



United Nations Children's Fund
Fonds des Nations Unies pour l'enfance
Fondo de las Naciones Unidas para la Infancia

3 United Nations Plaza
New York, New York 10017
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*file UNICEF
Rps, Child*

The Honorable Hillary Rodham Clinton
Room 100, Old Executive Office Building
Washington, D.C. 20500

December 1, 1998

Dear Hillary:

I was delighted to hear that you have chosen to speak on The Rights of the Child on December 4 to launch the Eleanor Roosevelt lecture series commemorating the 50th Anniversary of the Universal Declaration of Human Rights. Your speech will remind the American public that the rights of children are among those bits of the unfinished agenda on our plates as we head toward the new millenium. Your words also will, no doubt, provide the human and child rights community a nice boost as we approach Human Rights Day 1998. Many thanks for inviting me to attend. I regret that prior commitments will not permit me to be in Washington on the 4th.

As you know, UNICEF has advocated for universal ratification of the UN Convention on the Rights of the Child since its adoption by the UN General Assembly in 1989. We are hopeful that you can use this special occasion to remind the audience that the U.S. has signed the Convention and does intend to move it forward for consideration of ratification at the appropriate time. (Frankly, we were concerned to learn last year that the Convention was not among a number of treaties identified by the State Department as under consideration in response to a congressional inquiry.) Your supportive remarks will ensure that the community of non-governmental organizations which are promoting human and child rights in this country continue to have hope in the cause of the Convention's ratification.

I thought your staff might find helpful the attached few examples from UNICEF field offices of the achievements the Convention has made possible within countries that have begun to pursue its implementation.

Warmest regards,

Sincerely,

A handwritten signature in black ink, appearing to be 'CB' or 'CA' with a stylized flourish.

Carol Bellamy

Attachment

**The Convention on the Rights of the Child:
Achievements arising out of national implementation**

1. Several countries have set up **national mechanisms** to promote policy initiatives, ensure policy coordination and monitor progress achieved in the implementation of the Convention. With a diversified composition, which sometimes includes local authorities or representatives of the civil society, they play a decisive role in promoting an integrated agenda on children's rights. This movement is being echoed in the developed and developing world - from Bangladesh and Nepal, to Denmark, Hungary, Ethiopia, Portugal, Fiji, Bulgaria or Honduras. Country after country is recognising the value of this interdepartmental and multidisciplinary approach.

2.) In some cases, the **role of the Parliament** has been revisited to assess the distinct difference it can make in the life of children (it would be sufficient to think about the approval of the budget or the enactment of new legislation to have no doubt about its value). In Sweden, for example, a Committee has been established to specifically follow and promote actions of relevance to the rights of the child.

3.) Similarly, in many parts of the world the Convention is paving the way to the development of a **national agenda for children**. South Africa is a good illustration of these efforts - the National Programme of Action, launched in 1996, is designed to achieve coordination of governmental and non governmental plans in favour of children, and to ensure that all of them converge in the framework provided by the Convention and the World Summit for Children and by the national Reconstruction and Development Programme. Mozambique has initiated a similar process to develop an Agenda for Action, identifying priorities and goals to be achieved in specific time frames, a process which has been developed in parallel with the reporting process to the Committee on the Rights of the Child, and in the context provided by the Convention.

4.) Many states are promoting an **Ombudsperson for children** or a **Commissioner for Children's Rights**. With such an independent institution guided by the best interests of the child, there will be an opportunity to monitor and evaluate, in an impartial manner, policies undertaken in favour of children. In a few countries, the concern for a serious monitoring process has led to the establishment of a **system of child impact assessment**. With this system, countries will be in a position to assess the extent to which any measure, even when it is not directly targeted to children, promotes or impedes implementation of the Convention and has a positive or adversarial impact on children. In Belgium, the Flemish Parliament instituted an impact-report with regard to children and monitors government policy in terms of its respect for the rights of the child.

5.) The Convention is further leading to a reflection on the way budgets are structured and allocations are made to promote the realisation of children's rights. In fact, priority to children also needs to be reflected in this area. Norway has taken a step in this direction and now publishes a "children's annex" to its annual budget.

6.) Worldwide there is a movement around children and in favour of children further reflected in the inclusion of children's rights in constitutions, such as in the case of Brazil or Ethiopia; the participation of children in a social movement claiming for peace in Colombia; the campaigns on birth registration in spite of the war, in countries like Angola; the development of sub-national plans to guide action designed to improve the situation of children at the municipal level like in Uganda; the countless initiatives to enhance the national capacity and involve communities and families in identifying and addressing major problems affecting children's lives.

