

THE GLASGOW 2014 COMMONWEALTH GAMES AND UNICEF: PUT CHILDREN FIRST

FOR EVERY
CHILD IN
DANGER



REPORT



MESSAGE FROM MIKE PENROSE, UNICEF UK EXECUTIVE DIRECTOR



2014 marked a special year for Unicef UK. For the first time in history, a global organisation dedicated to saving and changing children's lives teamed up with a global sporting institution dedicated to humanity, equality and destiny – to deliver change on an international level.

This unique and daring partnership between Unicef and the Commonwealth Sports Movement, which continues to this day in the programmes for children we deliver across all 52 countries of the Commonwealth, has helped create a new

normal for sport. We now live in a world where athletes are increasingly driving change for their communities, where sport is harnessed as a power for good, and community legacy is becoming front and centre of global sporting events.

I feel proud that Unicef was able to be part of this historic moment, and that the Commonwealth Games continues to set new benchmarks for the standards that sport should uphold. Only by generating awareness, advocating for change and taking action, will we build a better future for our children, and the Commonwealth Games is at the forefront of these efforts within sport.

I would like to express my thanks to the Commonwealth Games Federation and its partners, for providing Unicef with the unique opportunity to raise the profile of our work to put children first, to raise much needed funds to make this work a reality and to continue to partner with Unicef – be it with Games Organisers, Commonwealth Games Associations or the Commonwealth Games Federation itself – to drive positive change across the Commonwealth.

Thank you

A handwritten signature in black ink, appearing to be 'MP', written in a cursive style.

Mike Penrose

MESSAGE FROM LOUISE MARTIN CBE, COMMONWEALTH GAMES FEDERATION PRESIDENT



Everyone across the Commonwealth Sports Movement believes in the exceptional power of sport as a force for good. A force that encapsulates our passion for and belief in the triumphant, generous spirit of humanity.

At the last edition of the Commonwealth Games, I truly believe that – together with Unicef, our Commonwealth athletes, Commonwealth Games Associations, and fans throughout the world – we marked a trail blazing moment in sporting history showing how major sport events can

harness the impactful power of sport to benefit the lives of people.

In Glasgow, we were united by a joint ambition to transform children's lives in every Commonwealth country by the next Games in 2018. Already, **11.7 million children** have been reached by programmes across the Commonwealth with the **£6.5 million** raised to support these important programmes.

We are so proud of what has been achieved. I must sincerely thank every athlete, supporter and spectator who generously supported this campaign, donated funds and shared our vision to put children first.

I know you will agree that now, more than ever, we must commit to ensure that the benefits of a Games stretch beyond the thrilling impact of 11 days of sport.

On Australia's Gold Coast, we will report on the important work that has been delivered to date. Above all we will celebrate and demonstrate how the Commonwealth Sports Movement can – and must – serve humanity, respect equality and shape destiny for all Commonwealth citizens through sport.

Thank you

A handwritten signature in black ink that reads "Louise Martin". The script is fluid and cursive, with the first letters of "Louise" and "Martin" being capitalized and prominent.

