



CF/RAD/USAA/DB01/1997-03286

Expanded Number **CF/RAD/USAA/DB01/1997-03286**

External ID **E/ICEF/1986/CRP.0016**

Title

Statement by Mr. V. Tarzie Vittachi, Deputy Executive Director, (External Relations) of the United Nations Children's Fund (UNICEF), at the 1986 session of the UNICEF Executive Board

Date Created
14-Apr-1986

Date Registered
01-Jan-1997

Date Closed

Primary Contact
Owner Location **Office of the Secretary, Executive Board OSEB = 3024**
Home Location **Office of the Secretary, Executive Board OSEB = 3024**
Current Location/Assignee **Record & Archive Manage Related Functions=80669443 since 19-Ma**

F12: Status Certain? **No**
F13: Record Copy? **No**

d01: In, Out, Internal Rec or Rec Copy

Contained Records
Container

Date Published Fd3: Doc Type - Format Da1:Date First Published Priority

Record Type **A04 DOC ITEM: E/ICEF 1946 TO 1997 EX BD**

Document Details **Record has no document attached.**

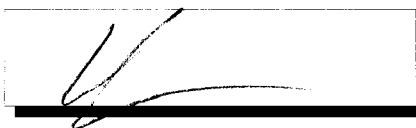
Notes

Document Format Series/Year/SubSeries/Number/Rev: E/ICEF/1986/CRP.0016; Doc
Series/SubSeries/Year/Number/Rev: E/ICEF/CRP/1986/16
Doc Series: E/ICEF/CRP; Series Valid date on import: 01-Jan-1954; Doc Year: 1986 ; Doc Number: 0016 ; Doc
Numb Short: 16 ; Doc Revision #:
English , L.Avail: E. ; L.Orig: E-?
Document Alternate Media Store [AMS]: 005; Type AMS: MF
Note PDF or TIF: Chk_PDF: No; Chk_PDF_Prob: No; Comment: ; Chk_TIF: No; Chk_TIF_prob: No; TIF ID# Start
= ; TIF ID# end =

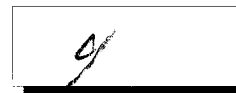
Print Name of Person Submit Image



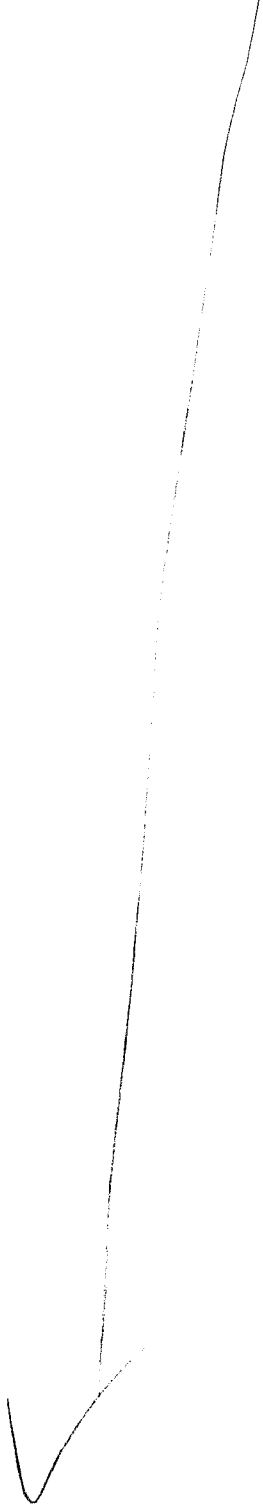
Signature of Person Submit



Number of images without cover



BLANK



E/ICEF/1986/CRP.16
14 April 1986

ENGLISH ONLY

UNITED NATIONS CHILDREN'S FUND
Executive Board
1986 Session

FOR INFORMATION

Statement by Mr. V. Tarzie Vittachi
Deputy Executive Director (External Relations) of the
United Nations Children's Fund (UNICEF)
at the 1986 Session of the UNICEF Executive Board

During the past year, when the self-expansive proclivity of bureaucracies has come under increasing attack, UNICEF developed the distinctive feature which has characterized its 40 year-long evolution: the ability to link hands with more and more people outside the secretariat, extending its effective outreach and intensifying public participation in its programmes. This line of development has proved to be not only good, cost-efficient strategy, but also good development theology because, more than is the case with almost any other intergovernmental agency, our business is people business and especially the business of children, the little people.

