

# EVERY CHILD

Hong Kong Committee for UNICEF Newsletter 2019

ISSUE 45



**Cheuk-him**  
Po's son

**Wong Kam-po**  
UNICEF HK Ambassador

**It's Time  
To Be More  
Family Friendly**

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## Paying tribute to working moms

My son is now 8 years old, and he will be a Primary 3 student in the new school year. In the blink of an eye, this also marks my eighth year of being a working mom. During these years, it is never easy to juggle between family life and career. I have learned a lot about the challenges that local working moms are facing.

As a mother, watching my son growing up is a magical and amazing experience. I wouldn't want to miss those little moments, whether it's burping my baby boy after milk feeding, or watching him to take his first steps and say his first words. Yet, as a career woman, I also need to dedicate my time and effort for my work, so that I can gain satisfaction from my job.

Suffice to say, it is a challenge for working mothers to balance their professional and personal life. In a fast-paced city like Hong Kong, working mothers are racing against the clock everyday, as they attempt to fulfil their work and family commitments. The stress these mothers have to experience is not difficult to imagine.

In the past few months, I had the privilege to voice out for women's empowerment and child rights internationally. I attended the Boao Forum for Asia and APEC Women Leadership Forum 2019. Through these events, I advocated the importance of UNICEF's Twin Policy and raised the awareness about the conditions of working moms.

In fact, women's participation in society has garnered increasing attention. The choices working mothers make in balancing between work and life have important implications for the wellness of their children. As such, women's economic empowerment and early childhood care and development should be addressed in tandem because both matters are interconnected.

Raising kids is not solely the duty of parents; society should collectively share parental responsibilities. Governments, businesses and members of the public around the world can join hands to establish family-friendly workplaces, so to advance comprehensive development in society

by releasing the economic capacity of women and championing child rights at the same time.

In the second half of this year, the Hong Kong Committee for UNICEF (UNICEF HK) will start a campaign to promote family-friendly policies. The policies enable working moms to have a better parenting environment by balancing their roles in family and work. The campaign will kick off with an advanced version of "Say Yes to Breastfeeding" campaign, which aims at gaining more support for breastfeeding in workplaces and public premises. Let's help more new working moms to stay positive and give every child the best start in life.



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.

### The Council

**Chairman:** Ms Judy Chen, JP  
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Mrs Stella Lu and Mr Henry Tang, GBM, GBS, JP

### Chief Executive

Mr Lambert Chan

## Helping children in crisis



Mozambique hit by deadly storm twice in six weeks

## Pregnant Mom climbed up to give birth

"I was with my little 2-year-old son, when suddenly, without warning, the water started to get inside my house, I had no option but to jump on top of a nearby mango tree. Then the pain started, and I had no one around to help me. In a few hours I gave birth to my baby girl Sara, on top of that mango tree. I was completely alone with Sara and my son. We stayed on top of that tree for two more days after her birth. Later, the neighbours helped me to get down." — Amelia

• Amelia climbed up for refuge and delivered her daughter on a mango tree.

The above story was told by Amelia, who survived the deadly cyclone this March in Mozambique. Six weeks later, the country was hit again by its strongest ever cyclone, which implied a long way to recover.

In the devastated country, 1.1 million children are in urgent need of assistance. Education is at risk for 330,000 students as more than 3,500 classrooms were damaged in storm. UNICEF has been working on the ground for months to protect children and prevent deadly diseases.

### Five key areas of UNICEF's response

- Preventing cholera by vaccination and keeping the hygiene of drinking water ;
- Rebuilding the water supply system;
- Taking care of children separated from family or out of school;
- Protecting children from violence; and
- Assisting communities with the issuance of birth registration and other identity documents lost during the floods — urgent action on this can reduce the risk of trafficking and child marriage.