Louise Martin CBE

COUNTRY PROGRAMMES ACHIEVEMENTS BY COMMONWEALTH REGION



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KEY

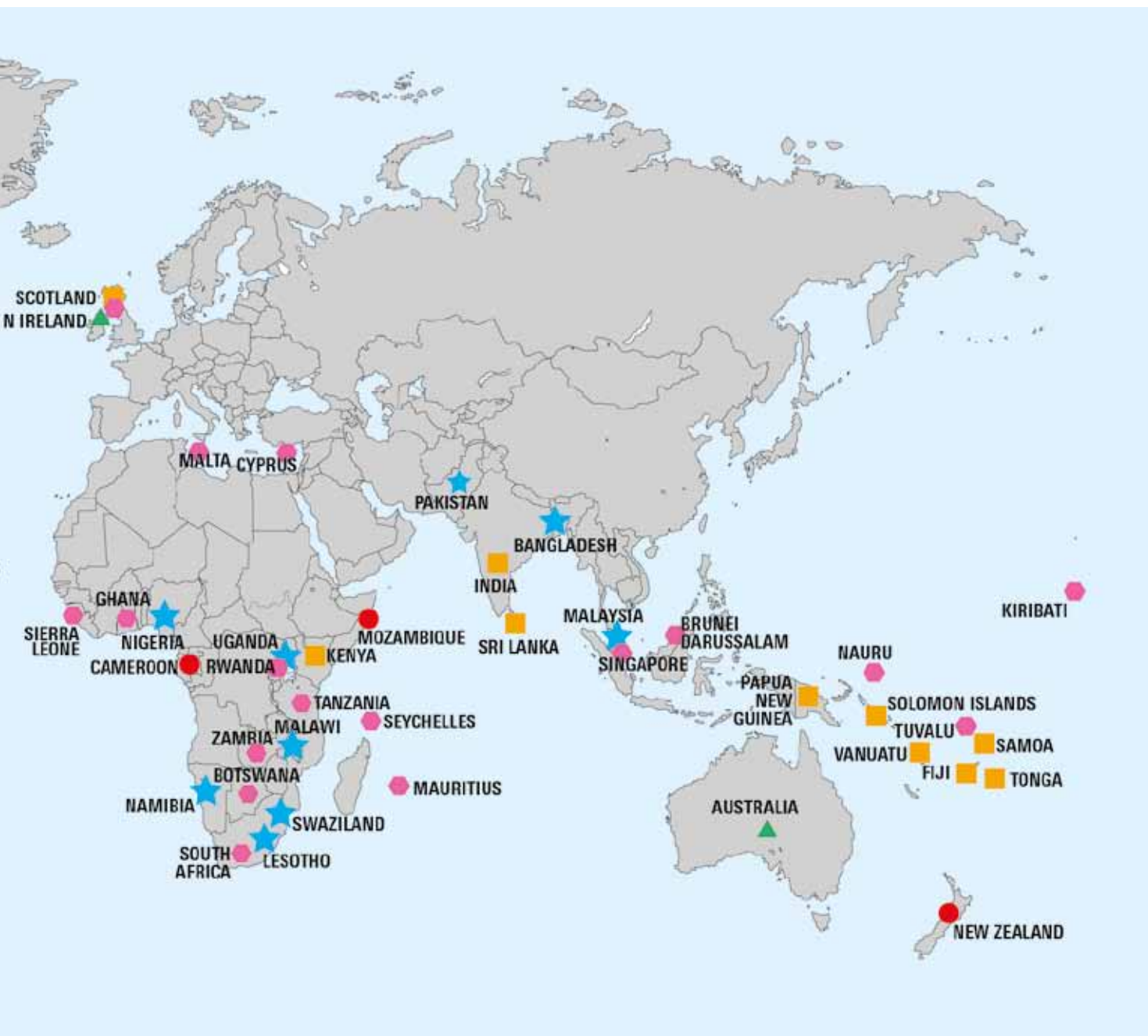
- ★ COMPLETED PROGRAMMES
- LIVE PROGRAMMES
- FUTURE PROGRAMMES
- ◆ SAFEGUARDING PROGRAMMES
- ▲ GAMES HOST PROJECT



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INTRODUCTION

In 2014, Unicef and the Glasgow 2014 Commonwealth Games came together, united by a groundbreaking ambition:

To transform children's lives by reaching children in every part of Scotland, and in every Commonwealth Country by the next Games

This report captures results of this ambitious partnership to 'Put Children First' across the Commonwealth, and the future plans to continue to drive change for children.

THE STORY SO FAR

On 9 October 2013, Unicef and the Commonwealth Games took their first steps on a journey to 'Put Children First' – a journey that continues to this day.

Unicef UK Ambassador, and Commonwealth athlete, Sir Chris Hoy, transported the Queen's Baton to Buckingham Palace where her Majesty the Queen added her message for the Commonwealth, and the baton began its journey across all the nations and territories, accompanied by Unicef Malawi Youth Ambassador Monica Dzonzi.

