

EVERY CHILD

Hong Kong Committee for UNICEF Newsletter 2019

Issue 46

Guo Jing-jing,
UNICEF HK Ambassador



尊重媽媽
餵哺自由



Breastfeeding: The Best Start in Life

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HONG KONG

for every child

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Please refer to page 9 for details

Healthy Eating is Bliss

The idiom, bread is the staff of life, succinctly points out the survival of humankind depends on food. While the concept sounds straightforward, it isn't that simple as many parents rack their brains everyday trying to think of better ways to let their children eat healthy.

To prepare the 2019 edition of *The State of the World's Children*, UNICEF held multiple food-related workshops to collect views from mothers in 18 countries early the year. The views really struck a chord with me – children free from hunger doesn't mean children eat nutritiously. Enormous challenges are facing parents around the world when it comes to safeguarding the important task of ensuring balanced diet for children.

An Australian mother pointed out: "Many things are expensive, like fish, vegetables and meat. It should be cheaper so that everyone can buy it." An Egyptian mother lamented: "My baby doesn't like healthy food." And a Chinese mother said: "My baby doesn't like to suck breast milk." It is

important for babies to have nutritious breast milk and balanced diet for their life and growth.

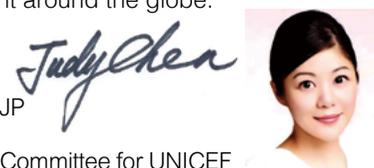
Looking back when I first became a mother, I had to scour the streets for a private space to pump breast milk and breastfeed my son. In fact, due to inadequate community support and other reasons, only one-fourth of babies under six months old in Hong Kong receive the benefits of exclusive breastfeeding. As such, the Hong Kong Committee for UNICEF (UNICEF HK) launched the Say Yes to Breastfeeding campaign (Say Yes) in 2015 to enhance community support for breastfeeding mothers. Four years later, we achieved another milestone by having the hotel industry joining the campaign. This latest development represents another step forward in building a complete breastfeeding-friendly community. So far, 23 hotels have pledged to Say Yes, and we hope this will lead to more organizations joining the campaign in the coming years.

Apart from providing the best nutrition, playing

with children is also an important way to express love. Let me share with you a little secret. There is a little tent in my home. Whenever my son wants to share stories privately or requires my emotional support, we will go to that tent. The tent has become our "base" for heart-to-heart talks. Kids grow up day by day, and each of them is unique. Parents need to find their own ways to stay close to them.

I hope this edition of *Every Child* helps you better understand the crucial roles of eat, play and love in early childhood development. Also, please continue to work with UNICEF and support children's growth with love so that we can lay a solid foundation for child development around the globe.

Judy Chen, JP
Chairman
Hong Kong Committee for UNICEF



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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.

