



# Briefing Pack & Social Media Kit

#Promise2Children





## Imagine a world ....

Imagine a world where every child counts ... a world where no child is abused or exploited .... a world where every child has the same chance to grow, learn and thrive. Imagine a world where children's voices are heard, and their opinions respected.

Together, we can make this world a reality for our children. Join us, make a promise to children today.

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## The Pledge

### My promise to children

I promise to protect the rights of every child regardless of race, gender, class, disability or religion, and to honour each of them as individuals.

I promise to protect them from abuse, neglect and harm and to raise them in a loving and nurturing home.

I promise to nourish their bodies and respect their feelings and to encourage them to learn and grow to realise their potential.

I recognise that children are citizens of the communities they live in. and their voices should be heard and their opinions listened to.

I promise to teach children to respect all in their thoughts, words and deeds as this is the surest way to build a peaceful world.

This is my promise to children.

***(The public can make this promise by visiting the Campaign website. The Promise will also be available in Malay, Mandarin and Tamil)***



## About the campaign

Twenty five years ago, the world made a promise to all its children, when the United Nations adopted the Convention on the Rights of the Child (CRC) on 20 November 1989. That we would do everything in our power to protect and promote their rights – to survive and thrive, to learn and grow, to make their voices heard and to reach their full potential. My Promise to Children aims to activate this Promise.

### We are all responsible

While governments are responsible for protecting children's rights, families play a really important role for children. Children develop best when they are raised in a healthy, loving and nurturing environment. Teachers, doctors, nurses, social workers, journalists, lawmakers, all also have a duty to children. Equally important, children too are responsible for their rights; and for protecting these rights for other children.

### Campaign objectives

1. Create awareness about children's rights and its importance
2. Provide the public – especially parents and youth - with platforms to participate – take the pledge
3. Inspire conversations and convene partnerships to champion children and their rights

### Campaign Duration

20 November 2014 – mid-March 2015

*The Campaign will run until the 20<sup>th</sup> anniversary of child rights in Malaysia.*

### The Campaign Ambassadors

1. Bront Palarae
2. Huny Madu
3. Datin Paduka Marina Mahathir
4. Muhammad Zhariff Afandi
5. Sasi The Don

### The Partners

1. Association of Registered Child Care Providers Malaysia (PPBM)
2. Bar Council Malaysia
3. Child Rights Coalition of Malaysia (CRCM)
4. DiGi Telecommunications Sdn Bhd
5. ISOBAR
6. Malaysia Paediatric Association (MPA)
7. National Early Childhood Intervention Council (NECIC)
8. The School at Jaya One
9. The Scouts Association of Malaysia
10. UNICEF Malaysia



## A digital movement

My Promise to Children is a digitally-driven campaign that provides the public with a platform to unite and show their support to children. Since not all partners have their own social media accounts, we have also created an account for the Campaign on Facebook, Twitter and Instagram.

We encourage our campaign ambassadors, campaign partners, your members and networks to like and follow these accounts for social media content.

### How you can help create a buzz

- Take the Promise to Children pledge on the Campaign website; and encourage your friends and followers to do the same.
- Like and follow the Campaign social media accounts (Facebook and Twitter)
- Post or tweet at least once every two weeks using/adapting the posts given in this Pack.
- Adapt the post to reflect your own priorities and contexts as required.
- Complement your own pictures/graphics (where appropriate) with the suggested social media messaging. Always use the hashtag though so we can track the conversation.
- Inform us if you have any activity coming up that can be tied to the Campaign. We can help share and promote these on the Campaign and partner social media accounts. Please send an email to [Charmaine.Wong@isobar.com](mailto:Charmaine.Wong@isobar.com) or [Bryan.Hoo@isobar.com](mailto:Bryan.Hoo@isobar.com)

Please retain the hashtag and campaign website URL for your posts so we can monitor the reach and engagement.

### Website

[www.mypromisetochildren.org](http://www.mypromisetochildren.org)

- Take the Promise to Children pledge (a simplified version of the CRC)
- Make a personalized promise and share this on their social media accounts
- Learn more about child rights. The website will introduce new learning features in the 3 months (videos, gameshow quiz, learning manuals) to engage, educate and empower all of us to take action for children's rights.
- Spread the word via their social media assets and by tagging friends and followers.
- Give encouragement by coming out with positive quotes and tag their friends who are parents.