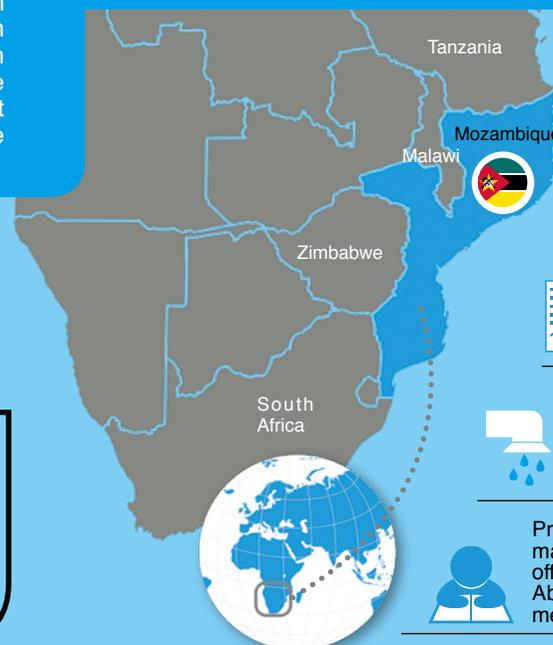
• Cholera is usually transmitted through the consumption of polluted water. UNICEF's priority task is to reconstruct water supply and sanitation facilities to prevent an epidemic.



• Besides soaking the textbooks and notes, the destructive flood has destroyed over 3,500 classrooms and affected 330,000 students in Mozambique.



• UNICEF Child protection staff visited the stricken area and distributed sporting goods, comforting the children and helping them regain pleasure.



In the aftermath of cyclones, UNICEF worked closely with local authorities to deliver humanitarian aid. As of 5 May, results included :

 Oral cholera vaccination campaign has reached 1.1 million people

 Distributing water purification products, including water purification bottles, to over 10,000 families

 Assisting training 1,400 volunteers to promote the importance of vaccination, personal hygiene and ending rumours

 Rebuilding water supply systems in Beira, one of the most affected areas. Those systems were operational one week after the emergency. And now 90 per cent of water production capacity has been recovered

 Providing temporary learning spaces with teaching materials. Child-friendly spaces have been set up, offering play-based activities for children aged 3-5. About 3,000 children have benefitted from these measures

## Click to donate

Act now! Humanitarian assistance saves lives. Please donate to support UNICEF's front-line work to reach children suffering in crises.



# Family-friendly Policies: a responsibility for all

Children's brain development is not innate, but starts from the first 1,000 days of life. Children's brains are constructed by a complex interplay of rapid neural connections. When children grow up in a healthy environment filled with love and protection, where they eat nutritious food and are exposed to stimulation experiences, these new connections can occur at an once-in-a-lifetime speed of up to 1 million

every second. This process forms the foundation of the brain and helps to determine children's cognitive ability, language and social skills.

To give children the best start in life, parents need to take action in three areas – eat, play and love – breastfeeding, sufficient play time and taking care of them with love during their growth.

In Hong Kong, it is common to have both parents working full time. Yet, the time and effort for parenting has become a luxury, as they have to juggle between work and family commitments. After burning themselves out in the office, these parents can hardly maintain their energy for their children at home. UNICEF points out that taking care of children is a responsibility shared by everyone in

society. Employers, including the government and enterprises, should work together to create a family-friendly working environment with sufficient support for employees, so to share the responsibility of parenting with working mothers and fathers, and contribute to early childhood development.



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## Twin Policy: Women and Children in Tandem

The increased awareness in gender equality means that more and more women are playing important roles and making contributions to different companies. Even when they have become mothers, they insist on returning to the workplace to continue their professional life.

However, it is a challenge for working mothers to take on the dual role of parenting and working. In fact, many new working mothers have stopped breastfeeding too quickly<sup>1</sup>.

The UNICEF Twin Policy suggests that governments should address women's economic empowerment and early childhood care and development in tandem in terms of making social policies. In the first half of this year, UNICEF HK Chairman Judy Chen attended the Boao Forum for Asia and APEC Women Leadership Forum, calling on the international community to respond to the Twin Policy and providing working moms with family-friendly policies and environment in the workplace. This is to release the female labour force, and to ensure that early childhood development is protected, so that they can balance their work and parenting commitments.

## 10 ways companies can be more family-friendly

 Provide adequate paid maternity leave and paid paternity leave

 Enable breastfeeding at work through paid breastfeeding breaks

 Grant flexible working time arrangements

 Promote decent working conditions

 Guarantee that women are not discriminated

 Support access to affordable and quality childcare

 Encourage positive parenting practices

 Address the specific challenges faced by vulnerable employees

 Advocate for policies with government and industry platforms

 Promote family-friendly policies with external parties



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## Renowned expert sharing insights with local business sector

Dr Pia Britto, UNICEF Global Chief and Senior Advisor on Early Childhood Development, visited Hong Kong in March and took part in a luncheon with leaders of major local enterprises, such as CLP Holdings Ltd, Hang Seng Bank and Hong Kong Disneyland. In the luncheon talk, Dr Britto explained how the working condition of parents affects early childhood development. She also had a discussion with the participants on the role that the business sector could play in promoting family-friendly policies.

