



UNITED NATIONS CHILDREN'S FUND (UNICEF)



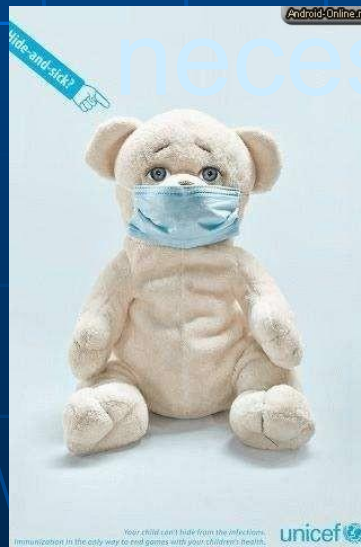
UNICEF is the agency of
the United Nations (UN)
devoted to the welfare of
children.



The organization was established
by the UN General Assembly in
1946 to help children in
post-World-War II Europe and
China



UNICEF currently focuses on establishing long-term human development, although it continues to offer emergency relief and rehabilitation assistance when necessary.



UNICEF currently has more than
200 offices in 115 developing
countries.



Focus areas of UNICEF

- Child survival and development;
- Basic education and gender equality;
- Child protection;
- Policy advocacy and partnerships;
- HIV/AIDS and children.



To protect children's rights the UN has worked out an international agreement called the United Nations Convention on the Rights of the Child.

Child's rights



Child's Rights



- Children have the right to life.

- Children have the right to leisure



Child's Rights



- Children have the right to education and development.
- All children have the right to non-discrimination.



Child's Rights



- Children have the right to protection.



- Every child should have a chance to rest and play.

Brief

UNICEF Finland wanted to raise awareness for children's rights and raise funds with a minimum cost. They also wanted to reinforce their position as an organization dedicated specifically to children's welfare. There are over 145 million orphaned or abandoned children all around the world.

> By supporting UNICEF anyone can be a mother to them, just a moment.

The outcome

1. The guerrilla attack: To provide and create discussion we started by abandoning sound-equipped (crying) baby strollers in 14 cities. Inside the stroller was a note with the message "Thank you for caring, we hope there is more people like you. UNICEF Be a mom for a moment."
2. Media and public reaction was overwhelming. We flooded all the major TV, radio and web news. Estimated media reach was over 80% of Finnish population after 2 days.

Note says: "Thank you for caring, we hope there are more people like you. UNICEF Be a mom for a moment."



Thank You!



© Unicef



Answer the Questions

1. What is UNICEF?
2. When was it established?
3. For what purposes was this organization established?
4. What are the purposes of UNICEF?
5. What are the focus areas of UNICEF?
6. What document has the UN worked out to protect children's rights?

TRANSLATE INTO RUSSIAN **PART1 ARTICLE1,6,7** OF THE CONVENTION.