### Website Bit.ly

<http://bit.ly/1Htl8mR>

*Please use this URL for tweets etc to save on characters.*



## Social Media Posts

UNICEF and Isobar have developed content and messaging for social channels to engage netizens on the subject of children's rights. We aim to raise awareness around our key messages through our supporters sharing, commenting and otherwise interacting with the content.

There are currently two types of social media feeds in this Pack:

- General posts on children's rights
- CRC Article-special Posts

This pack is a guide, so please feel free to choose the content which works best for you. You can adapt or customize and translate these posts for your use. None of the content is time specific.

Please retain the hashtag and campaign website URL for your posts so we can monitor the reach and engagement.

## Hashtag

#Promise2Children

*Please use the hashtag so we can monitor conversations and track key messages.*

## Facebook

<https://www.facebook.com/MyPromiseToChildren>

## Twitter

<https://twitter.com/mypromise2kids>

@mypromise2kids

## Instagram

<http://instagram.com/mypromisetochildren>

@mypromisetochildren

## Contacts

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## Social media posts

### SECTION 1: General posts on Children's Rights

The Convention on the Rights of the Child (CRC) is a universal standard to build a better world for all children. Make a #promise2children at [www.mypromisetochildren.org](http://www.mypromisetochildren.org)

The Convention on the Rights of the Child (CRC) can only become a reality when it is understood and respected by everyone - within the family, in schools and all other institutions that provide services for children. Make a #promise2children at [www.mypromisetochildren.org](http://www.mypromisetochildren.org)

25 years ago, the world made a promise to children when it adopted the Convention on the Rights of the Child. Yet, some children are being left behind. What can we do from now on to ensure we don't fail children? Make a #promise2children [www.mypromisetochildren.org](http://www.mypromisetochildren.org)

If our shared goal of creating a world fit for children is to be realised, we all need to speak about issues that harm children, share solutions, and work together to implement them. Make a #promise2children at [www.mypromisetochildren.org](http://www.mypromisetochildren.org)

Every child deserves to be treated with respect, no matter their gender, race, religion, nationality, or ability! All children have a right to a life of dignity. Make a #promise2children. [www.mypromisetochildren.org](http://www.mypromisetochildren.org)

No two children are exactly alike, but they all share one thing in common: #childrights. Learn more about children's rights; and make your #promise2children. [www.mypromisetochildren.org](http://www.mypromisetochildren.org)

All children can neither give up nor lose their rights, regardless of their behaviour or social context. Make a #promise2children at [www.mypromisetochildren.org](http://www.mypromisetochildren.org)

Imagine a world...where education is not only a right, but also a priority. Make a #promise2children at [www.mypromisetochildren.org](http://www.mypromisetochildren.org)

Imagine a world .... where all children have a chance to fulfil their potential, where every child has a decent place to sleep, enough food, a classroom and the health to learn, grow and thrive. Imagine a world in which the rights of every child are realized. Help make that world a reality. Make a #promise2children at [www.mypromisetochildren.org](http://www.mypromisetochildren.org)

All children have a right to live in a world of peace, freedom and dignity. Make a #promise2children at [www.mypromisetochildren.org](http://www.mypromisetochildren.org)



Imagine a world... where we recognise and celebrate the abilities of all children, regardless of disability. Make a #promise2children at [www.mypromisetochildren.org](http://www.mypromisetochildren.org)

Every child born into this world holds enormous potential that is unlocked with nurturing and caring. Make a #promise2children at [www.mypromisetochildren.org](http://www.mypromisetochildren.org)

Children are citizens of the communities and the societies that they live in. Their voices should be heard and their opinions heeded by all. Make a #promise2children [www.mypromisetochildren.org](http://www.mypromisetochildren.org)

Children do not vote, but special attention should be given to their opinions — in school or at home — and these should be represented in the community, media and in government if we are to understand fully the impact of our policies on their lives. Make a #promise2children at [www.mypromisetochildren.org](http://www.mypromisetochildren.org)

Imagine a world .... where no child is abused or exploited. Where every child enjoys a loving and safe childhood. Make your #Promise2children to prevent and #ENDviolence.

