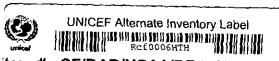
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## Foreword by Mr. James P. Grant Executive Director of the United Nations Children's Fund (UNICEF) for UNICEF Salesbook

April 1991



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**FOREWORD** 

1990 may well be looked upon by history as a turning point for the children of the world. The new Convention on the Rights of the Child, the World Conference on Education for All, the achievement of the unprecedented global goal of Universal Child Immunization, and the World Summit for Children, with its far-reaching Declaration and Plan of Action, combined synergistically in 1990 to bring a great new level of prominence to children's issues throughout the world.

If 1990 was the year of decisions and promises on behalf of children, the actions of 1991 and the years to come will test whether we have truly turned the corner from practices which would allow, on current trend, the deaths of 150 million under-five children during the decade, the vast majority of them from causes for which we have long-since discovered low-cost cures and preventions.

If the promises of the World Summit are kept, the lives of millions of children and women will be saved and the lives of millions more will be improved by better nutrition, education and protection from abuse. But still further, our actions in "keeping the promise" will benefit children for generations to come, as we set the precedent of giving children a "first call" on the resources of society for the essentials of their survival, protection and development, in bad times as well as in good.

The programmes presented in this book reflect UNICEF's continued efforts to support governments in rising to economic and social challenges by putting children first and initiating innovative and cost-effective programmes to meet their needs.

Although they differ in many respects, these projects share three objectives: to protect and promote child health and development, increase the self-reliance of families and communities and improve the delivery of basic services in the poorest, most disadvantaged areas. To reach these goals, the strategies include support to Governments to reach basic education for all; strengthening the primary health care system by providing health units with basic equipment, trained personnel and essential drugs at a fraction of the cost; installation of accessible safe water wells fitted with low-cost handpumps; promotion of women's training, education, credit and production activities; mobilizing local resources to encourage all parents to apply basic and inexpensive methods of child protection; alleviating the suffering of street children and children caught in armed conflicts; and assisting African mothers and children to cope with the effects of persistent drought conditions.

As an example of UNICEF's intervention in Sub-Saharan Africa, the Bamako Initiative strategy aims at revitalizing, sustaining and expanding the primary health care system through community involvement in management and financing

of local health services. These actions will improve the return on more focused investment by governments, as well as mobilize additional local resources; they will require support from donors at least throughout the decade.

These proposals have been approved by UNICEF's Executive Board as worthy of support to complement and extend UNICEF's regular programmes. But we lack the funds to implement them. Accordingly, they are listed in this volume as an appeal for supplementary funding.

A grand alliance of world leaders have pledged their support for accelerated, sustained action for children. We are profoundly grateful to the governments and peoples of the world who deliver on these commitments by so consistently supporting UNICEF's efforts on behalf of children. I trust that governments, private organizations and individuals throughout the world will make an extra effort so that, together, we can extend our reach to the millions of children who desperately need these projects.

James P. Grant Executive Director

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New York April 1991