As the countdown to Glasgow 2014 began, the baton made its way across the Commonwealth, and in many countries, children had the opportunity to see and carry the baton, thanks to partnerships between Commonwealth Games Associations and local Unicef offices.

Fast forward to 23 July 2014, when the baton arrived at Celtic Park, and the Commonwealth Games provided Unicef and the children of the Commonwealth with a pioneering opportunity to share stories of the lives of children from the 6 regions. Through films from Papua New Guinea, Malawi, Guyana, Jamaica, Bangladesh and Scotland, spectators learned more about these children's lives, and how, by joining hands with Unicef and the Commonwealth Games, they could 'Put Children First'.

Sir Chris Hoy returned to centre stage to ask spectators in the stadium and those watching around the world to make a donation and change the lives of children across the Commonwealth. And they did, in record breaking numbers!

More than £2.5 million was donated on the night, and those funds, coupled with investments from the Scottish Government, Comic Relief, individual supporters and Unicef, have enabled new programmes for children to be delivered in every region of the Commonwealth and every part of Scotland.

This ground-breaking moment was recognised by the 2015 Sports Industry Awards for Leadership in Sport, as well as the 2015 Third Sector Awards for the best Fundraising Event, and the 2015 National Fundraising Award for most innovative campaign.

Greater than these accolades is a story of how the partnership between the Commonwealth Games and Unicef is making a real difference in children's lives.

ACHIEVEMENTS

- ▶ Programmes planned or underway in all **52 COUNTRIES**
- ▶ More than **540,000 CHILDREN** benefiting across all the regions of Scotland
- ▶ **£6.5 MILLION** raised for programmes for children

NUMBER OF CHILDREN REACHED

MORE THAN **11.7** MILLION
CHILDREN REACHED BY
PROGRAMMES SO FAR



AFRICA, CAMEROON

THEME: CHILD PROTECTION



OVERVIEW

In Cameroon, 33% of children under 5 do not have a birth certificate, meaning that every year 1 out of 3 children are excluded from their essential rights, including identity, education, nationality, and other social services.

The Glasgow 2014 Commonwealth Games programme in Cameroon is taking advantage of the Gold Coast 2018 Commonwealth Games to shine a spotlight on this critical issue facing children in Cameroon.

UNICEF Cameroon and the Commonwealth Games Committee of Cameroon are organising a communication campaign in order to give a voice to all children who have no birth certificate, so that finally, no child will be left behind.

THE CAMPAIGN INVOLVES A NUMBER OF ELEMENTS INCLUDING:



- ▶ An athlete ambassador chosen from the team participating in the Gold Coast Games, to be a voice for the children of Cameroon
- ▶ Poster campaigns in Cameroon's biggest cities and airports, emphasising the importance of registering births
- ▶ Press conferences with the athlete ambassador before departure, during the Games and on return to Cameroon
- ▶ Development of a video for broadcast on television and social media channels across Cameroon
- ▶ Projection of the video during a side event organized in the Athletes' Village with Cameroonian athletes





AFRICA, THEME: KENYA HIV AND AIDS



OVERVIEW

There are **1.6 million** people living with HIV in Kenya, including **140,000** young people aged 10 to 19 years. The risk of HIV infection starts at a young age for girls, and increases rapidly as they grow up, resulting in an HIV rate amongst women and girls in Kenya that is nearly double the rate among men and boys.

The Glasgow 2014 Commonwealth Games programme in Kenya improved the quality and access to health services and information, as well as using community sport to target stigma and discrimination, improve fitness levels, and develop self-esteem among some of the most vulnerable young people in Kenya.

As part of this, Unicef worked with partners to launch the national Maisha County League, which supported young soccer teams to participate in tournaments, develop confidence, and benefit from life skills development and HIV services.

ACHIEVEMENTS



- ▶ Young people from **10 COUNTIES** were supported to become champions to end stigma and increase HIV testing uptake
- ▶ **940 BOYS** teams and **470 GIRLS** teams were supported to raise awareness and combat stigma in their communities
- ▶ A mobile phone based platform 'one2one' reached over **200,000 YOUNG PEOPLE** with information and HIV counselling services

NUMBER OF CHILDREN REACHED

10 MILLION

AFRICA, THEME: LESOTHO MATERNAL AND NEWBORN HEALTH



OVERVIEW

In Lesotho, around 1 in every 100 women dies during pregnancy or due to birth complications, and the rate has been climbing steadily since 1990.