Childhood should be safe, but for thousands of children violence is a very real threat. Every day, children are abused, hurt and exploited – even in places where they should be protected. Make your #Promise2children to prevent and #ENDviolence. [www.mypromisetochildren.org](http://www.mypromisetochildren.org)

Girls must be allowed to live in a safe and supportive environment and be given the opportunity to thrive - we are all responsible. Make a #promise2children.

Insults, isolation, rejection, threats & emotional indifference are all forms of violence that harm a child's wellbeing. Make a #promise2children to #ENDviolence

All children have a right to safe schools, free of bullying and severe discipline! Make a #promise2children to keep our schools safe havens for children. #ENDviolence

Not only the government ... ALL of us have a really important role to play to help children become the best they can be. Make a #promise2children at [www.mypromisetochildren.org](http://www.mypromisetochildren.org)

Teachers, doctors, nurses, social workers, journalists, lawmakers, all have a duty to children. So do you. Make a #promise2children at [www.mypromisetochildren.org](http://www.mypromisetochildren.org)



## Social media posts

### SECTION 2: Based on Child Rights articles (CRC)

#### BEST INTEREST (Equality, Dignity & Respect)

##### Article 1

Every child, from birth to 18, have equal rights. Make a #promise2children.

[www.mypromisetochildren.org](http://www.mypromisetochildren.org)

##### Article 2

No matter their names, race or abilities; where they come from or which God they pray to; all girls and boys have the same rights. Make a #promise2children. [www.mypromisetochildren.org](http://www.mypromisetochildren.org)

##### Article 3

We should all work towards what is best for each child; so they don't just survive; but thrive. Make a #promise2children. [www.mypromisetochildren.org](http://www.mypromisetochildren.org)

##### Article 4

Everyone – from governments to families has a duty to children – to ensure they grow and reach their potential. Make a #promise2children. [www.mypromisetochildren.org](http://www.mypromisetochildren.org)

##### Article 5

Families have a responsibility to help their children learn about their rights, and to ensure that these rights are protected. Make a #promise2children. [www.mypromisetochildren.org](http://www.mypromisetochildren.org)

#### SURVIVAL & HEALTH

##### Article 6

Every child, everywhere has the right to live a full life. Make a #promise2children.

[www.mypromisetochildren.org](http://www.mypromisetochildren.org)

##### Article 24

Every child has the right to the best health care possible, safe water to drink, nutritious food, a clean and safe environment, and information to help them stay well. Make a #promise2children.

[www.mypromisetochildren.org](http://www.mypromisetochildren.org)

##### Article 26

Children and their families who are poor or in need have the right to help from the government.

Make a #promise2children. [www.mypromisetochildren.org](http://www.mypromisetochildren.org)



## Article 33

All children have the right to protection from harmful drugs and from the drug trade. Make a #promise2children. [www.mypromisetochildren.org](http://www.mypromisetochildren.org)

## DEVELOPMENT & CARE

### Family Life

#### Article 9

Children have a right to live with their parent(s), unless it is bad for them. Make a #promise2children. [www.mypromisetochildren.org](http://www.mypromisetochildren.org)

#### Article 9

Children have the right to live with a family that cares for them ... if their own parents are unable to look after them. Make a #promise2children. [www.mypromisetochildren.org](http://www.mypromisetochildren.org)

#### Article 10

Children and parents have a right to stay in contact or get back together as a family. Make a #promise2children. [www.mypromisetochildren.org](http://www.mypromisetochildren.org)

#### Article 11

Children have a right to be protected from kidnapping. Make a #promise2children. [www.mypromisetochildren.org](http://www.mypromisetochildren.org)

#### Article 14

Parents should help their children decide what is right and wrong, and what is best for them.

#### Article 18

Both parents share responsibility for bringing up their children and should always consider what is best for each child. Make a #promise2children. [www.mypromisetochildren.org](http://www.mypromisetochildren.org)

#### Article 20

Children have the right to special care and help if they cannot live with their parents. Make a #promise2children. [www.mypromisetochildren.org](http://www.mypromisetochildren.org)

#### Article 21

Children have the right to care and protection if they are adopted or in foster care. Make a #promise2children. [www.mypromisetochildren.org](http://www.mypromisetochildren.org)



## Education & Play

### Article 28

Children have the right to a good quality free primary education ... and they should be encouraged to go to school to the highest level they can. Make a #promise2children.