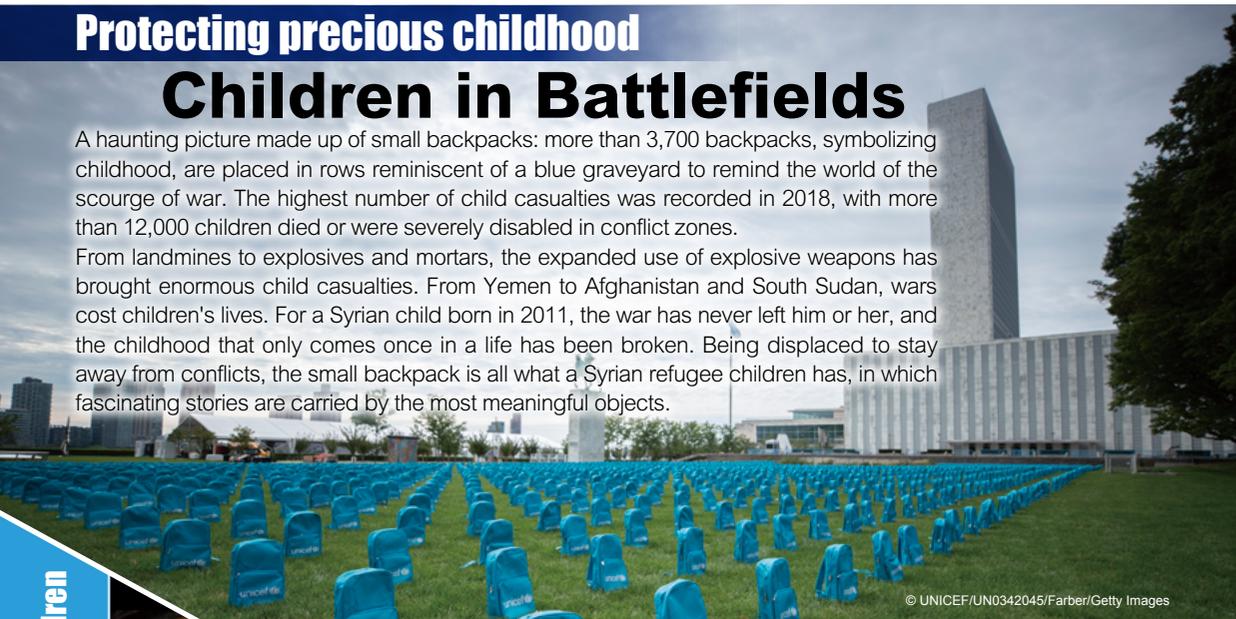
Protecting precious childhood

Children in Battlefields

A haunting picture made up of small backpacks: more than 3,700 backpacks, symbolizing childhood, are placed in rows reminiscent of a blue graveyard to remind the world of the scourge of war. The highest number of child casualties was recorded in 2018, with more than 12,000 children died or were severely disabled in conflict zones.

From landmines to explosives and mortars, the expanded use of explosive weapons has brought enormous child casualties. From Yemen to Afghanistan and South Sudan, wars cost children's lives. For a Syrian child born in 2011, the war has never left him or her, and the childhood that only comes once in a life has been broken. Being displaced to stay away from conflicts, the small backpack is all what a Syrian refugee children has, in which fascinating stories are carried by the most meaningful objects.

What comforts the refugee children



© UNICEF/UN0342045/Farber/Getty Images



Hidden Memories

Hala, 11, keeps the photos of her and her brother hidden, to protect them from damage. "It was a Friday. My mom had dressed me nicely for Friday prayer, then we went to the market and a restaurant," Hala says. "After that we went to a photographer's studio where this photo was taken. When I look at this photo, I remember those days again."



© UNICEF/UN0264939/Herwig



Homesickness

Rudaina, 11, still has her house keys from Syria despite that she doesn't remember her native country. "Now we live in a caravan. I feel so sad when I hold the keys because I'm so far away from home. I brought them with me because when we go back to Syria, I'm going to be the one who opens the door."



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Warmth for a Heart

"This is my blanket...My grandmother bought it for me" explains Nour, 12, as she holds it out. "We had to flee because there was bombing. I was wrapped up in it when... I came here." Nour says she sometimes feels sad when she wraps herself up in the blanket now, but also safe. "I'm going to keep it as long as I can."



© UNICEF/UN0264942/Herwig

Some refugee camps have clothing workshops supported by UNICEF. The young refugees are equipped with skills of sewing winter clothes for babies, so that they can put their skills into practice while helping others.



Syrian refugee children receive life-saving winter clothing kit from UNICEF to stay warm.

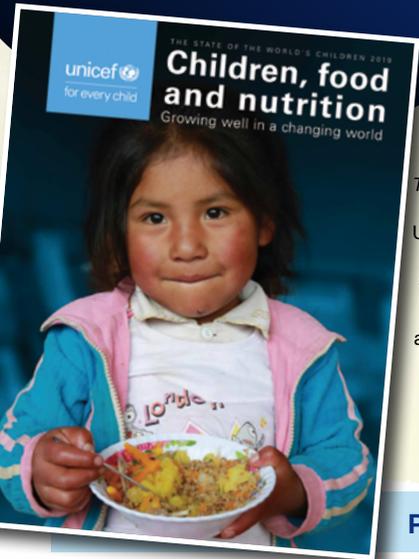
The years of unrest in Syria have displaced a lot of people, and this presents acute challenges to shelter children in the battlefields. A new wave of violence in October 2019 made the situation in north Syria even more unpredictable. In less than two weeks afterwards, over 200,000 people, including 80,000 children, were forced to flee their homes. The refugees were facing an even harder situation as the winter was just steps away. Many families could not afford basic supplies like warm clothing, blankets, and needless to say, the heating equipment.

