

EVERY CHILD

Hong Kong Committee for UNICEF Newsletter 2018

ISSUE 44



**for every child,
nutrition**

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Message from the Chairman



Early Moments Matter



As 2018 is coming to a close, now is a good time to take stock of the state of the children around the world. Admittedly, this year hasn't been an easy one for children, as natural disasters and conflicts have threatened tens of thousands of young lives worldwide. The situation is unquestionably disheartening, and it calls for our immediate attention and action. Throughout the year, the world has been ravaged with large-scale humanitarian crises, as conflicts continued unabated in different parts of the world.

The situation was further compounded by the Rohingya Refugee Crisis, Laos flood and Indonesia earthquakes and tsunami. In all these crises, children were severely impacted, and the threats to them were acute.

As a mother, I treasure every moment I spend with my son. When my son was still a little boy, I insisted on breastfeeding to ensure he got the best start in life. 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 spend together not only become treasured memories but also a source of energy that propels 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 caregivers, their basic rights are often ignored or even deprived.

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 work in partnership with the government, private sector, parents and schools to promote early childhood development for every child's best start in life. If our children grow up in a safe and inspirational environment, as well as being loved and nurtured, they can grow up healthy and enjoy an all-round development.

UNICEF work in more than 190 countries and territories to help children survive and thrive, from early childhood through adolescence. With your support, we will continue to promote the holistic well-being of every child around the world. Eat Play Love are the basic yet vital elements that children need for their growth no matter they live in a less developed country or in affluent society such as Hong Kong.



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 as an independent local non-governmental organization to raise funds through donations, partnerships with companies, special events, etc. to support UNICEF's work. UNICEF HK also promotes and advocates for children's rights by organizing education and youth programmes in Hong Kong.

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Ms Jane Lau



Lisa, her mother and sister on the grass under the sky

Support children in need after

—Indonesia earthquake

A massive earthquake and tsunami struck Indonesia's Sulawesi Island on 28 September 2018. The 7.4-magnitude tremor triggered a localized tsunami, and the combined effects of both events led to the deaths of at least 2,100 people and displaced more than 71,000 people internally. Over 2,700 schools were damaged, leaving approximately 270,000 students with nowhere to study.

In the aftermath of this deadly disaster, UNICEF sprang into action and worked closely with local authorities to deliver vital humanitarian aid. This included:

Reuniting children with their families

Approximately 5,000 children were separated from their families. UNICEF provided support in tracing the families of children who had been separated from their parents.

Providing clean water

Access to clean water and proper sanitation is fundamental to preventing the spread of disease. UNICEF and partners worked closely with the provincial government to coordinate and respond to immediate needs in the affected areas.

Feeding the youngest and most vulnerable

We worked with Indonesia's Ministry of Health to support infant and young child feeding, assist breastfeeding mothers, and assess the ongoing needs of the survivors.

Comforting traumatized children

Right after the emergency, UNICEF sent a first batch of 200 'schools in a tent', 200 'school in a box' kits and 50 Early Childhood Education kits. UNICEF was the first UN agency to reach the affected populations of Central Sulawesi with essential emergency supplies.



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A UNICEF child protection officer working with the UNICEF-supported Psychological Support Team shows cartoon characters to two children at the Joint Secretariat for the Protection of Post-Earthquake and Tsunami Children tent in the courtyard of the Social Service of Palu Province, Central Sulawesi.



Send your friends and family something special for the occasion of New Year! Purchase a UNICEF Inspired Gift as a holiday gift donation on behalf of your loved ones, and share blessings with the displaced children through sending them winter clothing and thermal blankets.

Hong Kong Code found ineffective

A UNICEF HK survey has shown that Hong Kong's nursing mothers continued to receive information and promotional materials from infant formula manufacturers that target infants under 36 months, bringing into question the effectiveness of the Hong Kong Code of Marketing of Formula Milk and Related Products, and Food Products for Infants & Young Children (HK Code).