[www.mypromisetochildren.org](http://www.mypromisetochildren.org)

### Article 29

Education should help children use and develop their talents and abilities. It should also help you learn to live peacefully, protect the environment and respect other people. Make a

#promise2children. [www.mypromisetochildren.org](http://www.mypromisetochildren.org)

### Article 29

A child's education should help them to learn to live peacefully, to protect the environment and to respect other people. Make a #promise2children. [www.mypromisetochildren.org](http://www.mypromisetochildren.org)

### Article 30

A child has the right to practice their own culture, language and religion. Indigenous and minority children need special protection of this right. Make a #promise2children.

[www.mypromisetochildren.org](http://www.mypromisetochildren.org)

### Article 31

Children have the right to a play ... and time to rest! Make a #promise2children.

[www.mypromisetochildren.org](http://www.mypromisetochildren.org)

## PROTECTION

### Safe from Violence, Abuse & Neglect

### Article 19

Children have the right to be protected from being hurt and mistreated in body or mind. Make a #promise2children. [www.mypromisetochildren.org](http://www.mypromisetochildren.org)

### Article 32

Children have the right to protected from all dangerous work that is bad for their health and education. Make a #promise2children. [www.mypromisetochildren.org](http://www.mypromisetochildren.org)

### Article 32

A child who works has the right to be safe and paid fairly. Make a #promise2children.

[www.mypromisetochildren.org](http://www.mypromisetochildren.org)



## Article 34

A child has the right to a life free from sexual abuse. Make a #promise2children.

[www.mypromisetochildren.org](http://www.mypromisetochildren.org)

## Article 35

A child has the right to be protected from trafficking. Make a #promise2children.

[www.mypromisetochildren.org](http://www.mypromisetochildren.org)

## Article 36

A child has the right to be protected from any kind of exploitation or being taken advantage of.

Make a #promise2children. [www.mypromisetochildren.org](http://www.mypromisetochildren.org)

## Article 37

A child has the right to be protected from cruel and harmful punishment. Make a

#promise2children. [www.mypromisetochildren.org](http://www.mypromisetochildren.org)

## Article 37

Children who break the law should not be treated cruelly. They should not be put in prison with adults and should be able to keep in contact with their families. Make a #promise2children.

[www.mypromisetochildren.org](http://www.mypromisetochildren.org)

## Article 39

All children have the right to help if they've been hurt, neglected or badly treated. Make a

#promise2children. [www.mypromisetochildren.org](http://www.mypromisetochildren.org)

## Article 40

Children have the right to legal help and fair treatment in a justice system that respects their rights.

Make a #promise2children. [www.mypromisetochildren.org](http://www.mypromisetochildren.org)

## Vulnerable Groups

### Article 22

Children who come into a country as refugees should have the same rights as children born in that

country. Make a #promise2children. [www.mypromisetochildren.org](http://www.mypromisetochildren.org)

### Article 23

All children with disabilities have the same rights as all children. They have a right to education, support and care so they can live a full life. Make a #promise2children.

[www.mypromisetochildren.org](http://www.mypromisetochildren.org)



Article 29

Children who belong to minority and indigenous groups need special protection of their right to practice their own culture, language and religion. Make a #promise2children.

[www.mypromisetochildren.org](http://www.mypromisetochildren.org)

Article 38

Children have the right to protection and freedom from war. Children under 15 cannot be forced into the army or take part in war. Make a #promise2children. [www.mypromisetochildren.org](http://www.mypromisetochildren.org)

## PARTICIPATION

Article 7

Every child has a right to a name, and this should be officially registered. Make a #promise2children. [www.mypromisetochildren.org](http://www.mypromisetochildren.org)

Article 8

Every child, everywhere, has the right to an identity – an official record of who they are. No one should deny a child their right. Make a #promise2children. [www.mypromisetochildren.org](http://www.mypromisetochildren.org)

Article 12

Children have the right to share their opinion, and for adults to listen and take it seriously. Make a #promise2children. [www.mypromisetochildren.org](http://www.mypromisetochildren.org)

Article 13

Children have the right to find out things and share what they think with others, by talking, drawing, writing or in any other way unless it harms or offends other people. Make a #promise2children. [www.mypromisetochildren.org](http://www.mypromisetochildren.org)