UNICEF has rolled out its winterization programme, distributing 16,700 packs of life-saving winter clothing kit to child refugees who stayed in Syria or fled to Iraq. In addition, the programme included vaccinating children against measles, distributing medical kits and establishing temporary learning centres.

Find Out More:
[Please click here](#)
Little Tailor in Warzone
Spread the warmth
The winterization programme and other humanitarian work by UNICEF rely on your support. A donation of HK\$624 can help provide life-saving winter clothing kit to two children in need. Every cent can make a difference!
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Hundreds of millions of children threatened by “triple burden” of malnutrition

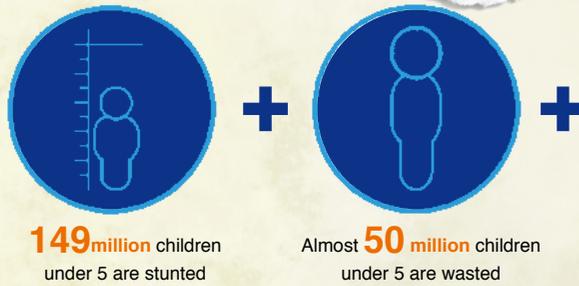
When we talk about malnutrition, the first image that appears in our minds is often a hungry and wasted child. In reality, apart from undernutrition, the three burdens of malnutrition include **overweight**, as well as **hidden hunger** which is hardly noticeable. Even children can survive on basic foods, they may not thrive in the coming days, especially in the crucial first 1,000 days of early childhood development, where eat, play and love are equally essential. However, a merely imbalance of “eat” is already threatening the development of hundreds of millions of children.



The State of the World's Children 2019 by UNICEF (left) points out that children under 5 are in their golden age of development, while among **680 million** young children in the world, there are...

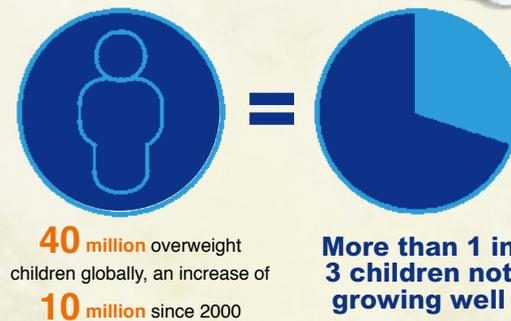
Undernutrition

Undernutrition costs lives. Newborns may die from undernutrition, and nearly half of the deaths of young children under the age of 5 worldwide are related to undernutrition, especially in severe acute cases. Wasted children are vulnerable to fatal infections, such as pneumonia and malaria. These multiple strikes make a vicious circle: poor body functions hinder the absorption of nutrients, and the lack of nutrition also makes the body difficult to recover. Even if they survive, there will be lifelong consequences. Poor nutrition in the first crucial 1,000 days of a child's life can cause physical and mental defects, and this will affect their ability to learn and employment prospect in the long run.



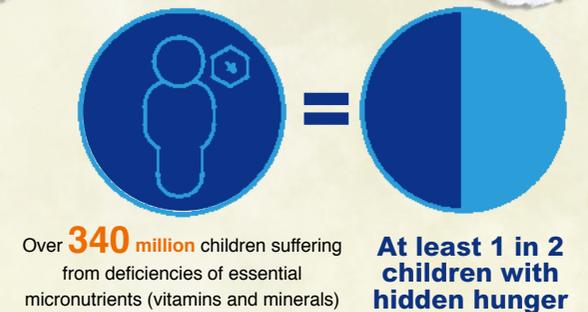
Overweight

Overweight, long thought of as a condition of the wealthy, is now increasingly a disease of the poor, reflecting the greater availability of “cheap calories” from fatty and sugary foods in almost every country in the world. The numbers of obese girls and boys between the ages of 5 and 19 have soared since the mid-1970s, rising by between 10- and 12-fold globally. While in Hong Kong, the overweight and obesity detection rate of secondary school students has increased from 17.7 per cent to 20 per cent between 2008 and 2018, according to the Department of Health. Overweight and obese youth are likely to stay obese into adulthood. They are at greater risk for type 2 diabetes and coronary heart disease.



