

**UNICEF- China: Unite For Children**  
<http://www.uniteforchildren.org/>

## **Section I: Summary**

Unite for children focuses on improving HIV/AIDS education/resources and treatment for children in Asia. Despite massive education outreach programs in China, children and youth still represent the majority of new infections. Increase in infections is occurring in both urban and rural areas. This program targets both areas through a peer education outreach.

## **Section II: Statement of purpose**

Unite for Children is committed to including children in the efforts to fight the spread of HIV/AIDS. World leaders, from both industrialized and developing countries, have repeatedly made commitments to step up their efforts to fight the spread of HIV and AIDS. They argue that significant progress is being made in charting the past and future course of the pandemic, in providing free antiretroviral treatment to those who need it, and in expanding the coverage of prevention services – but children are still missing out.

As in most of Asia, where 80 per cent of new HIV infections occur in the 15-24 age group, China's children and youth represent the majority of the 70,000 new infections each year. Despite increased government investment in mass education campaigns, many young people—especially underserved populations of migrants, ethnic minorities, and the unemployed—still don't know how to protect themselves from the epidemic.

This HIV/AIDS education gap is not limited to rural areas. A 2006 survey of over 2,000 middle-school students in a major Chinese city revealed that 40% of respondents did not use a contraceptive during the first sexual experience.

In 2007

- 420,000 children were newly infected with HIV
- 290,000 children died of AIDS
- Children under 15 accounted for 2.1 million of the estimated 33.2 million people living with HIV

Millions of children, adolescents and young people in the path of the pandemic are at risk and in need of protection.

Example campaign:

M.A.C. AIDS Fund has made a RMB1 million contribution to the "Unite for Children" education campaign. In an effort to educate Chinese youth, M.A.C. and UNICEF launched "The Ten Facts on AIDS" campaign. The "Ten Facts" told young people how to protect themselves against HIV/AIDS while encouraging them also to respect those living with or affected by the pandemic. M.A.C.'s donation was used to mobilize Youth Ambassadors and celebrities from China for the vital task of raising youth awareness and working to end discrimination against HIV positive populations. They will encourage acceptance of the disease in their communities so that infected persons can feel safe to access the Chinese government's life saving prevention, care and treatment services.

Over one hundred Youth Ambassadors worked on the "Ten Facts" campaign. These Ambassadors were nominated by their peers for their outstanding community work on HIV/AIDS prevention and care. Information was to be shared with their friends and family emphasizing how to protect them from the disease and dispel myths about the disease. Educational activities drew on art, theatre, sports and the Internet to convey ideas.

### **Section III: Outcomes**

The Unite for Children Against AIDS Campaign will:

- Provide a child-focused framework for nationally owned programs around the 'Four Ps', urgent imperatives that can make a real difference in the lives and life chances of children affected by HIV/AIDS.
  - Prevent mother-to-child HIV transmission  
*By 2010, offer appropriate services to 80 per cent of women in need*
  - Provide paediatric treatment  
*By 2010, provide either antiretroviral treatment or cotrimoxazole, or both, to 80 per cent of children in need*
  - Prevent infection among adolescents and young people  
*By 2010, reduce the percentage of young people living with HIV by 25 per cent globally*
  - Protect and support children affected by HIV/AIDS  
*By 2010, reach 80 per cent of children most in need*
- Provide a platform for child-focused advocacy on global AIDS issues such as

- Mobilizing international resources to combat HIV/AIDS. This means not only a significant increase in official development assistance overall, but also a bigger proportion allocated to HIV and AIDS and, specifically, to protect, care for, support and provide treatment for children affected by the disease.
  - Supporting corporations as they develop socially responsible policies and programs for workers, their children and communities.
  - Advocating for governments, donors and international and non-governmental organizations to stand by the commitment to come as close as possible to the goal of universal access to treatment by 2010; and supporting countries in accessing appropriate and affordable medicines, especially formulations and diagnostics adapted to the specific needs of children.
  - Campaigning for education and health services to be strengthened, and for governments and agencies to work towards the elimination of user fees for primary education and, where appropriate, health-care services.
  - Putting the protection, care, support and treatment of children, adolescents and young people at the centre of the HIV and AIDS agenda.
- Put the missing face of children affected by AIDS at the centre of the AIDS agenda and make sure that the voices of children and young people are heard on the issues that affect them.

#### **Section IV: Additional resources**

China CSR. MAC Cosmetics Donates Funds for HIV/AIDS in China.  
<http://www.chinacsr.com/en/2007/03/30/1185-mac-cosmetics-donates-funds-for-hiv-aids-in-china/>