"Trick-or-Treat for UNICEF"
Program Summary
As of 9/21/98

File
UNICEF



- **TIME for Kids** is the elementary level curriculum developer for this year's TOT campaign. The curriculum kit includes a teacher guide, special TIME for Kids issue, a classroom poster, and reproducible worksheets. The "Quest for Camelot" characters appear on the classroom poster, and information about all of the corporate partnerships is included. **The curriculum is being mailed directly to over 400,000 teachers, schools and community groups.**
- **TNT network** is the "official network for Trick-or-Treat for UNICEF," and will produce and air messages in support of TOT using major celebrities including NBA Star Penny Hardaway, Sarah Jessica Parker and *CHIPS* stars Erik Estrada and Larry Wilcox. These messages will air starting September 15th through the month of October on all Time Warner networks, including CNN, TNT, TBS, and CNNSI. TNT is also asking 1,700 local cable operators nationwide to support TOT by airing the messages locally. TNT is also producing a series of two minute vignettes, including magicians Penn & Teller, that will include promotion of "Trick-or-Treat for UNICEF." Two weeks prior to Halloween, TNT will run a :10 spot promoting Warner Bros. Studio Stores and Warner Bros. Online as places to get the orange collection box, and for the two weeks after Halloween, TNT will run a :10 spot promoting Coinstar as the official collection sites for TOT.

TNT is also producing radio and print messages, and is enlisting radio stations, newspapers and magazines across the country to support TOT. On Halloween, in ten markets, radio stations procured by TNT will broadcast live from Warner Bros. stores, encouraging people to come in and donate to Trick-or-Treat for UNICEF. Activities will include face painting, raffles and prizes for participants.

Thanks to TNT, Turner Learning is developing a curriculum targeted to middle and high school students, which will be distributed to schools by the local cable operators and through the TOT fulfillment center.

- **Coinstar** and TOT will partner again this year to collect coins for "Trick-or-Treat for UNICEF." This year, Coinstar will have approximately 4,200 machines in major supermarket chains nationwide. Machines will carry a UNICEF sign and a special TOT message using the "Quest" characters on the computer screen. Thanks to Coinstar, Trick-or-Treat for UNICEF has received greater retailer support this year, including placement in circulars, on grocery bags, point of sale at register, in-store radio and on a test basis, distribution of orange collection cartons at the customer service desks. Approximately 50% of retailers have agreed to provide such support.

- All 150 **Warner Bros. Studio Stores** will launch "Trick-or-Treat for UNICEF" Month on October 3rd. This includes in-store signage, flyers, distribution of orange collection boxes and showing of the "Quest" PSA and TNT commercials on the stores' video walls. On Halloween, Warner Bros. Studio Stores will host special parties in honor of TOT.
- **Warner Bros. Online** will promote "Trick-or-Treat for UNICEF" on all WB websites, including the Rosie O'Donnell site. The orange collection boxes can be ordered right from the WB sites, and information about TOT can be accessed directly. WB Online is sponsoring the "Quest for Education with UNICEF Contest" on their www.warnerbros.com site. The top ten schools that donate to "Trick-or-Treat for UNICEF" and enter the contest will receive a free computer system from Hewlett-Packard. The Warner Bros. web address is included on all TOT materials and the contest is promoted in the teacher materials. The Warner Bros. site will have a "hot link" to the USC site and all other corporate partner sites.
- **Rosie O'Donnell** has agreed to showcase Trick-or-Treat for UNICEF on her show during the month of October.
- **Warner Home Video** The "Quest for Camelot" home video will be released 10/13. UNICEF buckslips will be inserted into 3 million videos. A TOT public service announcement using the "Quest" characters will appear on every video. This psa will air during the month of October, with a strong presence on Warner Bros. stations. The "Quest" characters will also appear on the Coinstar machine screens, signage and grocery circular advertisements. People who donate to "Trick-or-Treat for UNICEF" through the Coinstar machines will receive a coupon for a \$2.00 rebate on the purchase of the "Quest for Camelot" home video.
- **National organizations** such as American Association of School Superintendents, American Federation of Teachers, Kiwanis International, National Education Association, and United Methodist Church have enlisted their members to support "Trick-or-Treat for UNICEF" Month.

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Official "Trick-or-Treat for UNICEF" Teacher's Guide, Fall 1998

Dear Teacher,

Kids love to help other kids. That's the reason so many have embraced the "Trick-or-Treat for UNICEF" campaign for nearly 50 years. "Trick-or-Treat for UNICEF" has educated millions of American children about their peers in developing countries and has raised more than \$100 million to support UNICEF programs.

This Year's "Trick-or-Treat for UNICEF" Campaign

With your help, we hope to make this year's campaign the most successful ever. Your free campaign kit includes a colorful poster (with seven reproducibles on the back), a special report from TIME FOR KIDS and this eight-page teacher's guide.

The U.S. Committee for UNICEF has made it easier than ever to send in your donations. Just take your loose coins to any Coinstar® machine in local supermarkets during October and November. The money is counted and sent automatically to the U.S. Committee for UNICEF.

Enter your class in the "Quest for Education with UNICEF" contest at www.warnerbros.com. The ten schools raising the most money receive a Hewlett-Packard computer, monitor and printer.