Article 15

Children have the right to choose their own friends and join or set up groups, as long as it isn't harmful to others. Make a #promise2children. [www.mypromisetochildren.org](http://www.mypromisetochildren.org)

Article 16

Children have the right to privacy. Make a #promise2children. [www.mypromisetochildren.org](http://www.mypromisetochildren.org)

Article 17

Children have the right to get information that is important to their well-being, from radio, newspaper, books, computers and other sources. Adults should make sure that the information children get is not harmful, and help them find and understand the information they need. Make a #promise2children. [www.mypromisetochildren.org](http://www.mypromisetochildren.org)



## Appendix 1

### Convention on the Rights of the Child

The Convention on the Rights of the Child (CRC) stands as a universal standard for building a better world – a world of peace, dignity, freedom, security, respect for the environment, solidarity and shared responsibility. It offers a vision of the world where all children survive and develop to their full potential without discrimination, and are protected, respected and encouraged to participate in decisions that affect their lives.

Almost every country in the world, including Malaysia, has agreed to these rights for children. Malaysia acceded to the CRC on 17 February 1995.

### Every child is born with rights

Every child, from birth to 18, have the same rights. 'Rights' are things all children, everywhere, should have or be able to do to survive and develop, to thrive and meet their potential. All the rights in the Convention are connected to one another; and all are equally important—a child can neither give up nor lose their rights, regardless of their behaviour or social context.

1. Every child has the right to the best possible start in life. It is wrong for children to die needlessly; it is urgent to prevent their unnecessary deaths.
2. Every child has the right to the highest standards of health and education. It is important to work to attain these standards.
3. Every child has the same rights to every other child's. It is important to defend all children from violence, exploitation and discrimination.
4. To protect the rights of every child, and invest in her or his well-being, is the surest way to end poverty and to build peace and security in the world.
5. It is possible to give every child a good start in life. We must work together to ensure that every child grows and develops to their full, human potential.
6. Children are citizens of the communities and the societies that they live in. Their voices should be heard and their opinions heeded by all.

### If children are given too much rights, won't they misbehave?

The CRC is explicit about the fact that children not only have rights, but also carry the responsibility to respect the rights of others, especially of their parents. For example, the CRC states that children have the right to freedom of expression, and the right to meet with others or to form associations. But it stipulates that in exercising these rights, they must also respect the rights, freedoms and reputations of others.



## Appendix 2

### Child Rights in Malaysia

Malaysia ratified the Convention on the Rights of the Child (CRC) on 17 February 1995 to uphold its commitment to the protection and welfare of her children.

A key outcome of Malaysia's ratification is the Child Act 2001 (Act 611) which forms part of the protective legal environment for children in the country. Several initiatives have been introduced under this Act to safeguard children from violence, abuse, neglect and exploitation. For example, incest has been criminalised by the Penal Code (Act 574), while the Domestic Violence Act 1994 (Act 521) protects the child against violence within the family.

The principles of the CRC have also helped influence Malaysia's ongoing efforts to reduce the number of children dying before the age of five, accelerate girls' education, and increase access to education for children living in remote parts of the country. Primary school education was made compulsory in 2002 to ensure increased school enrolment and completion.

The provisions for reporting and monitoring of progress for children have facilitated dialogue and engagement between the Government and the Committee on the Rights of the Child.

The Government ratified the CRC Optional Protocol on the Sale of Children, Child Prostitution and Child Pornography and the Optional Protocol on the Involvement of Children in Armed Conflict in 2012.<sup>[4]</sup> Malaysia has not acceded to the CRC's third Optional Protocol, adopted by the United Nations in 2011, relating to communication of complaints.

### Reservations to the CRC

Malaysia's ratification of the Convention on the Rights of the Child (CRC) in 1995 contained a number of conditions in the form of 'reservations' to the provisions of the CRC. Reservations to CRC Articles 1, 2, 7, 13, 14, 15, 28(1)(a) and 37 were put in place since these Articles were said to "not conform with the Constitution, national laws and national policies of the Government of Malaysia, including the Syariah law."

In 2010, Malaysia withdrew its reservations to CRC Articles 1 (*age of the child*); 13 (*freedom of expression*) and 15 (*freedom of assembly and participation*).