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A total of 511 mothers with infants and young children below 36 months old were interviewed on the street or surveyed via an online questionnaire in mid-July. Over 90% of respondents were either frequently or occasionally exposed to infant and young child formula advertisements and promotional activities through various marketing channels in the three-month period preceding the survey. Among them, 42% said that such advertisements were for 0 to 6-month-old infants and 67% said that they were for 6-36 month-old infants and young children, suggesting that the HK Code had not been effectively implemented.

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The survey also showed that there were marketing practices that violated the HK Code, such as seeking personal details for the purpose of promoting infant formula products. 89% of those respondents whose personal data were captured by infant formula manufacturers had been approached, and among them, 40% were solicited to take infant formula information. 41% of respondents received infant formula promotional information at events organized by these manufacturers. Besides, 61% of respondents received product samples for infants and young children under 36 months old.

Internationally, UNICEF has shared three new resources with partners in its efforts to strengthen the implementation, monitoring and enforcement of the International Code. They included an introductory online course that explains why the International Code is necessary, the NetCode toolkit for ongoing monitoring and periodic assessment of the International Code and an updated report that provides a regional perspective on the legal status of the International Code.

Key Elements in the International Code



- No advertising of breast-milk substitutes, feeding bottles and teats
- No free samples to mothers;
- No promotion of products in or through healthcare facilities;
- No company personnel to contact mothers;
- No gifts or personal samples to health workers. Health workers should never pass samples on to mothers;
- Labels should be in an appropriate language and have no words or pictures idealizing artificial feeding e.g. pictures of infants on the labels;
- All information on artificial infant feeding should clearly explain the benefits of breastfeeding, warn of the costs and hazards associated with artificial feeding;
- Manufacturers and distributors should comply with the Code (and all subsequent WHA resolutions) even if governments have not acted to implement it.

國際母乳哺育周2018 WORLD BREASTFEEDING WEEK



World Breastfeeding Week 2018



The Department of Health, in collaboration with the Baby Friendly Hospital Initiative Hong Kong Association (BFHIHKA), the Hong Kong Committee for UNICEF (UNICEF HK) and the Hospital Authority (HA) on 26 July, 2018 held an event to celebrate World Breastfeeding Week (WBW) 2018 with a view to raising the community's awareness on breastfeeding and calling for their support. Scan the QR code below, say yes to breastfeeding!

How to free children

from all forms of malnutrition



300 million

Good nutrition is the foundation of child survival, health and development. Not only do well-nourished children grow and learn better but also develop more resilience to adapt to life's adversity and setbacks.

Malnutrition, on the other hand, robs children of their futures and leaves young lives hanging in the balance.

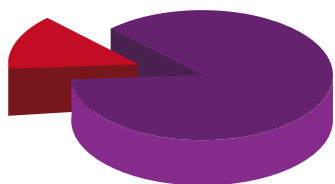
And the reality is stark for millions of children suffering from malnutrition. Every year, around 3 million children die due to undernutrition. For millions more, chronic malnutrition will result in stunting – an irreversible condition that literally stunts the physical and cognitive growth of children.



at least four in five children
are stunted



According to the **UNICEF, WHO and World Bank Group Joint Child Malnutrition Estimates**, malnutrition among children is still a problem around the world. The latest findings include:



- In seven sub-regions, at least one in every four children under 5 is stunted;
- More than one third of all stunted children and more than one quarter of all wasted children in the world live in Africa;
- Africa is the only region where the number of stunted children has risen,
- Millions of young lives are in jeopardy around the globe due to wasting.

Your support will go a long way in UNICEF's investments in nutrition – particularly in the earliest years of life – which can yield dramatic results for children, their families and communities.

Your immediate help matters! Please give generously so that UNICEF can provide life-saving food, treatment and safe drinking water to children.