While maintaining and developing our working relations with Governments, we have been able to make active alliances with an increasing number of private citizens and their institutions - our goodwill ambassadors, non-governmental organizations (NGOs), religious bodies, peoples' action groups, parliamentarians, professional associations, women's organizations, business corporations, journalists in the print press as well as the electronic press, popular artists and with trade unions. These links, particularly with the trade unions, offer a high potential of resources for the next 15 years of UNICEF's history.

It is an interesting coincidence that UNICEF's wards are children of 15 and under and that there are 15 years left to go in the century. We are profoundly conscious in UNICEF of this serendipity and believe that what we do now in UNICEF with the children now being born and raised, will determine the state of the world's children in the new millennium they will inherit.

/...

The record of the history of the past 40 years is being completed. A part of that series is already available. The documentary history of policy and programme for the information of the staff and students has been rearranged chronologically in the archives. Some of that material is being written up thematically and geographically in pamphlet format, some examples of which will soon be in the hands of members of the Board, National Committees and others intimately interested in UNICEF. Other pamphlets in the series will be issued in the ensuing months of the year.

Two of the major products of the history project - a narrative history and a pictorial history of UNICEF at 40 - both written by staff members, Maggie Black and Judith Spiegelman respectively, are to be published later this year, well in time for the anniversary. A third volume of data on children - a world almanac probably containing all the information one can possibly want to know about children in the world - has been compiled by a former UNICEF staff member, Joan Bel Geddes. It is to be issued early next year. We are grateful to Dr. Hans Konzett and the Swiss Committee for active and practical involvement in the History Project, and members of the Standing Group of National Committees for their support.

Members of the Executive Board may wish to note the magnificent services which Mr. Jack Charnow, who was Secretary of the Board for 35 years, contributed in the past three years as manager of the History Project. He is a walking encyclopedia of UNICEF lore and we were constantly impressed by his grasp and retention of detail and nuance. The entire enterprise and future generations of readers are very deeply in his debt.

The National Committees responded very collegially and effectively to the pressures put on them by the pace of UNICEF's programme thrusts and the need to raise funds in the private sector, particularly to meet calls for additional assistance for the Africa emergency. At a colloquium held in Warsaw, in the Fall of 1985, National Committees established stronger strategic links between child and survival development (CSD) programmes and national action in industrial countries. And, at a Global Development Education Workshop, 24 Committees evolved and co-ordinated plans to improve Development Education. The sale of greeting cards and other products was notably increased in 1985 as the Director of GCO will report at this session of the Board. An event worthy of note in 1985-1986 was the establishment of the Hong Kong Committee for UNICEF under the Chairmanship of Dr. Robert Fung, a paediatrist by profession and a member of a distinguished Hong Kong business family.

It is becoming clear that more and more public participation is the way of the future as it has been in the past. On fund-raising, with official Government contributions to general resources not rising as fast or high as in the past several years, increasing action in the private sector is being stressed. And, because of the nature of UNICEF priority programme actions, more and more involvement with the private sector is becoming a strategic imperative. UNICEF collaborated closely with the League of Red Cross and Red Crescent Societies in their Child Alive programme, with Rotary International in its efforts to help eradicate polio by the end of this decade, with the World Organisation of Scout Movements in the area of health and nutrition education, with parliamentarians in their advocacy of needs in health, population and development, with the International Council of Nurses

/...

who adopted the World Health Assembly goal of universal immunization as its theme for International Nurses' Day 1986, and with the NGO Committee on UNICEF in its preparation for the Forum on Children, which begins today and also with the Defense for Children International in their work on "Children in especially difficult circumstances", as well as in their detailed and highly-valued Comparative Study on the Draft Convention on the Rights of the Child. Closer active collaboration with the Save the Children Alliance was established during the year. Many other ties with NGO groups were forged and deepened last year. The high point of public participation activity in 1985 was the People's Forum, held on 25 October, on what our Executive Director has called "The First Day of the Next 40 Years of the United Nations", which gathered together nearly a thousand NGOs under the Chairmanship of Canon Joseph Moerman. Together with Presidents, Prime Ministers, Nobel Laureates and Ambassadors, they made a public declaration and put their signatures to a pledge to achieve the goal of Universal Child Immunization by 1990. As those who were present will testify, it was a powerfully moving occasion, an unprecedented manifestation of the spirit of global citizenship.