UNICEF Helps Educate Kids About Nutrition

This year's "Trick-or-Treat for UNICEF" theme is nutrition. Each year nearly seven million kids die from malnutrition. TIME FOR KIDS has produced a special report on UNICEF's effort to support nutrition around the world. While aimed at intermediate-grade students, we are providing a copy to all teachers because we feel it is an important resource. Read it together to kick off your "Trick-or-Treat for UNICEF" campaign.

Thank you for your help and support.

Adam Berkin
Education Editor, TIME FOR KIDS

Charles J. Lyons
President, U.S. Committee for UNICEF

All About UNICEF

The United Nations Children's Fund (UNICEF) was founded in 1946 to help children in the aftermath of World War II. An estimated 7 million children are saved each year by the efforts of UNICEF and its partners.

UNICEF helps provide medicine, clean water and sanitation, improved nutrition, basic education and emergency assistance to children around the world. In 1965, UNICEF received the Nobel Peace Prize.

UNICEF's work is supported entirely by voluntary contributions. Thirty-seven national committees in industrialized countries raise funds and work to support UNICEF's mission. The U.S. Committee for UNICEF, founded in 1947, is the oldest. The committee has raised over \$500 million over the last 50 years.

UNICEF provides the majority of its assistance to requesting nations classified by the United Nations as "least developed" or "most seriously affected." The U.S. Committee for UNICEF is active in the U. S. through fund-raising to support UNICEF's work for children, educating the American public about the plight of children abroad and advocating for the rights of children worldwide.

Why involve students in "Trick-or-Treat for UNICEF"? Because it...

- gives students real-world opportunities to use reading, writing, math, social studies, art and science
- introduces kids to other cultures
- teaches kids respect and compassion for others
- instills pride—kids feel great about helping others
- fosters home and community involvement in schools
- shows kids that they can make a difference
- develops a sense of civic responsibility

What's Inside?

- A campaign checklist
- Fund-raising tips
- Curriculum links
- Valuable resources, including videos, Websites and books
- Information and activities on nutrition

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TIME

FOR KIDS EXTRA

SEPTEMBER 1998

DISHING OUT A HEALTHY START

Only with the
right food and
vitamins can the
world's kids grow
up strong

Children in Bolivia wait
to receive food and milk
from UNICEF workers

A supplement to
Time For Kids
sponsored by the
U.S. Committee
for UNICEF



United Nations Children's Fund
Fonds des Nations Unies pour l'enfance
Fondo de las Naciones Unidas para la Infancia

3 United Nations Plaza
New York, New York 10017
212-326-7000
Telex: 175989

January 12, 1999
AJP/03/sr

Dear Melanne:

Many thanks for taking my call from Evanston, Illinois, last Friday regarding the Administration's FY 2000 request for UNICEF. I hope you don't mind my writing this follow-up note, but I am a bit anxious as the budget request process is about to conclude.

As we discussed, this year's request is particularly important to UNICEF as the Year 2000 will mark simultaneously the decade anniversary of the World Summit for Children, the end of Carol Bellamy's first term as Executive Director of UNICEF and hopefully, the beginning of her second term. We very much hope that for the first time in many years (for the first time for this very supportive Administration as well) the President's request for UNICEF will be at least slightly greater than the previous Congressional appropriation. For FY 1999, UNICEF will receive a \$105 million, a 5%, \$5 million increase for the first time in seven years. UNICEF will use these additional resources to maintain a good pace toward progress on the Summit's goals and continuing internal reform of UNICEF.

Up to quite recently, we have received positive signals from State regarding the prospects for a slight increase in the FY 2000 request - say \$107 or \$108 million. Coming so early in the year, even a modest increase by the U.S. would be most helpful and would energize our other donors to consider doing the same. The U.S. often leads the way in this regard. However, I learned last week that the prospects for an increase could be dimming. I can appreciate the 150 Account's budget problems having fought that good fight while at USAID. Given the modesty of our request, we hope that it can be accommodated nevertheless. I was buoyed by your comment about Administration's efforts to increase the account to solve the crunch this year. I would very much like to know whether these efforts were able to protect UNICEF's request.

Please let me know if there is anything I can do further on this. And, many thanks.

Warmest regards,

*\$1 million
increase*

Sincerely,

A handwritten signature in dark ink, appearing to read "AJP" or "Alejandro J. Palacios".

Alejandro J. Palacios

Ms. Melanne Verveer
Chief of Staff
Office of the First Lady
Room 100, Old Executive Office Building
Washington, D.C. 20500



November 15, 1996

President William J. Clinton
The White House
1600 Pennsylvania Avenue, NW
Washington, DC 20500-200

'96 NOV 21 AM 8:59

Dear President Clinton:

Thank you for the chance to represent the United States on the UNICEF board during your first term. I hereby submit my resignation.

I greatly valued the time with Jim Grant. I hope we will honor his memory by moving quickly to ratify the Convention on the Rights of the Child as all but six nations in the world have done. That we are among them is profoundly disappointing.

Congratulations on your re-election.

Sincerely yours,

Marian Wright Edelman

MWE/emb

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THE PROGRESS OF NATIONS

file UNicef

EMBARGOED

Until 2:00 p.m. GMT

22 July 1999