The Glasgow 2014 Commonwealth Games programme in Lesotho encouraged women in the target district to deliver their babies in health centres, by improving community awareness on the importance of having health professionals on hand during birth, and by providing incentives.

A partnership with the Lesotho Netball Association provided a platform for community sports events that raised awareness of these issues.

ACHIEVEMENTS



- ▶ **36 BABIES** successfully delivered in health centres
- ▶ The number of deliveries in the targeted health centres increased by **260%**
- ▶ During the programme, there were **NO MATERNAL DEATHS** in the target district

NUMBER OF CHILDREN REACHED

MORE THAN **2,000**





**AFRICA,
THEME:**

**MALAWI
ADOLESCENT
DEVELOPMENT**



OVERVIEW

Over half of Malawi's 15.9 million people are children, making it one of the youngest populations in Africa.

Many young people fail to complete their education, and lack the basic skills they need to earn a living.

The Glasgow 2014 Commonwealth Games programme in Malawi built the lifeskills and livelihoods of young people at two youth centres in Thyolo and Blantyre. The programme provided vocational training, access to computers, as well as sport and cultural activities. Learning from the programme was used to develop national guidance for all youth centres in Malawi.

The Malawi programme was also home to Monica Dzonzi, the Unicef Youth Ambassador who had the honour of accompanying the Queen's Baton out of Buckingham Palace after the Queen added her message for the Commonwealth.

ACHIEVEMENTS



- ▶ More than **7,000 YOUNG PEOPLE** received training to help them earn a living
- ▶ More than **11,000 YOUNG PEOPLE** took part in regular sporting activities
- ▶ Learning from the programme has informed the national youth centre guidance manuals that will be rolled out across Malawi

NUMBER OF CHILDREN REACHED

19,925 YOUNG PEOPLE

AFRICA, MOZAMBIQUE THEME: HIV AND AIDS



OVERVIEW

In Mozambique, there has been progress in the fight against AIDS, but preventing new HIV infections among young people and increasing access to testing and treatment for adolescents still needs improvement.



The Glasgow 2014 Commonwealth Games programme in Mozambique will begin in early 2018 and aims to reduce the risks young people face through support for the innovative 'Geração Biz' (Busy Generation) national programme.