Hidden hunger

The stomach is rumbling? It is reminding you to eat enough food to reduce the feeling of hunger, or specifically, explicit hunger. But you won't feel hungry even if you are not taking in enough nutrients from the food, which is called “hidden hunger”. Deficiencies of essential vitamins and minerals impact children's development and immunity. In Southeast Asia nowadays, the economy is growing and people's lives are improving, while many parents are paying little attention to their children's diets and relying on instant and processed foods, which is harmful to children's health.



Percentage of children aged 6-23 months fed food groups



What prevents young people from eating healthy food?

- “Unhealthy food is easier to come by.” Boy, 17, USA
- “Cheap food is not healthy, and healthy food is not cheap.” Girl, 13, China
- “We lack money here to stay healthy ... Our family is unable to find good jobs.” Girl, 16, India
- “We are not able to eat healthy food because we have already tasted junk food and are now attracted to that only.” Boy, 14, India
- “Sometimes, there is no time to cook so I eat fast food.” Girl, 15, Guatemala



To survive, to thrive

Even one child dying from malnutrition is far too much to afford. UNICEF is committed to finding solutions to malnutrition. We offer supplement foods to young children in need and provide women and children with micronutrient sprinkles. Your donation makes it possible for us to change the fates of countless families.

[Click Here to Donate](#)

Eat

Nearly 180 premises 'Say Yes To Breastfeeding' Foster welcoming attitude to nursing mothers

Breastmilk provides babies with essential nutrients, vitamin and minerals, and significantly reduces the risk of malnutrition, illnesses and death. The Say Yes To Breastfeeding (Say Yes) campaign was relaunched in 2019 to establish breastfeeding friendly communities. For the first time, it won the support from the hospitality sector with 23 hotels supporting the Say Yes campaign by offering independent nursing rooms, breastfeeding zones and breastmilk storage services to mothers. With the support from shopping malls and the catering sector, there are currently 178 breastfeeding friendly premises, allowing mothers to feed their children.

Say Yes
List of Hotels
Please click here



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•(From left) Dr Lo Yim-chong, Principal Medical and Health Officer at Department of Health; Dr Maggie Koong, Chairperson of the Working Group on Community Support for Breastfeeding; Prof Sophia Chan, Secretary for Food and Health; Ms Judy Chen, UNICEF HK Chairman; Ms Guo Jing-jing, UNICEF HK Ambassador; Dr Chui Tak-yi, Under Secretary for Food and Health; and Mr Lambert Chan, UNICEF HK Chief Executive, kicked off the Say Yes To Breastfeeding Acknowledgement Ceremony 2019/2020.

As a breastfeeding mother, I have many concerns and many things to take when I go out every time. Now some premises pledge to provide breastmilk storage service, making things much more convenient for me.

Roll out gold and blue labels to further support breastfeeding community

In the Say Yes To Breastfeeding Acknowledge Ceremony, UNICEF HK announced the implementation of a two-level labelling scheme – Gold Label and Blue Label. The labels will be shown in premises that support breastfeeding. Customers can easily identify the different levels of commitment undertaken by these premises.



Gold Label		Blue Label
✓	Set up nursing rooms	
	Arrange a temporary breastfeeding space	✓
✓	Respect mothers' right to breastfeed	✓
✓	Attend staff training provided by UNICEF HK	✓
✓	Assign staff members to provide assistance	✓



An additional label will be given to premises that offer a breastmilk storage service with a separate refrigerator set at 2-4°C for within a maximum of 5 days to each mother.

Guo Jing-jing, UNICEF HK ambassador

Cheung Ka-Yi, breastfeeding mom

Pledge to Say Yes

Your support matters to a breastfeeding friendly community. "Say Yes" to us and stand with breastfeeding mothers.

[Click here to Say Yes](#)

I breastfed my first daughter until she was 2 years old. I stuck to breastfeeding because she was allergic to milk and dairy, and would develop hives even if she just touched them. I also exclusively breastfed my younger daughter for 6 months.

