

# EVERY CHILD

Hong Kong Committee for UNICEF Newsletter 2022 | Issue 50



## Listen

'for every child, we listen'  
Radio and TV  
Programmes

## Support

'for every child, care & relief'  
campaign aided 7,500  
grassroots families

## Results

Responded to  
emergencies and safeguarded  
children's rights

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unicef  for every child

# Message from the Chairman

## Overcoming the Pandemic and Reimagine Education

The pandemic has wreaked havoc on everyone's life throughout 2022, in particular vulnerable children and their families. It was as if time has stood still when merciless COVID-19 put a halt on students' learning and turned our lives upside down. At UNICEF HK, we are committed to rise above any challenge that lies ahead and safeguard physical and mental wellbeing of our children.

Protecting children begins with listening to their voices. UNICEF HK co-produced 'for every child, we listen' Radio & TV programmes with Radio Television Hong Kong to provide precious platforms for our next generation to speak up on-air. Novice junior DJs aged between 8 and 16 were given professional training before they shared their views on local children issues and topics relating to UN Sustainable Development Goals (SDGs) and more. Our UNICEF team regarded hearing whimsical thoughts and seeing beautiful smiles of the children as the best reward.

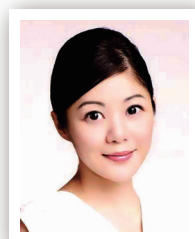
UNICEF HK swiftly launched 'for every child, care & relief' community support campaign when the fifth wave of COVID-19 was at its worst. We provided underprivileged families with children and/or pregnant women with anti-pandemic support, food supply and learning materials, benefitting 7,500 families from all over 18 districts of Hong Kong. Furthermore, we also introduced 'SDGs eLearn Award Scheme' for students to keep learning when they stayed safe at home.

It is a commendable achievement that 'Say Yes To Breastfeeding' campaign co-driven by the Health Bureau, Department of Health and UNICEF HK has successfully reached out to a network of over 7,000 corporate members and 63,000 professionals through collaboration with various chambers of commerce and social welfare organizations. We also held an online seminar for breastfeeding mothers and '2022 World Breastfeeding Week Photo Competition' to call for public support in building a breastfeeding-friendly community.

As we gradually found our footing in the fight against the pandemic, we put Reimagine Education for the Post-COVID world as one of our top priorities. We strive to ensure children's equal access to education and provide them with high-quality learning resources and suitable environment. I believe in strength in numbers and sincerely call for the support of each and every one of you. Together, we can foster a better future for our next generation.

For every child, let's reimagine education!

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.

### The Council

Chairman: Ms Judy Chen, JP  
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Secretary: Mr Matthias Li

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Honorary Advisor:  
Mrs Stella Lu; Mr Henry Tang, GBM, GBS, JP

Executive director:  
Dr Stella Kwan

## 'for every child, we listen' Radio Programme



Let's listen to whimsical thoughts and aspirations of our next generation. UNICEF HK and Radio Television Hong Kong (RTHK) co-produced 'for every child, we listen' children's radio programme to provide a channel for children to speak up on air. 24 episodes were broadcasted in RTHK Radio 2 popular show 'Crazy & Happy'. UNICEF HK also collaborated with local social welfare organizations to recruit and coach our junior DJs, empowered them to speak with confidence and expressed their views on children's rights and world issues.

**“ My most favourite experience was chatting with radio hosts and sharing my thoughts with others. ”**

Junior DJ Chu

**“ Debut episode 'Back to School' was the most memorable because it was also the first recording session I took part in after the special school break. ”**

Junior DJ Tse



## 'for every child, we listen' TV Programme

Leaping from radio to television, our junior hosts took to the screen insights and agenda they care about and participated in all kinds of fun-filled educational experiences during 8 episodes of TV shows. Government officials and leaders from various sectors were invited to answer meaningful questions raised by junior hosts, offered guidance and motivation to overcoming challenges.

**“ Taking part in Reimagine School Campus episode helped me understand that the availability of various facilities and creative spaces in school campus would bring diversified learning experience to students. ”**

Junior Host Kan

↑ Junior hosts took part in filming of 'for every child, we listen' TV show and conveyed their views on learning, environments, sustainable development goals, United Nations Convention on the Rights of the Child and more. Co-produced by UNICEF HK and RTHK, the show was aired on RTHK TV 31.