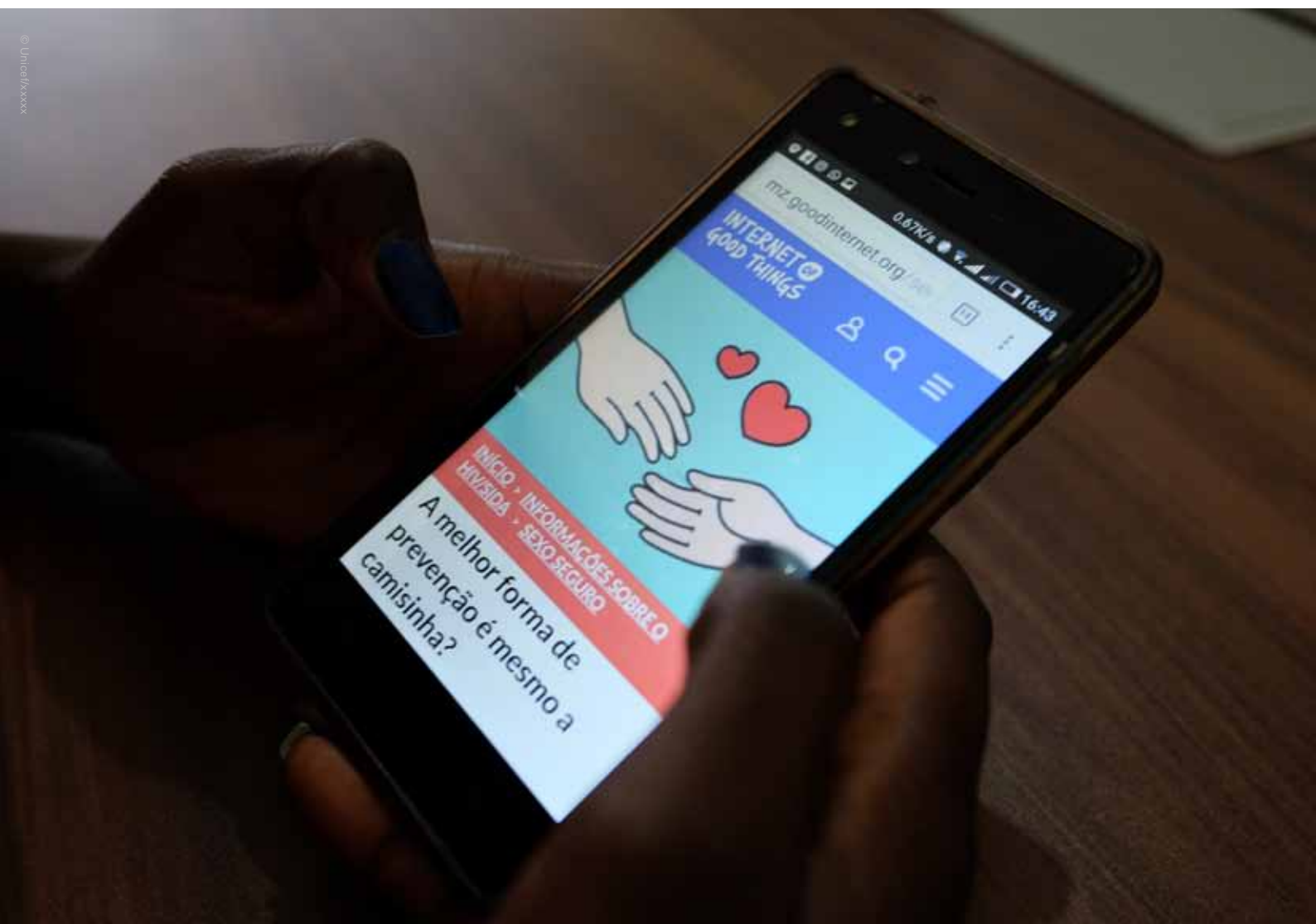
Through Geração Biz more than 132,000 young people in Mozambique are already registered on Unicef's SMS based platform. Through this free service, they are able to send text messages to trained volunteers, with their questions and concerns about HIV and AIDS. So far, more than 350,000 questions have been responded to by

counsellors, helping address issues, answer questions, and connect young people to the services they need.

The programme aims to extend this service to even more users, utilise the annual School Games as a platform to increase the uptake of services, and strengthen peer education in target districts.

"Who would you ask about these things? Your teachers don't talk about it, and you aren't going to ask your parents about sexuality!"

Alfabeto, volunteer counsellor



AFRICA, THEME:

NAMIBIA EDUCATION AND GIRLS' EMPOWERMENT



OVERVIEW

In Namibia, the HIV prevalence rate among pregnant women is 43%, and with most new infections occurring among young people, HIV prevention is a key priority.

The Glasgow 2014 Commonwealth Games programme in Namibia took important messages directly to girls in school, using sport to promote healthy lifestyles, as well as building key attributes such as effective decision-making, pro-active planning and confident communication, using sport as the testing ground for these important life skills.

Role models, such as Helalia Johannes, Olympian, acted as National Sports Champions for the programme, helping spread the word even wider.

ACHIEVEMENTS

- ▶ school attendance has increased following the programme
- ▶ the number of fights and violence among learners has decreased
- ▶ the government has made commitments to expand the programme to reach more schools across Namibia



NUMBER OF CHILDREN REACHED

2,053 CHILDREN

ANASTACIA ACHIEVES

Anastacia is one of many children who has benefited from the Glasgow 2014 Commonwealth Games programme. The programme has reinvigorated sports and physical education in her school.