At present, Malaysia has reservations to five articles in the CRC, namely:

- Article 2 on non-discrimination
- Article 7 on name and nationality
- Article 14 on freedom of thought, conscience and religion
- Article 28(1)(a) on free and compulsory education at primary level
- Article 37 on torture and deprivation of liberty



## Appendix 3

### Convention on the Rights of the Child @ 25 Media Q&A

#### What is the Convention on the Rights of the Child (CRC)?

The Convention on the Rights of the Child is a UN human rights treaty outlining the distinct rights of children. It is the first legally binding code of child rights in history. The CRC was adopted by the UN General Assembly on 20 November 1989, and came into force on 2 September 1990. The four guiding principles of the CRC are non-discrimination; best interest of the child; the right to life, survival and development; and respect for the views of the child. The CRC upholds the civil, political, economic, social, health and cultural rights of all children below 18 years.

#### How does the Convention define a "child"?

The Convention defines a "child" as a person below the age of 18, but the CRC does allow states to define a child differently in national laws when appropriate, recognizing that in many countries, a child can acquire full legal capacity at different ages. But regardless of national laws, every child should still be afforded all of their rights under the CRC whilst below the age of 18.

For certain issues, such as the prohibition of life imprisonment or capital punishment, the age limit of 18 is unequivocal.

#### How many nations have ratified the CRC?

194 States have ratified the Convention on the Rights of the Child. More countries have ratified the Convention than any other human rights treaty in history.

#### Who drafted the Convention?

The CRC was negotiated by governments, with inputs from non-governmental organizations, human rights activists, lawyers, health specialists, social workers, educators, child development experts and religious leaders from all over the world.

It took approximately 10 years (1978 to 1988) for the drafters of the Convention to agree on the final text that the General Assembly adopted.

#### Who monitors the implementation of the CRC?

The Committee on the Rights of the Child, an internationally elected body of independent experts based in Geneva, monitors the Convention. Once governments have ratified the CRC, they submit regular reports on progress in implementing the Convention. The Committee then reviews and comments on these reports and encourages States to take special measures to promote and protect children's rights. The committee also periodically produces 'General Comments' to provide an authoritative interpretation of the rights contained in the articles and provisions of the Convention on the Rights of the Child (CRC) and its Optional Protocols.



## What are the CRC Optional protocols?

There are three Optional Protocols to the Convention on the Rights of the Child. These are independent treaties, which States can ratify separately. The first two Optional Protocols elaborate on the substantive protections in the Convention, while the third is a procedural instrument that does not confer any additional rights.

The first Optional Protocol is on the Involvement of Children in Armed Conflict (OPAC) which aims to protect children from recruitment and use in hostilities. It sets 18 as the minimum age of recruitment into armed forces. The Protocol was adopted by the General Assembly on 25 May 2000 and entered into force on 12 February 2002.

The second Optional Protocol is on the Sale of Children, Child Prostitution and Child Pornography (OPSC). This protocol provides States with detailed requirements to end the sale of children for the purpose of sexual exploitation and abuse. It also protects children from being sold for non-sexual purposes such as other forms of forced labour, illegal adoption and organ donation. This protocol was adopted by the UN General Assembly on 25 May 2000 and came into force on 18 January 2002.

The third Optional Protocol sets out an international complaints procedure for child rights violations (OPIC). This protocol allows children from states that have ratified the Optional Protocol to bring complaints about violations of their rights as protected in the CRC or its Optional Protocols directly to the UN Committee on the Rights of the Child if they have not found a solution at national level. This protocol entered into force in April 2014.

## How has the CRC changed the lives of the world's children over the last 25 years?

There is much to celebrate on the 25<sup>th</sup> Anniversary of the Convention of the Rights of the Child. There have been significant improvements in almost all areas of children's lives. These include:

- Reducing the number of children under 5 who die each year by nearly 50 per cent from 12 to 6 million.
- Reducing the number of people living in extreme poverty by approximately half from 47 to 18 per cent.
- Increasing enrolment in early childhood education globally by more than 30 per cent.
- Reducing the number of children aged 5-17 involved in child labour by almost a third.
- Providing nearly 2 billion people with access to sanitation facilities.