A participant noted that balancing work and family life would improve employees' morale, and this would have positive effect in recruiting and retaining talented employees. In the long run, the participant suggested that this could also improve productivity, in which employers, employees and society could reap benefits.

<sup>1</sup>According to a local survey, returning to work is a main reason for most mothers in stopping breastfeeding in the first three months after delivery. (Tarrant et al (2010). Breastfeeding and weaning practices among Hong Kong mothers: a prospective study. BMC pregnancy and childbirth, 10(1), 27.)



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## Revitalizing "Say Yes to Breastfeeding" campaign

Since UNICEF HK launched the "Say Yes to Breastfeeding" campaign four years ago, over 200 organizations have pledged their support to cultivate a breastfeeding-friendly community for nursing mothers. Although quality nursing rooms have been established in many of the pledged organizations, there are lengthy queues due to the increasing demand in breastfeeding space. Hence, UNICEF HK will revitalize the campaign to solicit support from the wider business community, such as shopping malls, fashion and lifestyle stores, restaurants and hotels to be more breastfeeding-friendly through demonstrating a welcoming attitude to nursing women. For more details, please follow us on Facebook @UNICEF Hong Kong.

## New UNICEF HK Chief to push forward key policies

Lambert Chan Lap-yip, who had led various corporates, became UNICEF HK's Chief Executive on 1 April 2019. His profound experience in the business sector will help mobilizing power and resources from the private sector for UNICEF HK and driving impactful results for children. He is now encouraging business leaders to implement family-friendly policies.

Earlier this year, UNICEF kicked off the Global Survey on Workplace Policies, in which companies from more than 30 countries and territories took part. Lambert said, "We have invited over 20 local companies to join the survey. The results as well as the UNICEF toolkit guide on family-friendly practices will be useful references for local businesses."

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• Different professionals and facilitators demonstrated and led simple games which were easy to play.

• About 400 parents and children learnt about free play and parent-child play in the first-ever “Floating Classroom” on a ferry.

# “for every child, #EatPlayLove” in Stanley Free Play from City to Sea

Play is one of the three major elements of early childhood development. A true and happy childhood starts from playing. However, how to play will be the most beneficial to children? Children’s play can take different forms, including adult-led structured play and child-led free play.

and without a defined learning goal. Adults only need to provide components, companionship and safety, or they can become playmates according to the pace of the children. In addition, free play helps older children enhance their social and self-expression skills.

If children need to build the specified shapes according to the instructions given by adults, or build a bridge to get more components, the play is structured in the sense that children have to follow instructions. This is structured play.

The Hong Kong Committee for UNICEF (UNICEF HK) recommends that children should enjoy one hour of free play time everyday. This January, UNICEF HK launched “for every child, #EatPlayLove” in Stanley. The three-day event was the first time the Imagination Playground open to children and their parents in Stanley, thus allowed families enjoying and learning about free play together.

On the other hand, free play enables children to lead and explore all possibilities actively by its characteristics of improvisation, change, flexibility

Children are the best play experts. In the Imagination Playground, children can choose blocks in various sizes and shapes to play with their own ideas and build playing space. From little mazes to enormous castles, from vehicles to seesaws, every child becomes young architects and inventors.

kept interacting non-stop with children and demonstrating to parents the many parent-child plays that are suitable for playing at anytime and anywhere.

The first-ever “Floating Classroom” was also launched at the same time. On the ferry prying the sometimes smooth and sometimes rough waters between Stanley and Aberdeen, our specialists

A parent said, “The scenery of the sea was just like a teaching material that helped expand a child’s horizons. Also, through participating in the lectures and the Imagination Playground, I came to understand play is just a part of a child’s growth. The most important thing is for parents to spend time with their kids.”



“for every child, #EatPlayLove” will take place in different districts and promote the three elements of early childhood development—eat, play, love—to local parents. Imagination Playground will be on tour as well, where children can have free play fun. Please follow us on Facebook @UNICEF Hong Kong for more information.

### Parent-child Play Ideas .....

**Idea 1 Game of Words**

Pick a word randomly and the next player should pick a word with certain relations to the first one. For example, it starts with “rainbow”, followed by “sky”, then “cloud”, “blue”, etc. The play helps enrich and consolidate children’s vocabulary.