Apart from her new polished skills in netball, Anastacia is now aware that she can achieve a lot when she puts her mind to it. She has gained a lot of confidence and the ability to look beyond limitations to achieve great things.

"Sport is good for every child. It helps keep body and mind healthy."





AFRICA, THEME: NIGERIA EMERGENCIES



OVERVIEW

Since 2012, the militant group Boko Haram has increased its attacks on schools, resulting in the killing and abduction of hundreds of teachers and students and the destruction of school buildings and teaching materials.

In the wake of these attacks, attendance at school has significantly declined, as children are too scared to return to the classroom.

The Glasgow 2014 Commonwealth Games programme created schools for children displaced by these attacks, as well as training teachers and community members in sport for development approaches that helped children who have been traumatised begin to recover.

ACHIEVEMENTS

- ▶ Providing sports equipment to **4 CAMPS** for children and their families displaced by Boko Haram
- ▶ Training **50 TEACHERS** on using sport as part of psychosocial support and lifeskills development
- ▶ Providing regular, fun and engaging sporting activities across the **4 CAMPS** to help children return to a sense of normality



NUMBER OF CHILDREN REACHED

2,750 CHILDREN IN 4 CAMPS

AFRICA, THEME: SWAZILAND HIV AND AIDS



OVERVIEW

Swaziland has the highest HIV prevalence rate in the world, with one in every four people aged between 15 and 49, living with HIV.

The Glasgow 2014 Commonwealth Games programme used school based activities and community sports tournaments, to help young people protect themselves from infection and develop life skills like teamwork, fairness, mutual respect and responsibility, as well as improving their self-esteem and empathy.

SPORT VALUES FOR LIFE

The Swaziland Olympic and Commonwealth Games Association was one of the main partners of this programme, strengthening the links between targeted schools and their communities.

They developed the Sport Values for Life programme, which covered all 150 school communities. This programme empowered young people through sport and tackled HIV and AIDS through building knowledge and enhancing the six pillars of character: Trustworthiness, Respect, Responsibility, Fairness, Caring and Citizenship.

ACHIEVEMENTS

- ▶ Students at the 150 schools involved in the programme have improved knowledge about HIV prevention
- ▶ Students at the 150 schools involved in the programme have changed their behaviour to reduce their risk of HIV infection
- ▶ More girls are now taking part in sporting activities that were traditionally designated for boys, and vice versa



NUMBER OF CHILDREN REACHED

72,255 CHILDREN IN 150 SCHOOLS





AFRICA, THEME: UGANDA EDUCATION



OVERVIEW

Across Uganda, only 32% of children manage to complete a full primary education, with thousands of girls and boys dropping out of school and only a few continuing to secondary or tertiary education.

The Glasgow 2014 Commonwealth Games programme used the unique power of sport to attract, mobilise and inspire children, to increase both enrolment and retention, with a particular focus on the Western and Central regions.

Support was provided for the National Primary Schools Ball Games Championships, and school-community sport festivals were organised to highlight the value of sport and physical activity in developing life skills, and to attract out of school children back to the classroom. These sports festivals also shared information about drugs, teenage pregnancy, alcohol abuse, violence, and risky sexual behaviour.

ACHIEVEMENTS



- ▶ **Children** took part in games that built their knowledge, values, confidence, self-esteem, communication and conflict resolution skills
- ▶ **209 children** with special needs took part in sporting activities
- ▶ **300 teachers** from 51 districts trained to use sport as a way to encourage children to go to school

NUMBER OF CHILDREN REACHED

3,218 CHILDREN SUPPORTED
TO TAKE PART IN SCHOOL BALL GAMES

BOTSWANA, RWANDA, GHANA,
MAURITIUS, SEYCHELLES,
SIERRA LEONE, SOUTH AFRICA,
TANZANIA, ZAMBIA

▶ see **International Initiatives**

ASIA, THEME: BANGLADESH CHILD LABOUR AND CHILD MARRIAGE



OVERVIEW

In Bangladesh, two out of every three women aged 20-24 is married before the age of 18. And one in 10 children are involved in child labour.

Child marriage seriously endangers girls' health and education. And children who work long hours or in hazardous conditions are also unlikely to finish school.