## What areas of children's lives have not improved since the CRC?

Although there has been significant progress over the last 25 years, millions of children have been left behind. There are 58 million primary school-aged children who do not attend school, nearly 2.5 billion people – or one in three globally – still do not have access to improved sanitation, while one quarter of children globally are stunted because of easily preventable chronic malnutrition during the early years of their lives. Children across the globe are exposed to staggering levels of physical, sexual and emotional abuse – even outside of conflict zones. It is the most marginalized children - children born into poor families, children of ethnic minorities, children who live in remote areas and children with disabilities – and girls especially – who most often cannot access the services and protection needed to safeguard their rights.



## Appendix 4

### Campaign Partners - Background

#### Association of Registered Child Care Providers Malaysia (PPBM)

The Association of Registered Childcare Providers Malaysia (ARCPM) or better known as Persatuan Pengasuh Berdaftar Malaysia (PPBM) is a national association for early childhood care and education of children under 4 years. We work together with our 20 State and District Affiliates whose members form a strong network covering the whole range of home based, private/NGO run institution based, workplace childcare and community based childcare.

PPBM's vision is to advocate and facilitate quality childcare services for families and children in Malaysia. Our key focus areas are: advocacy for quality childcare standards and best practices, facilitation in the setting up and operations of a network of affordable and accessible quality childcare centres, improving the professionalism of childcare centre personnel.

We value the Convention on the Rights of the Child 1989 and remain strong advocates for child rights focusing on the rights to survival, development, protection and participation of children in the early years. The access to quality childcare for the most disadvantaged families remains a top agenda as well as the prevention of violence against children in homes, childcare centres and in the community.

[www.ppbm.org](http://www.ppbm.org)

<https://www.facebook.com/PPBMOOfficial>

#### Bar Council Malaysia

The Malaysian Bar, established under the Legal Profession Act 1976 ("LPA"), is an independent Bar whose aims are to uphold the rule of law and the cause of justice, and protect the interest of the legal profession as well as that of the public without fear or favour.

The affairs and functions of the Malaysian Bar are managed by the Bar Council Malaysia, which is comprised of thirty-eight members who are elected annually.

One aspect of the Malaysian Bar's work that sets it distinctively apart from many other law associations is its robust defence of democracy and human rights — especially civil and political rights — and its intolerance of discrimination.

Undeterred by threats, and allegations of political bias, the Bar has continuously and unhesitatingly taken a stand in favour of human rights, fundamental freedoms and civil liberties, greater constitutionalism, access to justice, and an independent Bench and Bar.

On the occasion of the 2012 United Nations ("UN") Day on 24 October 2012, the Malaysian Bar was conferred the UN Malaysia Organisation of the Year Award 2012 in Kuala Lumpur. The Malaysian Bar received the award in recognition of how it is "an organization that through its cumulative work best exemplifies a commitment to democracy in the country".

[www.malaysianbar.org.my](http://www.malaysianbar.org.my)



## Child Rights Coalition of Malaysia (CRCM)

The Child Rights Coalition Malaysia (CRCM) works to support implementation of the Convention on the Rights of the Child (CRC); and promote children's rights in Malaysia. The Coalition was launched on Human Rights Day, December 10, 2012, by a group of Malaysian NGOs who jointly produced the first comprehensive NGO Alternative Report on the CRC for Malaysia.

Through their work, the CRCM has built networks with child-based NGOs around the country and has become recognised among Malaysian NGOs. The CRCM's activities fall under three main areas: advocacy, capacity-building and child participation.

The NGOs in the Coalition are: Malaysian Child Resource Institute; Childline Malaysia; Malaysian Care; National Early Childhood Intervention Council; Protect and Save the Children; Voice of the Children and Yayasan Chow Kit.

<https://www.facebook.com/pages/Child-Rights-Coalition-Malaysia/1426132240932554>

## DiGi Telecommunications Sdn Bhd

DiGi provides mobile voice, internet, and digital services to 11.3 million customers in Malaysia. Through its mission of delivering '*Internet For All*', DiGi is committed to driving Malaysia's growth by building a mobile internet environment that enables true connectivity for all Malaysians, creates socio-economic development, and helps businesses grow.

DiGi continues to be a game-changer for the Malaysian telecommunications industry with a solid history of product and service innovation, and is a leader in driving progressive and responsible business practices. Listed on Bursa Malaysia, it is part of global telecommunications provider Telenor Group. DiGi was recently recognised in the Forbes World's Most Innovative Companies 2014 list.