# 'for every child, care & relief'

Cared for physical and mental wellbeing of children and adolescents, provided timely assistance to grassroots families amidst the fifth wave of COVID-19.



↑ 'for every child, care & relief' community support campaign was generously sponsored by Henderson Development Anti-Epidemic Fund. UNICEF HK acted in concert with 74 local welfare organizations and schools to reach out to 7,500 families from 18 districts all over Hong Kong.

## SDGs eLearn Award Scheme

### Stay safe at home and keep learning during class suspension

Mental health of children and adolescents during the pandemic is one of UNICEF HK's key concerns. A special school break has caught parents and students by surprise, and highflying dreams of countless children were reluctantly grounded. In addition to publishing pamphlets that tended to people's emotion, UNICEF HK also launched Sustainable Development Goals (SDGs) eLearn Award Scheme for Secondary 1 to 6 students. Over 2,200 participants from 92 secondary schools have showed unlimited creativity by turning knowledge learnt from the online platform into practical SDGs actions in their daily lives.



↑ Experience sharing by award winners of SDGs eLearn Award Scheme

The fifth wave of COVID-19 has taken a heavy toll on Hong Kong. Realizing that grassroots children and their families suffering from prolonged lockdown have borne the brunt of the pandemic, UNICEF HK swiftly launched 'for every child, care & relief' emergency

campaign in support of underprivileged families with children or pregnant women. Anti-epidemic supplies and learning materials were provided to those in urgent need through concerted efforts of supporting organizations.

**“ We just received anti-epidemic supplies. My kids were so happy to receive the books, colouring crayons and protective goggles. Thank you so much! ”**

*Feedback from a recipient family*

We provided support to underprivileged families from each of the 18 districts of Hong Kong, including remote locations in New Territories and outlying islands.



## 'Merry Go Around HKAPA' Art Camp

As the epidemic trend stabilised, UNICEF HK and Hong Kong Academy for Performing Arts jointly organized Merry Go Around HKAPA performing art experience camp to endow the souls of children with arts. It was also able to bring out their interest in art exploration through extra-curricular learning experience and enhanced their mental resilience and wellbeing.

**“ The children really enjoyed today's activities! They looked forward to joining again next year! ”**

*Ms. Leung, social worker of a cooperating organization*



← Participants unleashed unlimited creativity by handcrafting unique costumes from eco-friendly materials. They held their heads high and took confident steps as roars of cheers chased away the pandemic gloom.



#SayYesToBreastfeeding



Breastfeeding is quintessential to infants and early childhood development. #SayYesToBreastfeeding community support campaign initiated by UNICEF HK, the Health Bureau and Department of Health aims to provide breastfeeding mothers with community support and cultivates a positive public attitude towards breastfeeding. The campaign has successfully reached out to a

network of over 7,000 corporate members and 63,000 professionals through collaboration with various chambers of commerce and social welfare organizations. Location-based search function of Say Yes to Breastfeeding website facilitates the public to search for over 400 breastfeeding friendly premises near them.

## World Breastfeeding Week 2022 Online Celebration

UNICEF HK, Department of Health, Baby Friendly Hospital Initiative Hong Kong Association and Hospital Authority co-hosted an online World Breastfeeding Week Celebration on 29 July.

practical information and knowledge about prenatal care and breastfeeding under COVID-19. The guests also answered audience's questions in real time and encouraged breastfeeding mothers to tackle challenges they faced with a positive mindset.

Furthermore, UNICEF HK also held a free online seminar on 29 April. Guests speakers from different professional backgrounds shared



Ms Judy Chen, Chairman of UNICEF HK, mentioned that baby formula milk manufacturers spend US\$5 billion on marketing every year, interfering parents' decisions on methods of feeding their babies. She believes that Hong Kong should further legislate and regulate the marketing strategies in regards to baby formula milk to ensure a steady increase in local breastfeeding rates.



Mr. Ivan Chu, Chairman of the Advocacy Committee of UNICEF HK believes that the theme of 'Step Up for Breastfeeding: Educate and Support' coincides with the work of UNICEF HK 'Say Yes To Breastfeeding' campaign. He wishes that the community would continue their supports towards breastfeeding.

