to Know to Stay Healthy" and a booklet "How to Respond to Children's Emotions?". The former can be folded into a mini-book with pictures and texts, helping children to learn hygiene practices through fun games; the latter suggests good ways to maintain a healthy mood. Scan the QR code, browse the UNICEF HK Education Web Portal and download useful resources.



Free Download

#MyMindUnmasked

Do not leave your emotions masked. UNICEF HK has launched the #MyMindUnmasked campaign on social platforms, inviting Ambassadors, celebrities and supporters to share their mood at home with emoji cards, and encourage children and parents to join the campaign on the UNICEF HK Facebook page. We are working to protect children's mental health in the pandemic by encouraging meaningful expressions and sharing - children's mood should be seen through the masks.

• UNICEF HK Ambassadors Ms Sarah Lee, Ms Guo Jing-jing and Mr Wong Kam-po share their emoji cards on social media, showing #MyMindUnmasked to support children's mental health.



Stand in Solidarity to Combat COVID-19

Companies have come together to scale up COVID-19 prevention efforts. For example, Asia Miles and The Club fully support UNICEF's COVID-19 Global Response by running fundraisers on their websites. Smartkarma and Credit Suisse Group, on the other hand, made generous donations to support the global appeal. As the saying goes, many a mickle makes a muckle. We appreciate all of your donations to support UNICEF's work to reduce the transmission of the virus and protect children, pregnant women and their families by enhancing the six pillars that underpin the relevant work. The funds will also be used to support remote learning opportunities for children and provide mental health and psychosocial support to children and families affected. In addition, the funds will enable UNICEF to provide urgent handwashing and hygiene supplies to schools, health centers and children services centers.

Legacy of Love You can protect children in the future

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Name UNICEF HK as a beneficiary in your Will or Insurance Policy to build a better future for our children.

Ignite hope by leaving a legacy to UNICEF. Charitable legacies mean your support will continue to create a positive impact on other lives upon your passing. With our global footprint, your legacy to UNICEF will help provide vaccine for children in dire need, as well as offering them quality education and an opportunity to improve lives. In time of unprecedented events such as the COVID-19 global pandemic, your support is particularly crucial in provisioning us sufficient resources to protect children across the globe.

Gifts in Wills or Insurance Policies give UNICEF the funds we need to reach the most vulnerable children, wherever they are and whatever they need.

Ways to plan your legacy gift:

- 1. Gifts in Will – Will is one of the most important documents you will write in your lifetime, outlining your wishes about what will happen to your assets and possessions beyond your lifetime. Whether you are writing your first will or amending an existing one, let your solicitor know your intention of naming UNICEF HK as the beneficiary.**
- 2. Gift of Insurance – Name UNICEF HK as the beneficiary of your insurance policy, either entirely or partially of the sum insured.**

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To enquire or obtain a free copy of the Legacy of Love leaflet, please contact Mr Lee at legacy@unicef.org.hk or 2836 2975.



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Mr Martin Lee Ka-shing, Chairman of Henderson Land Group

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