To support Central African Republic and its neighboring countries on the brink of famine:

To learn more 





Young Envoys

learning children's need in the field

©UNICEF HK/2018

In this summer, our Young Envoys made field visits to Manila in the Philippines and Sichuan Province in Mainland China to learn more about UNICEF's work on the ground. They witnessed how UNICEF's programmes had made a difference to improve children's well-being, such as climate change, disaster risk reduction, education support, health and nutrition, child protection, adolescent health, HIV prevention and response in Manila, as well as maternal health and child welfare projects in Sichuan Province.

Not only did they interact with local children through different activities, but they also talked with project specialists and the locals to learn about needs of children and share hopes. These first-hand experiences inspired our Young Envoys to develop a "do more" attitude and anchor their commitment in advancing well-being and rights of every child with UNICEF.



One-minute Videos Show How Youth Embrace their True Self

Eight local students received recognition for their creative and impactful one-minute videos demonstrating "The Value We Embrace" at the 2018 Make A Video Contest Awards Ceremony on 13 October 2018. Through summer video workshops and public submission, students shared their life stories and views with general public. This year, 3 videos were nominated to run for the global OneMinutes Jr Awards in Amsterdam and one was successfully awarded.



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Awards & Winners



The Best One-minute Video Award



The Special Mention Award

Junior Secondary School Category



©UNICEF HK/2018

Gain or lose, Lau Pui-ling
Christian Alliance SW Chan Memorial College

IGNITED, Hung Yee-ning
Fukien Secondary School

Stay Gold, Woo Ka-ling
Christian Alliance SW Chan Memorial College

rumour.net, Cheung Cho-yi
Pope Paul VI College

Senior Secondary School Category



©UNICEF HK/2018

Transform, Pun Wai-man Yan
Chai Hospital Wong Wha San Secondary School

Menu, Ho Yan-yiu
St. Paul's Coeducational College

The Favourer, Lee Ming-yi
Valtorta College

Chronos, Chan Wing-him
Cheung Chuk Shan College



All the winning videos can be viewed online:



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UNICEF HK

“The Illumination of Love and Philanthropy” Charity Art Exhibition



©UNICEF HK/2018

UNICEF HK presented The Illumination of Love and Philanthropy, our first charity art exhibition which rendered portraits of extraordinary individuals – artists, celebrities, statesmen and a missionary – as interpreted by two contemporary Chinese artists with distinctive styles of painting. With benevolence and compassion, these individuals sought to influence others to do good, to be selfless, and to create a better world. This echoes with UNICEF’s vision to strive for a better future for every child. We hope the showcase of their lifetimes’ work and quotes could inspire the public on the value of unconditional love for deprived children.



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We would like to express our gratitude to our Supporting Partner United Overseas Bank, and Creative Partner Art Futures Group for their contribution of the success of the exhibition.

Change for Good inflight fundraising programme



©Cathay Pacific Airways

Every child deserves the right to education, whether they are students in Hong Kong or marginalized children from rural villages. Facing problems such as limited resources and child marriage, many children are forced to drop out of school. 24 Cathay Pacific staff members, accompanied by UNICEF staff, conducted 2 field trips to China and Nepal in June and September respectively to learn about UNICEF’s programmes on early childhood education, non-formal education and child protection, and to understand how they could help to make a difference in children’s lives through the Change for Good programme.



©Cathay Pacific Airways

A total of HK\$11.7 million was raised from Change for Good in 2017. Organized by Cathay Pacific Airways and UNICEF HK, Change for Good has successfully converted spare change from passengers into life-saving supplies and services to improve the lives of vulnerable children worldwide since its launch in 1991.

Cathay Pacific Chief Executive Mr Rupert Hogg (2nd Right) and Director Customer Mr Simon Large (2nd Left) present the 2017 Change for Good donation to UNICEF HK Chairman Ms Judy Chen (Centre).

Run together and be a champion and companion for every child

The Half Marathon Corporate Relay runners demonstrated the power of team work in this highly collaborative activity.