## 2022 World Breastfeeding Week Photo Competition Award Winners Showcase

The 2022 World Breastfeeding Week Photo Competition held between May and June invited mothers to capture wonderful moments of breastfeeding their babies in different

venues to echo the themes of 'Say Yes for Love', 'Say Yes for Joy' and 'Say Yes for Pride'. Let's take a look at the winning photos and listen to winner's feelings!



### First Prize Winner



**“ I love travelling, breastfeeding can spare me the trouble of carrying many items when I go out, and meet the needs of my babies at the same time. I think in addition to commitment and perseverance of the mother, support from husband and family is equally important. It is a dream comes true for me that my two babies can enjoy breast milk together in my arms! ”**

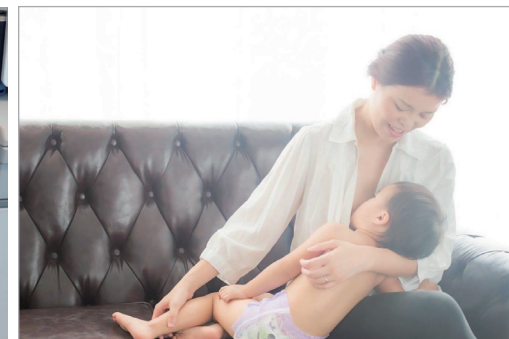
First Prize Winner Samantha Lee



### Second Prize Winner



Ericka Cheung



Kathy Lam



### Third Prize Winner



Ivy Chan



Kaman Ng



Maki Wong

# UNICEF Young Envoys Programme

UNICEF Young Envoys Programme provides valuable opportunities for youngsters in Hong Kong to explore global and local issues on children's rights to survival, protection, development and participation. 26 training sessions were organized during 2022 programme to strengthen communication and advocacy skills of participants and unleash their growth potential. Extra online group activities and workshops were hosted during COVID-19 school break to help our Young Envoys make the most out of their holidays.

Young Envoys hosted 4 online service sessions for children's rights education, produced an illustrated storybook with 11 short stories featuring scenarios in family, school, neighbourhood and the community to promote culture of appreciation and responded to children's developmental needs. In addition, they produced short videos about digital learning inequalities, soft skills development and children's mental health under COVID so as to promote the significance of Reimagine Education on children's development and youth participation.

Collaboration among 68 Young Envoys have sparked many creative ideas. They have taken diversified approaches such as writings, drawings, community services, short films and carried out various public participation projects to draw people's attention to children's rights and Reimagine Education.



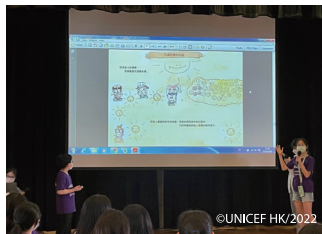
Short film production conducted by Young Envoys



Behind the scene of short film production



Young Envoys perform online community services



Sharing on creation of illustrated storybooks



Social media posts by Young Envoys



**“Becoming a Young Envoy has made me realize I can make positive changes to the community and local children. I will keep on upholding the missions of Young Envoys and contribute to children's rights promotion.”**

Young Envoy Chloe Tang

Mr. Ivan Chu, Chairman of Advocacy Committee, UNICEF HK in conversation with our Young Envoys

# Support children's education at Hong Kong Book Fair

Our Reimagine Education themed booth at HK Book Fair 2022 promoted UNICEF's global efforts in offering education assistance to children impacted by natural disasters, humanitarian crises, gender discrimination and etc.



Dr. Ko Wing Man, Council Member of UNICEF HK, called for public support to bring positive change to our next generation.



**“I wish every child can get the chance to education.”**

A child visitor at HK Book Fair

More than 300 visitors expressed their best wishes to children living in distressed areas through colourful drawings and heartening messages they have written onto the postcards.



Ms. Judy Chen and Ms. Chan Hoi-wan officiated 'discover, for every child' virtual run kick-off ceremony

## 'discover, for every child' Virtual Run - Reimagine Education for children impacted by the pandemic

The first-ever 'discover, for every child' Virtual Run has received enthusiastic responses from runners and supporters. A total of 65,409km were completed by participants, equivalent to running 1,000 times around Hong Kong Island or 1.5 times around the world. And the 3 top ranked participants alone have completed more than a whopping 1,000km!