Love

Love Should not be Delayed

Adequate maternity leave helps mothers to breastfeed babies consistently, while paternity leave supporting fathers to back up and accompany breastfeeding moms with love and care, is equally important. Sharing the responsibility of caring for newborn children by both parents can help reduce the risk of postpartum depression for mothers. In addition, at the essential stage of early childhood development, parental care and support can improve babies' resilience in the future. Love should not be delayed, and working parents should have enough paid leave to take care of their families. However, a research by UNICEF indicates that among 41 developed countries, almost all of them have statutory paid maternity leave, but only about 60 per cent have paid paternity leave for fathers. The statutory fully-paid "father's leave" in Hong Kong is only 0.6 week, far less than the international median of 1.1 weeks. There is room for improvement in our parents' holiday policy, and UNICEF HK will further encourage the government, businesses and society to be more family friendly.



Play Inclusive Playgrounds Needed in More Districts

The Hong Kong's first inclusive playground in Tuen Mun, advocated by UNICEF HK and Playright Children's Play Association, has been in use for over a year. Accordingly to a survey conducted by UNICEF HK, 43 per cent of 2,080 parents interviewed took 1 to 2 hours to travel from home to the inclusive playground, while 99 per cent wanted an inclusive playground in their neighborhood. This shows that there is a large demand of such a playing space. As such, UNICEF HK, together with its partners, continues to advocate for equitable access and quality play space for children with all abilities.

Explore Use of Drones Deliver Aid for Children

When heavy rain suddenly hits, or when a bumpy road blocks the way, it always severely hinders mothers and children to get HIV/AIDS test and treatment. These obstacles are common in remote regions where resources are lacking, delaying the best window to save children from the life-threatening disease. In Malawi alone, a landlocked country in sub-Saharan Africa, 27 children die from AIDS-related causes every day. This cruel number reminds us that we have to work harder to combat against HIV/AIDS for children.

Therefore, UNICEF has been exploring various innovative measures in hopes of applying them to make a breakthrough in our work. As for the battle to eradicate the infection of HIV/AIDS among children, UNICEF has been testing the use of drones proactively to resolve the geographical limitation. With this method, we plan to land medical supplies like blood tests to which mothers and babies living in regions far from reach are in dire need of.

Rhoda Nkhambule lives in a remote village in Malawi where takes four hours to get to the nearest health centre. Drones is one of the ideal tools to speed up the delivery of HIV tests and treatments in such areas with challenging infrastructure.

© UNICEF/UN070539/Brown

To support UNICEF's work around the world to eradicate mother-to-child transmission of HIV, for example, testing the use of drones to drastically speed up the delivery of tests and treatments, UNICEF 'Run for Every Child' has been held annually to raise funds for UNICEF's global campaign against AIDS since 2006. We earnestly appreciate the unwavering support from all of you, especially for your dedicated efforts in raising funds for children despite the cancellation of this year's event.

UNICEF 'Run for Every Child' 2019 was also honored to receive dedicated support from the following corporations - Principal Sponsor: China Cinda (HK) Holdings Company Limited; Gold Sponsors: Asia Miles Limited and New World Development Company Limited; Venue Sponsor: Hong Kong Disneyland Resort; Official Sportswear adidas Hong Kong Limited and a number of supporting partners.



UNICEF 'Run for Every Child' 2019 Fundraising Awards Winners

Top Fundraising Award	Ling Ho Tak Raymond (Individual) Fook Wah Kun Kee Knitting Factory Limited (Group)
Top Online Fundraising Award	Walter Cheung (Individual) Sum Yin Iris Chan (Family)
Top Online Engagement Award	Wing Suen Lai (Individual) Ngar Kei Dorothy Fok (Family)
Youth Challenge Team Awesome Award	Fukien Secondary School (Siu Sai Wan)
Youth Challenge Make a Difference Award	Fukien Secondary School (Siu Sai Wan)

A Quick Scan to Donate with PayMe



If you need a receipt for donation above HK\$100, please input your email address in the transaction.

Supporting UNICEF HK has never been easier! You can now make a donation via the PayMe quick payment platform. Simply scan the PayMe QR code with your mobile phone, and you can make a one-off donation to help children in need.

Also, UNICEF HK plans to organize activities and events with PayMe. Stay tuned for details.