[www.digi.com.my](http://www.digi.com.my)

<https://www.facebook.com/digi>

[https://twitter.com/DiGi\\_Telco](https://twitter.com/DiGi_Telco)

## Isobar

Founded in 2003, Isobar has since become the world's most global digital agency, with offices on six continents. Isobar Malaysia, a leading digital communication agency, specialises in marrying technology with innovative marketing and business ideas. As one of the most awarded digital agencies in the country, it delivers communication solutions.



## Malaysian Paediatric Association (MPA)

The Malaysian Paediatric Association (MPA) is a non-governmental organisation of professionals (paediatricians, nurses and other allied health personnel) involved in the care of children. Founded in 1979, MPA plays a major advocacy role on issues related to paediatrics and child health. This includes not only health issues but also social issues such as child abuse and neglect, inappropriate advertising targeted at children and adolescents, injury prevention, parenting and environmental hazards related to child health.

The association is active in promoting child health to the community through various programmes such as Positive Parenting and Immunise4Life and collaborates with other agencies to raise awareness of nutritional issues in childhood.

[www.mpaweb.org.my](http://www.mpaweb.org.my)

## National Early Childhood Intervention Council (NECIC)

The National Early Childhood Intervention Council (NECIC) is a coalition of parents, practitioners and professionals from NGOs and government agencies involved in advocacy with policy makers for early intervention as a Right. It currently comprises more than 25 organisations.

Founded in 2011, the NECIC acts as a forum to discuss, advocate, monitor and review all policies and actions related to early childhood intervention. We promote and emphasize the crucial components of effective early childhood intervention. We are particularly keen to promote parent advocacy and inclusion of children with disabilities at all levels.

The NECIC aims to provide a voice on current issues through press releases and active participation in dialogues and roundtable meetings. As a national coalition we are active in developing human capital through staff exchange programmes as well as conferences and workshops.

[www.necicmalaysia.org](http://www.necicmalaysia.org)

## The School at Jaya One

The School is Malaysia's first enrichment mall that emphasizes on child enrichment and learning. It is a family-friendly mall designed to encourage kids to play, learn and grow in a safe and stimulating environment. The School aims to change the perceptions of education by empowering both kids and parents with various enrichment initiatives to spur critical thinkers and thought-leading individuals.

<http://theschool.my/>



## The Scouts Association of Malaysia

Persekutuan Pengakap Malaysia (The Scouts Association of Malaysia, PPM) is a uniformed body that has been established and officially regulated by a Parliament Act through Act No. 38, 1968; The Boy Scouts Association of Malaysia (Incorporation) 1968, amendments Act No. 143, 1974; The Scouts Association of Malaysia Act 1974 and revised Act No. 409, 1989; The Scouts Association of Malaysia (Incorporation) Act 1968.

PPM is part of the global scouting movement and is a national member of the World Organisation of the Scout Movement (WOSM). PPM aims to develop good citizenship among boys and girls by forming their character and to achieve this by training them in habits of observation, obedience and self-reliance, including loyalty and thoughtfulness of others, teaching them services useful to the public and handicrafts useful to themselves and promoting their physical, mental and spiritual development.

[www.pengakapmalaysia.org](http://www.pengakapmalaysia.org)

## UNICEF Malaysia

The United Nations Children's Fund (UNICEF) promotes the rights and wellbeing of every child, in everything we do. Together with our partners, we work in 190 countries and territories to translate that commitment into practical action, focusing special effort on reaching the most vulnerable and excluded children, to the benefit of all children, everywhere.

UNICEF's work in Malaysia has evolved as the country has developed and grown into an upper middle income country. From addressing child survival, immunisation and nutrition in the early days, UNICEF today works on issues like; birth registration, child poverty, child literacy and quality education, violence against children, digital citizenship and safety, children with disabilities and corporate social responsibility. We work with the government, NGOs, young people, businesses, celebrities and the media to ensure the wellbeing of all children in Malaysia. 2014 marks 60 years of UNICEF's presence in Malaysia.

[www.unicef.org/malaysia](http://www.unicef.org/malaysia)

<https://www.facebook.com/unicef.malaysia>

<https://twitter.com/myUNICEF>