The event received tremendous support from our principal sponsor - The Joseph Lau Luen Hung Charitable Trust. Net proceeds will be spent on various projects under UNICEF's Reimagine Education initiative to provide educational resources to children in need and alleviate global learning crisis under COVID-19.

# Hamper of Hope Virtual Gifts



Are you looking for the perfect festivity gift? Simply purchase a virtual Hamper of Hope, make donation on behalf of your friends, customers or business partners and send lifesaving supplies to vulnerable children in more than 190 countries and regions.

Let's spread the joy of giving, choose a meaningful gift that brings hopes and changes to the lives of children in need. It is the ideal way to express your blessings for your loved ones during this festive season of sharing.

## Humanitarian Emergency Relief

Merciless warfare and natural disasters have rendered countless children homeless and living in perilous circumstances. UNICEF quickly responded to calamities such as outbreak of conflict in Ukraine and flooding in Bangladesh.

### Spreading hopes in war zones



As of August 2022, UNICEF provided emergency relief and medical supplies to 3.9 million children and families in Ukraine, helped 3.4 million people gain access to safe water, and provided mental and psychosocial health services to more than 1.4 million children and caregivers. We also provided online learning services for 3 million children in the country.

### Natural disaster aides



In June 2022, four million people, including 1.6 million children, were stranded by flash floods in north-eastern Bangladesh. As of July, UNICEF has dispatched over 1.75 million water purification tablets to support more than 80,000 households with clean water for a week. We also helped children who were lost in the chaos to reunite with their families and supported children living with disabilities to access life-saving services.



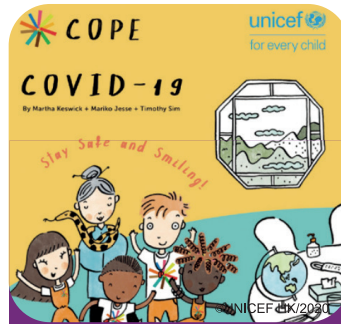
## COVID Relief in India

The Rusy and Purviz Shroff Charitable Foundation continued to support UNICEF's work on protecting children, especially the anti-pandemic project in India. The Foundation supported the COVAX initiative led by UNICEF to provide various countries with COVID-19 vaccines, treatments and diagnostic tools. The fund raised by The Rusy and Purviz Shroff Charitable Foundation along with other donors has helped India procure and deliver over 180 million syringes, about 600 thousand refrigeration equipment, and over 100 million doses of vaccines, benefiting tens of millions of children.



## Change for Good

The Change for Good (CFG) inflight fundraising programme has been operated by Cathay Pacific and UNICEF HK since 1991. Travellers returning from their journeys on Cathay Pacific flights are encouraged to donate any spare change they have to UNICEF HK. Despite the ongoing challenges from COVID-19, the CFG programme still managed to raise around HK\$810,000 through the spare change collected from passengers travelling on Cathay Pacific flights. Since its launch, the programme has raised close to HK\$200 million, supporting UNICEF's life-saving programmes that help women and children in need across over 190 countries and territories worldwide.



## COPE storybooks available on the Learning Passport

COPE, co-created by Martha Keswick, Mariko Jesse and Timothy Sim, in collaboration with experts worldwide increases the disaster resilience of children. Since January 2022, the books are available for millions of children worldwide anytime and anywhere through the UNICEF's Learning Passport programme. With the guidance of the COPE Squad, children can learn all about different natural hazards and disasters and how to be ready and prepared.

## Acknowledgements

### 'Change for Children' Hotel Fundraising Programme

Hong Kong Hotels Association

### 'Change for Good' Inflight Fundraising Programme

Cathay Pacific Airways Limited

### "Discover, for every child" Virtual Run

The Joseph Lau Luen Hung Charitable Trust

S.F. Express (Hong Kong) Limited

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Hong Kong Committee for UNICEF  
 7th Floor, SUP Tower, 75-83 King's Road, Hong Kong  
 Tel: (852) 2833 6139 Email: info@unicef.org.hk  
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Monthly donation amount :  HK\$220  HK\$500  HK\$1,000  HK\$2,000  Other amount HK\$ \_\_\_\_\_ (Please specify)

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