



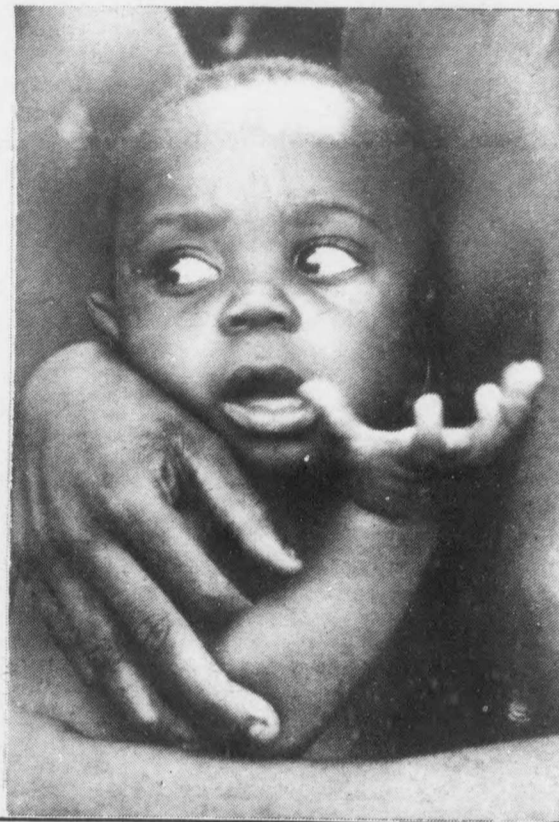
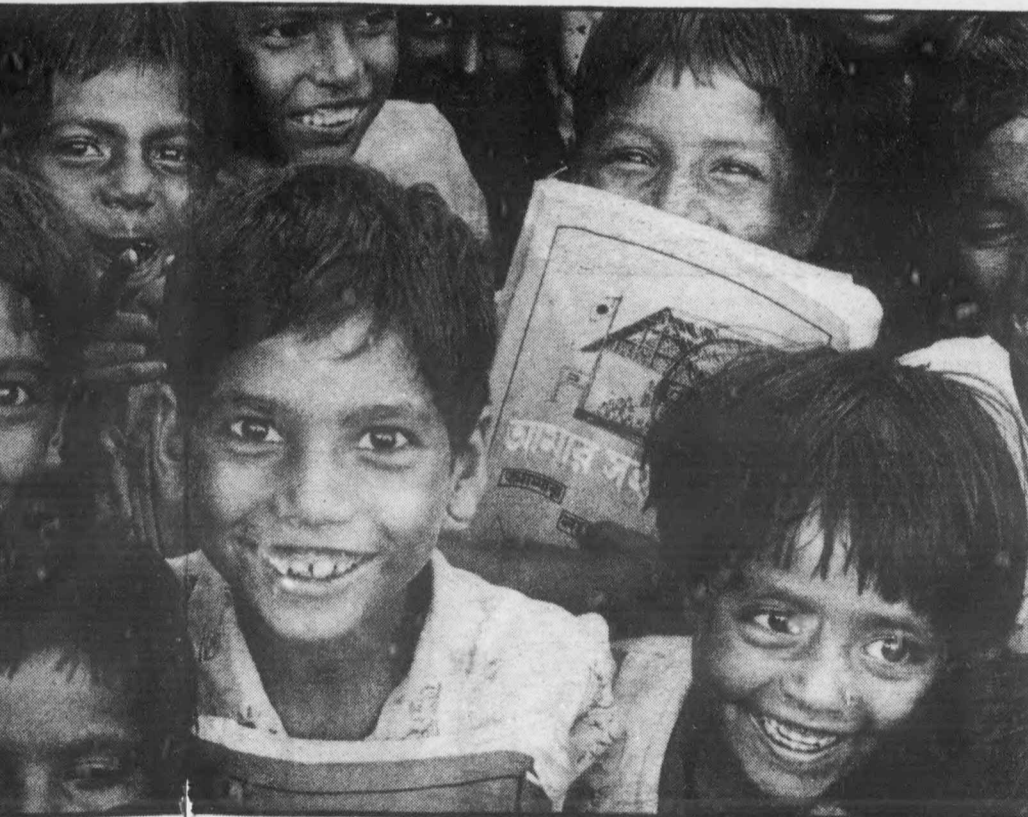
BY MARK BRAY



THE NECESSARY TASK OF DRAWING ATTENTION TO HUMAN NEEDS HAS UNFORTUNATELY GIVEN RISE TO THE POPULAR IMPRESSION THAT THE DEVELOPING WORLD IS A STAGE ON WHICH NO LIGHT FALLS AND ONLY TRAGEDY IS ENDED. BUT THE FACT IS THAT, FOR ALL THE SET-BACKS, MORE PROGRESS HAS BEEN MADE IN THE LAST 50 YEARS THAN IN THE PREVIOUS 2,000. SINCE THE END OF THE SECOND WORLD WAR, AVERAGE REAL INCOMES IN THE DEVELOPING WORLD HAVE MORE THAN DOUBLED; INFANT AND CHILD DEATHS HAVE BEEN MORE THAN HALVED; AVERAGE LIFE EXPECTANCY HAS INCREASED BY ABOUT A THIRD; THE PROPORTION OF THE DEVELOPING WORLD'S CHILDREN STARTING SCHOOL HAS RISEN TO MORE THAN THREE QUARTERS; AND THE PERCENTAGE OF RURAL FAMILIES WITH ACCESS TO SAFE WATER HAS INCREASED FROM LESS THAN 10% TO ALMOST