**Idea 2 Animal Imitation**

Take turns and imitate the actions and sounds of animals. This simple interaction allows children exercising their mouth muscles and can stimulate their creativity.

## Enhanced Education Web Portal for Both Parents & Teachers

To further underscore the importance of parental involvement in early childhood development, we have expanded our education web portal to include wide-ranging and practical parenting information for parents. For example, parents can download a guidebook on baby talk, or they can check out play tips and true or false questions on raising children.

In addition, the education web portal also provides a wealth of learning and teaching materials for both students and teachers. These materials cover local and global topics, such as children’s rights, international children’s issues and Global Goals fact sheets.



Download for free

# Rural mothers give up pregnancy check-ups to save money

In China, just about half of the pregnant women receive five antenatal care visits as recommended by the government. The situation is even worse in the poor mountainous areas due to distance and difficult transportation. In fact, some pregnant women prefer to save a few bucks of fare, or they are busy with tending livestock and living hand-to-mouth. Others refuse to receive pregnancy check-ups because to them, taking an antenatal exam is not a traditional practice.

Since 2013, UNICEF has worked with China's Ministry of Commerce and launched the Cash Transfers for Deprived Children project. Through the project, cash subsidies are given to women so that they can receive vital maternal and child health services, such as antenatal care visit, hospital delivery and vaccinations for their babies. After introducing the project in 15 counties in Yunnan, Gansu, Sichuan and other provinces, the number of hospitalized delivery mother increased by about 20 per cent, and nearly 95 per cent of the pregnant women were supported by hospital services. As of the beginning of this year, around 25,802 mother-baby pairs have benefited from the initiative.

## Why don't rural mothers receive pregnancy check-up

### Transportation problems



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“ Ji Duo, Sichuan: “With my first baby, my mother-in-law helped me to deliver. I bled a lot and was lack of strength for a long time. During my second pregnancy, the doctor in our village asked me to go to the township hospital for pregnancy check-up. It would take 1.5 hours to the town and cost 40 RMB for a round trip transfer. I didn't have money.” ”

### Economic difficulties

“ Le Maocao, Gansu: She lives in an alpine pastoral region at an altitude of 2,750 metres. As she is busy with tending yak and sheep everyday, and has a hand-to-mouth existence, she refuses to receive antenatal care visits and hospital delivery although government assistance covers most of the medical costs. ”



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### Culture and custom

“ Xiong Li, Yunnan: “I would like to go to the hospital for visits but family elders disagreed because of spending money and they also said that they never give birth in the hospital before.” ”

Remark: Provided with subsidies from the UNICEF project, these women were able to receive hospital services and appropriate support during their next pregnancy.



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## HK little artists contribute to support maternal and child health

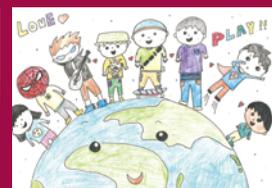
Over 1,500 children supported UNICEF HK's "Little Artists Big Dreams 2019" in February. These talented young artists gathered near Tamar Park and made a splash under the theme "for every child, a better world". They demonstrated the spirit of kids helping kids. More than HK\$1.55 million were raised for UNICEF's work to improve maternal and child health services in China. UNICEF HK Ambassador Gigi Leung joined the event to show her support for children.

• Prof. Sophia Chan, Secretary for Food and Health of the HKSAR (third from right, middle row), Ms Judy Chen, Chairman of UNICEF HK (second from right, middle row), Mr David Fong, Vice Chairman (second from right, back row), Ms Gigi Leung, Ambassador (centre of front row), Mr Lambert Chan, Chief Executive (first from right, back row), Mr Peter Suen, Executive Director of Chow Tai Fook Jewellery Group Limited (second from left, back row), Mr Tony Wei, Vice Chairman of China Resources Charitable Fund Limited (centre of middle row), and Mr Kenny Sham, Head of Marketing of LEGO® Hong Kong Limited (fifth from left, back row) cheered for the little artists at the lawn.

## First place winners and their works



Group A (6 years old or under) : Chan Pan Chi



Group B (7-9 years old) : Ho Lap Tak



Group C (10-12 years old) : Leung Hoi Yiu



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**BTS supports** LOVE MYSELF BTS

**UNICEF #ENDviolence initiative**

Every five minutes a child dies as a result of violence.