Mrs Carrie Lam, the Chief Executive of the Hong Kong Special Administrative Region, officiated at the prize presentation ceremony. In her speech she mentioned that the government gave top priority to children, protecting child benefit on health and hygiene, medical care, welfare and education. She then added, "To my knowledge, the half-marathon is the longest running race of the current Charity Run. I wish to see the introduction of a full marathon in future. If I can be of assistance, please let me know."

Wong Sun, 90, was the oldest runner in UNICEF Charity Run 2018. Last year, he even completed the Half Marathon race!

Over 2,000 kids and their families enjoyed a memorable bonding time at the 3km Family Run.

The 13th UNICEF Charity Run, organized by the Hong Kong Committee for UNICEF (UNICEF HK), successfully concluded on the 25th of November. HK\$12 million was successfully raised from near 13,500 runners in support of UNICEF's work in eliminating mother-to-child transmission of HIV in developing countries.

As the largest road-running charity event in Hong Kong, the UNICEF Charity Run offers Half Marathon, 10km, 5km and 3km races to runners. The Half Marathon and 10km routes are verified by the Association of International Marathons and Distance Races and Hong Kong Amateur Athletic Association.

Mrs Carrie Lam, the Chief Executive of the Hong Kong Special Administrative Region, Mr Henry Tang, UNICEF HK Honorary Adviser, Mr Wong Kam-po, UNICEF HK Ambassador, and near 40 business leaders were there to cheer on runners in running for every child. They also encouraged the public to continue their support to UNICEF's global work against HIV/AIDS.

The UNICEF Charity Run 2018 was made possible by Principal Sponsor China Cinda (HK) Holdings Company Limited. Other sponsors include Diamond Sponsors Chow Tai Fook Jewellery Group Limited and S.F. Express (Hong Kong) Limited, Gold Sponsors Asia Miles Limited and New World Development Company Limited, Venue Sponsor Hong Kong Disneyland Resort, and a number of supporting partners. We are also grateful for the support of Official Sportswear adidas Hong Kong Limited in providing runners with event souvenir T-shirts and training workshops.

Thank you and see you in our charity run next year!



To learn more 

Scan the QR code to complete a short online survey and share us your comments to receive an exquisite gift pack upon completion.

Acknowledgements

Please cut along the line.

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Realizing the Rights of the
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Kornhill Plaza
LANDMARK
Mikiki
MOKO
Olympian City
Panda Place
Popwalk
Pricerite
Tuen Mun Town Plaza

Breastfeeding Friendly Workplace
Harbour City Estates Limited
Hasbro Far East Limited
Hong Kong Disneyland Resort
Hopewell Holdings Limited
Lamcc Limited
Manulife (International) Limited
Philip Morris Asia Limited
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The "Star" Ferry Company, Limited.
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WSP (ASIA) Limited

**'Change for Children' Hotel
Fundraising Programme**
Hong Kong Hotels Association

**'Change for Good' Inflight
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Cathay Pacific Airways

**Children in Crises
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**Emergency Appeal — Earthquake
and Tsunami in Indonesia**
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Run-Pic
Hong Kong Air Cadet Corps
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Hong Kong Army Cadets Association
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Exercise Association

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MTR Corporation Limited

UNICEF HK 'Make A Video' 2018
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The OneMinutes.Jr.
Young Post, SCMP
he/art group

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oneLegKick Production Limited
Photoblog.hk
Youth Square
apm
Times Square
TMT Plaza
TKO Plaza
Director Adam Wong
Director Heiward Mak

**UNICEF HK "The Illumination of Love
and Philanthropy" Charity Art Exhibition**
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Art Futures Group
ifc mall

UNICEF's Programmes Worldwide
Primavera Capital Group
Sunshine Forever Limited

UNICEF Young Envoys Programme 2018
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Mr Hideo Tanaka, Managing
Director of AEON Credit
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I would like to support UNICEF!

'Friends of UNICEF' monthly donation programme

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

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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

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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: _____

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