OVER THAT SAME TIME, MUCH OF THE WORLD HAS FREED ITSELF FROM COLONIALISM, BROUGHT APARTHEID IN ALL ITS FORMS TO THE EDGE OF EXTINCTION, AND FREELY FREED ITSELF FROM THE IRON GRIP OF FASCIST AND STALINIAN REGIMES. IN THE DECADE AHEAD, A CLEAR OPPORTUNITY EXISTS TO MAKE THE BREAKTHROUGH AGAINST WHAT MIGHT BE CALLED THE LAST GREAT OBSCENITY—THE NEEDLESS MALNUTRITION, DISEASE, AND ILLITERACY THAT STILL CASTS A SHADOW OVER THE LIVES, AND THE FUTURES, OF THE POOR QUARTER OF THE WORLD'S CHILDREN."

STATE OF THE WORLD'S CHILDREN 1993



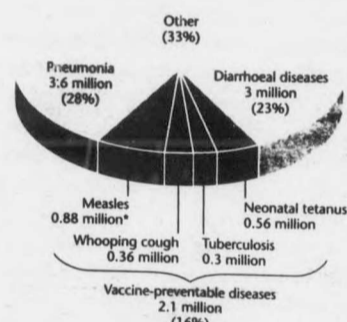
UNICEF is a non-profit, apolitical international organization dedicated to promoting the survival, protection and well-being of the world's children.

The acronym UNICEF stands for United Nations Children Fund. UNICEF provides help to those countries which request it. UNICEF works with such countries by providing grass-roots, people to people assistance with the goal of satisfying both the emergency and the more lasting needs of a nation. UNICEF action is internally monitored and progress reports are made annually to assure that all requirements are being met.

UNICEF was established in 1946 in an effort to remedy the poverty and starvation which had been inflicted upon the children of Europe during World War II. Originally

Child deaths
Over 60% of the 12.9 million child deaths in the world each year are caused by pneumonia, diarrhoeal diseases, or vaccine-preventable diseases, or by some combination of the three.

Under-five deaths by main cause, developing countries, 1990



*Including measles with diarrhoeal disease and measles with pneumonia

In practice, children often die from multiple causes or from the interrelated effects of frequent illness and malnutrition. For the purpose of this chart, each child death has been allocated to only one cause.

Source: WHO and UNICEF.

UNICEF's projects were low profile and "single purpose"; food supplies, immunization, maternal and child health care, etc.

UNICEF now goes public on many issues, and with the support of the UN Convention on the Rights of the Child and the World's Summit, there has been a more towards global, integrated and long-term focuses.

There are certain emergencies which are being brought to public attention, such as the wars in Somalia and the former Yugoslavia, yet other important issues are more silent and occur in a widespread manner in many countries, claiming the lives of 250,000 children weekly. Millions more are surviving malnourished and in possible permanent ill health. Half of the ill health is caused by 5 or 6 specific illnesses which can now be prevented or

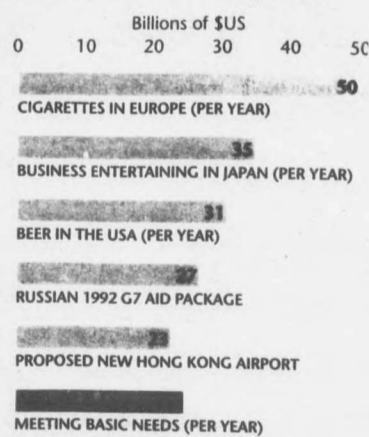
treated at a very low cost.

It is UNICEF's goal to end the age-old problems of malnutrition and preventable diseases and widespread illiteracy. It has been estimated that 2.5 billion dollars would be required to put into practice today's low-cost strategies to protect the world's children. UNICEF aims to use the money to provide for the basic needs of the world's people.

It is time to banish the notion that the world cannot afford to meet the basic needs of every person for adequate food, safe water, health care, family planning and basic education. The list may seem long and the estimate may seem like a large sum, but these charts may help to put things into perspective.

Affording the cost

It is no longer possible to say that the task of meeting basic human needs is too vast or expensive a task. With present knowledge, the task could be accomplished within a decade and at a cost of an extra \$25 billion per year. Some comparisons:



\$25 billion is UNICEF's estimate of the extra resources required to control the major childhood diseases, halve child malnutrition, reduce child deaths by 4 million a year, bring safe water and sanitation to all communities, provide a basic education for all children, and make family planning universally available.

Source: UNICEF, derived from various sources.

Preventable deaths

The table shows the number of child deaths each year by main cause, and the proportion of those deaths that could now be prevented by relatively simple and inexpensive means such as vaccines, antibiotics, oral rehydration therapy, and the proper management of diarrhoeal disease.

Percentage of under-five deaths preventable by low-cost methods, developing countries, 1990

Cause	Annual number of child deaths (thousands)	Proportion of deaths preventable at low cost (per cent)	Number of deaths preventable at low cost (thousands)
Diarrhoea	3500	90	2700
Pneumonia	3500	70	2450
Measles*	800	85	680
Whooping cough	300	80	240
Neonatal tetanus	500	90	450
Tuberculosis	300	65	195
Malaria	300	70	210
Other perinatal	25	25	6
Other	25	-	-
Total	63	63	4105

*Includes measles with diarrhoeal disease and measles with pneumonia. In practice, children often die from multiple causes or from the interrelated effects of frequent illness and malnutrition. For the purpose of this chart, each child death has been allocated to only one cause.

Source: WHO and UNICEF.