In 2017, South Korean boy band BTS partnered with UNICEF on the #LoveMyself campaign. It was an effort to raise awareness about violence towards children and young people around the world. The campaign supports the ongoing UNICEF's #ENDviolence initiative to make the world a safer place for the younger generation.



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In March, BTS took the Hong Kong stage and performed four shows as part of the BTS WORLD TOUR LOVE YOURSELF. They spread the same message and called for the public's support in ending violence against children.

## The power of spare change

The Change for Children programme has been run by the Hong Kong Hotels Association and UNICEF HK since 2011. Hotel guests are encouraged to extend their goodwill to support UNICEF's programmes for children through one simple action – donating spare change. 37 hotels participated in this collaboration and the top three hotels with the highest amount of donation raised in 2018 are:



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1<sup>st</sup> Place Marco Polo Hongkong Hotel



2<sup>nd</sup> Place Prince Hotel



3<sup>rd</sup> Place Four Seasons Hotel Hong Kong

**At a glance**

**Join UNICEF Club to become Youth Leader**

“Through the UNICEF Club programme, I have gained a better understanding on the Four Rights of Children (i.e. Right to Survival, Right to Development, Right to Protection and Right to Participation), as well as children related problems around the world. The activities that I participated in have built my empathy and leadership skills,” said Carson, who became an Agent of Change by taking up a leadership role in setting up the

UNICEF Club in his school. Through planning creative campus activities and participating in volunteer services, he has become a leader in deepening and promoting child rights.

During the 2018/19 school year, a total of 67 secondary schools and two universities set up UNICEF Club to explain child rights to more than 15,000 students.



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**UNICEF Club information**

**Target audience:** Secondary school and university students  
**Programme Period:** From every October to August the following year  
**Program content:** Organize campus activities and participate in voluntary service  
**Application deadline:** By 30 September 2019

Register online



**Little directors of “Make A Video” won prizes**

The “Make A Video” contest, organized by UNICEF HK, encourages youth to make their inner voice heard by society through filming. The works of two contestants won awards locally and internationally.

Little director Tsang Choi-shu, with her one minute video, *On*, reached the Top Ten in the youth category and eventually won the Special Mention in the 24th ifva Awards organized by the Hong Kong Arts Centre. She said that she saw

herself as a dark horse, and it was really magical when she learned that her work was shortlisted. And the recognition was a real bonus as the video was the first work that was written, directed and acted by herself. “It was a milestone, I knew I was not qualified, and I have to work hard in the future.”

Another little director, Cheung Cho-yi, went to the Netherlands to compete for The One Minutes Jr. Awards and won an award with *rumour.net*.



©UNICEF HK/2019

*On*



©UNICEF HK/2018

*rumour.net*



Click and watch more videos



**UNICEF HK Charity Run goes green**



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The UNICEF HK Charity Run, our annual flagship fundraising event, has seen support from over 130,000 participants running for children in the past 13 years. From a humble beginning, it is now the largest road-running charity event in Hong Kong.

To reduce the impact on the environment, we have implemented a range of waste management measures. Last year, we recycled a total of 210 kg of paper, 165 kg of plastic bottles and 432 kg of banana peels. We also distributed reusable cups to the runners.

The Charity Run this year is tentatively scheduled for 24 November, and once again it will be held at the Hong Kong Disneyland Resort and Sunny Bay. Stay tuned to our website ([www.unicef.org.hk/en](http://www.unicef.org.hk/en)) for more details.

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 YOHO Mall

**Breastfeeding Friendly Workplaces**  
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 CSOP Asset Management Limited  
 Grimm International Nursery  
 Metroplaza  
 Modern Terminals Limited  
 MTR Corporation  
 Proactive Thinkers' Academy  
 Sage International Group Limited  
 The Chinese Manufacturers' Association of Hong Kong

**BTS LOVE MYSELF #ENDviolence Campaign (Hong Kong)**  
 Big Hit Entertainment

**“Change for Children” Hotel Fundraising Programme**  
 Hong Kong Hotels Association

**“Change for Good” Inflight Fundraising Programme**  
 Cathay Pacific Airways

**Global Partnership – World’s Largest Lesson**

Nord Anglia International School Hong Kong

**Red Packet Charity Sale**

CCB International (Holdings) Limited

**“Little Artists Big Dreams Drawing Competition” 2019**

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 WeWah Music

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**“Make A Video” 2018**  
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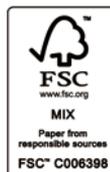
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