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Video Message from Mr. James P. Grant
Executive Director of the United Nations Children's Fund (UNICEF)
to the
Global Congress of Junior Chambers International

Hong Kong
20-27 November 1993



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United Nations Children's Fund
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INTER-OFFICE MEMORANDUM

To:
Ms. Mary Cahill
Executive Assistant to the Executive Director

25th October 1993

From:
Dr. Monica Sharma
Noble Thalari
CDD Programme
Child Survival Unit.

Sub : Mr. Grant's Video Message to the Global Congress of the Junior Chambers International, Hong Kong 1993.

The Global Congress of the Junior Chambers International is being held in Hong Kong from November 20th to 27th. More than 15,000 delegates from over hundred countries are participating in this global leadership event.

As you are surely aware, Junior Chambers members have recommitted themselves to the cause of Oral Rehydration Therapy. A General Assembly motion will be moved to that effect on the 25th Nov. Subsequently a resolution will be accepted by the 15,000 members unanimously. This will be one of the historic events in the field of ORT and Child Survival interventions. Considering the importance of the event in the larger paradigm of mid-decade goals and Junior Chambers' preparedness to launch activities in support of ORT in 28 countries of Asia and Africa; and also financial support from the Junior Chambers chapters in the developed countries, we have lined up a wide range of activities including a video presentation titled "Twenty Million Dreams".

In the video we are highlighting Mr. Grant's endorsement of ORT and also his exhortations to the Junior Chamber membership to take up the task of ORT and Child Survival as the most appropriate interpretation of the Junior Chamber credo. We are enclosing a briefing note on JCI and the talking points for the video. The proposed video is being assembled and the rough cut awaiting Mr. Grant's message.

We would appreciate your facilitating Mr. Grant's filming tomorrow, the 26th October.

Best Regards.

cc: Dr T. Hill
Mr. Robert Cohen
Mr. William Hetzer / Mr. Michael Clarke
Ms. Janet Nelson / Ms. Eileen O Connor

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Junior Chambers International is a world wide leadership club with over 500,000 members in 104 countries. Membership for JCI requires one to be under 40 Yrs of age and have a professional career. Most of the JCI members are marketing ,commerce banking and enterprenueral professionals. Junior Chambers members are known for their social commitment and global vision.

There has been considerable interest from JCI for the last few years. Building on the past experience they have been convinced into doing ORT-based action in six Latin American countries. Subsequently the JCI proposed to take up the ORT on global scale and launch ORT action in 28 countries . These countries are jointly selected by JCI and UNICEF and account for over 65% of the global diarrhoeal deaths.

A global resolution in affirmation of ORT as a life saving technology and JCI commitment for taking the technology to people has been already planned. For the first time JCI has moved away from the rhetoric and contemplated concrete action for achieving 80% ORT goal in these countries. It is also very significant that ORT as an activity is being built into the JCI corporate agenda till the year 2000 . Developing specific action plans for the 28 countries and a day-long training programme for the leaders of the participating countries are some of the major activities lined up for the Hong Kong event.

The General Assembly will be addressed by Mr. Richard Reid followed by the resolution to be accepted unanimously. The week-long pictorial exhibition, ORT information booth, ORS sachet distribution and ORT information kit are some of the advocacy extensions besides the video presentation in the opening session.

TALKING POINTS FOR MR.GRANT

- * ORT AS LIFE SAVING TECHNOLOGY
- * FULL POTENTIAL OF ORT NOT EXPLOITED
- * NEED FOR BEHAVIOUR CHANGE - BOTH THE FAMILY AND THE HEALTH PROVIDER
- * THE GAP BETWEEN THE POTENTIAL OF ORT AND THE DIARRHOEAL DEATHS CAN BE BRIDGED THROUGH :
 - TRANSFER OF TECHNOLOGY TO PEOPLE
 - SOCIAL MARKETING
 - SOCIAL LEADERSHIP
 - SOCIAL COMMITMENT
 - BEHAVIOUR CHANGE AND ACCEPTANCE
- * JCI IS WELL PLACED WITH LEADERSHIP,MARKETING MEDIA AND ORGANIZATIONAL SKILLS AND GLOBAL PRESENCE TO MAKE THE ORT A GLOBAL ACTIVITY FOR ALL JCI MEMBERS AND CHAPTERS
- * JCI IS FULLY POISED TO TAKE UP THE CHALLENGE

(DRAMATIC DISPLAY OF ORS PACKET EITHER AT THE BEGINNING OR CLOSING OF THE MESSAGE)

Mr. James Grant:

Yes, it is a great challenge. The technology inside this small packet can save a life. It is one of the most important life saving medical technologies of the century. And we have to take it to the people of the world. The technology has to be made truly democratic and people's technology . . .and communities need to be empowered with the knowledge of ORT to save their children. In this era of technological excellence and conquest of space . . . It is not acceptable to allow children needlessly to die in millions . . . Especially when there is a solution . . . so simple and so cheap. It costs just 7 cents a packet. Seven cents can save a young life. Children have to be saved . . . And Junior Chamber members can do it. On behalf of the children of the world I welcome you to be co-workers in this great endeavor. It is a great task. But great endeavors require great minds, great energies . . . and even greater leadership skills. And each Junior Chamber member is an embodiment of all these traits.. Let us work together to save lives . . . young lives..... twenty million of them by the year 2000.