As noted before, links with the media were greatly strengthened in the past year with many more effective, and what is more, studious and knowledgeable, journalists, taking up cudgels on behalf of children. Our point of advocacy with them has been that UNICEF is not about UNICEF but about children, and they have responded with zest to this approach. The training programme for journalists and non-media communicators in the developing world has already begun to win informed allies for child survival and development. For this, UNICEF is beholden to the generosity of Norway which provided the funds. We hope to expand and intensify this activity in the ensuing months and years. More newspapers and broadcast stations carried the "State of the World's Children Report 1986" and the Africa report entitled "Within Human Reach", in a display of journalistic interest more enthusiastic than ever before in the long history of United Nations documentation. There is no special secret about this: these reports are studiously prepared, they are professionally produced, they are vehicles of communication rather than of discommunication as most bureaucratic documents are, and their themes deal with human reality rather than with intellectual abstractions. The State of the World's Children Report was published in whole or part in more than 40 languages.

On information, UNICEF is pursuing its policy of collaboration in the print media as well as in audio-visuals. The best and widest spread of these programmes on television was the Global Report of the BBC and the hour-long documentary entitled "Child Survival - the Silent Emergency" aired by NOVA, the major science series in the United States. An initiative begun in early 1985, the Electronic Information Network, designed to facilitate exchanges of information between UNICEF offices and National Committees, includes an electronic mail service, a bulletin board and a full text data base. In the next 12 months we hope to improve this network to provide National Committees with the authentic substance and flavour of the information they need from the field.

In 1985, following a series of meetings with citizens' groups concerned with the question of children's rights, UNICEF participated actively in the open-ended Working Group drafting the Convention on the Rights of the Child.

/...

A UNICEF delegation consisting of Mr. Nils Thedin, Canon Joseph Moerman and the Deputy Executive Director, External Relations, attended the 1985 session of the Human Rights Commission and made a statement pledging UNICEF's intention to promote and implement the obligations inherent in the declaration and the convention now being drafted. UNICEF will do what it does best: working at the national level in advocacy and in keeping the ethos of "Children First" prominent on the public agenda.

When the fiftieth anniversary history of UNICEF comes to be written, and its author considers what UNICEF's main contribution to development was in the 1980s, there is no doubt that the answer will almost certainly be: Social Mobilization. For thirty years, the theologians of development have been saying that political will is the key to development. UNICEF'S experience of reality confirms that principle. Largely as a response to advocacy of policies set by the Executive Board, many government leaders, Presidents and Prime Ministers have put the weight of their office behind those policies and placed the survival and development of children high on the roster of national priorities - in spite of devastating economic recession, violent political conflict and natural calamity. But there was a missing dimension: popular political will engendered by the appreciation of the meaning and purpose of those policies. Too many administrators of development programmes have been inclined to believe that the traditional supply approach - the supply of technical expertise, the supply of technical equipment, and the hardware of development directed from the centre toward the periphery, would achieve the objective. This exclusively supply approach assumed, as the imperial powers once did, that the people - the putative beneficiaries of their efforts - were passive, inarticulate, mindless beings waiting for the boons offered by the centre to fall into their hands. That system has worked only in societies where the writ issued at the top runs, without risk of opposition, right down to the smallest hamlet, but not where people need to be moved to participate willingly in their own development. UNICEF, therefore, has adopted the demand approach in which, through intensive, credible communication of necessary information and education delivered by the news media and, even more particularly, by the non-news media - people's organizations, religious denominations and community groups, people are empowered by the appreciation of the possibilities of taking action themselves to improve the conditions of their children's chances for survival and growth. The demand generated and stimulated by this approach creates the popular will to reach out to the health and educational facilities offered by the traditional supply system. When demand and supply meet in this manner, there is development. The familiar reason of inadequate infrastructures as the cause of failure to reach the people then loses its force. Supply infrastructures cannot be built and sustained without force. We have found in UNICEF that the parent empowered by information and knowledge embodies the permanent, sustainable infrastructure of development is the demand infrastructure. That is the principal lesson we have learned from the child survival and development programmes which, as the State of the World's Children Report records, probably saved the lives of more than a million children last year.