Blend of Art and Charity – Innovative Way to Care

Art expresses in a way that words cannot. Painting on electronic gadgets allows us to present our heartfelt care for children innovatively. Organized by Ultimate Ears, the charity campaign 'Voice of Youth' invited various celebrities, local artists, buskers and students to paint on speakers under the lead of UNICEF HK Ambassador Ms Karen Mok. Through the use of colourful brushes to polish the speakers, the artists delivered their voices of encouraging children to be brave when chasing their dreams. Thus, they expressed their care about children in a special way.

The series of designs were showcased in the Ultimate Ears Charity Art Exhibition at Pacific Place in August 2019. This was followed by an online auction of the designs with all the proceeds went to UNICEF HK. UNICEF HK would like to take this opportunity to express its sincerely appreciation for Ultimate Ears's support to UNICEF's global work for children.



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'Adventure in the Woods' Live with the Nature Through Games

Technology can bring countless benefits to children, but it is equally important to switch off as connecting with and exploring the nature will have positive effects on child development. In October 2019, a group of energetic children took part in 'Everbright International presents: Adventure in the Woods'. With their meticulous design and planning, the event offered children all sorts of exciting games to interact with trees. The surprising thing was they caused no damage to the trees even after the little ones climbed to the top of them or flowed through a zip wire set on the trunks. Together with different workshops about the conservation of trees, the children learned how to be environmentally-friendly and live with the nature while enjoying a fun time in the countryside.

Our special thanks went to event organizer Pro Tree Foundation Limited, lead sponsor Everbright International and venue sponsor The Hong Kong Golf Club. All proceeds of the event went to UNICEF HK to help mothers and babies in rural areas.



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Change for Good Safeguards Vulnerable Children

A group of Cathay Pacific employees accompanied by UNICEF HK staff took a field trip to Guizhou to learn about a UNICEF project on how to improve the quality early childhood development for ethnic minorities. Through their first-hand experience, they witnessed how the Change for Good (CFG) programme made a difference in children's lives. A total of HK\$ 9.55 million was raised through CFG in 2018. Organized by Cathay Pacific and UNICEF HK, CFG has successfully converted spare change from passengers into life-saving supplies and services to improve the lives of vulnerable children worldwide since 1991. Next time when flying with Cathy Pacific, don't forget to ask for a Change for Good donation envelope!



UNICEF Young Envoys witness changes in rural areas

A group of Young Envoys went to rural Yunnan to investigate a UNICEF project on raising villagers' awareness of maternal and child health, and learned about its implementation and effectiveness. They also visited local kindergartens and secondary schools. Students of different cultures and backgrounds were connected through music and sports.



One of the Young Envoys said: "Not everyone can help the children at the frontline, but we can realize their dreams by combining everyone's effort at where we are."

China South Korea

Visit and Learn from Child Friendly Cities

UNICEF Young Envoys visited the two places with the Child Friendly Cities Initiatives (CFCI) certification in South Korea, Seongbuk-gu and Wanju-gun, to study local CFCI facilities and the Children's Council to make the places more child-friendly. Both the Gorae Youth Centre, and Noltopia, the largest children's adventure facility in Korea, are well established with children's participation in planning and design, providing children and youth with opportunities of studying and playing. Meanwhile, the Children's Council in both places help the local authorities to hear the voices of children and serve them better.



Witness Growth

Challenging but interesting activities, such as field visit, workshop on child issues and community event planning, provide Young Envoys with different opportunities to harness their talents and realize their personal development. Scan the QR code to see their growth in the past year.

Please click here



For our planet, an e-Newsletter

The well-being of children is inseparable from the planet. Once the environment is damaged, natural disasters caused by climate change threaten children's lives. They will no longer be able to freely play and explore the natural environment. To this end, we can start protecting the planet and reducing carbon emissions by saving paper. Starting with the next issue of *Every Child*, we will no longer distribute printed copies by post. Instead, we will deliver the electronic version via email. Please scan the QR code to update your contact information or subscribe the electronic *Every Child*. Thank you for your support.



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



ACKNOWLEDGEMENTS

Adventure in the Woods
Everbright International Environmental Protection Charitable Foundation Company Limited
Pro Tree Foundation Limited
Hong Kong Golf Club

Better Business for Children: Realizing the Rights of the Children in and around the Ready-Made Garment supply chain in Bangladesh
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Breastfeeding Friendly Premises

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

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'Voice of Youth' Charity Art Exhibition

Ultimate Ears
Pacific Place

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