The Glasgow 2014 Commonwealth Games programme in Bangladesh aimed to tackle these issues by providing financial support for families at risk to help them keep children in school, as well as train community social workers and support young people to start their own small businesses.

PRIYA: THE SCHOOL, THE COW AND THE DREAM

Priya is 13 years old. She lives with her mother on the Lakkatura tea estate in northeast Bangladesh. Her father abandoned Priya and her mum when she was very young, which left them struggling to pay for her education.

When Priya was due to join year 6, her mum could not afford the admission fee and Priya faced having to drop out of school. However, thanks to support from the Commonwealth Games programme, Priya was able to enrol at the Girls High School. Her mother bought a cow along with a new school uniform, books and other items Priya needed for school. Priya plans to continue her studies and dreams of being a lawyer.

ACHIEVEMENTS



- ▶ No child supported by the project had to marry
- ▶ The 900 children supported by the project are still in education
- ▶ Any children involved in hazardous labour at the start of the project are no longer involved in this work

NUMBER OF CHILDREN REACHED

1,450 CHILDREN



Glasgow 2014 Commonwealth Games programme encouraged young people to start their own small businesses.



ASIA, THEME:

INDIA EDUCATION



OVERVIEW

Bihar is one of the poorest states in India where many children, especially girls, are marginalised. Assam is the biggest producer of tea in India. Tea plantation communities face a lot of challenges.

The Glasgow 2014 Commonwealth Games programme in India began in late 2017 and aims to improve the lives of marginalised children in Bihar and Assam by giving them opportunities to take part in quality sport and physical education.

Evidence shows that sport and physical education play important roles in fostering social inclusion, improving physical and mental health, and increasing self-esteem. These activities also provide children with educational benefits such as improving learning in the classroom, increasing school enrolment and retention, and supporting the development of skills.

By training teachers, improving facilities and engaging children, the programme aims to boost school attendance and attainment, helping children break the cycle of poverty.

ACHIEVEMENTS

- ▶ **400 teachers** trained to deliver sport for development activities
- ▶ **837 school governors** trained on the importance of physical education
- ▶ **8000 community members** reached through local sports festivals.



NUMBER OF CHILDREN REACHED

35,635

ASIA, THEME: MALAYSIA DISABILITY



OVERVIEW

In Malaysia, children with disabilities can face stigma and discrimination. More than 40% of people surveyed by Unicef said they thought it was disruptive to have a disabled child in mainstream school, and almost 60% said they didn't know enough about disability. These prevailing attitudes mean disabled children are often excluded and less likely to fulfil their potential.

The Glasgow 2014 Commonwealth Games programme in Malaysia aimed to address stigma in partnership with Manchester United and children with disabilities, by creating a film that celebrated difference, raised awareness and challenged negative attitudes towards disabled children.

The *We Are All Fans* film used Malaysia's passion for Manchester United to unite rather than divide, spreading the word via social media and through sporting events like the Borneo marathon.

ACHIEVEMENTS

- ▶ Film viewed more than **400,000** times online
- ▶ More than **7,000 participants** in the Borneo marathon watched the film before the race
- ▶ Runners in the **Borneo marathon** wore positive messages on their running kit



NUMBER OF CHILDREN REACHED

MORE THAN
DISABLED CHILDREN **440,000**





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ASIA, THEME: PAKISTAN EDUCATION



OVERVIEW

Pakistan is home to one of the world's largest populations of out of school children with 65% of the poorest children never attending school.

The Glasgow 2014 Commonwealth Games programme in Pakistan contributed to Unicef's Accelerated Learning Programme, which targets children who are out of school, girls, and those living in poor households or remote parts of the country.

This programme helped children living in really challenging circumstances to get the skills they needed to enter mainstream schooling, building familiarity, trust and a sense of belonging in school as well as improving mutual understanding and respect.

ACHIEVEMENTS



- ▶ Students in the programme achieved higher social cohesion scores
- ▶ **32% of students** enrolled in the programme in Sindh Province are already back in mainstream education
- ▶ **More than 500 teachers** have been trained in the wider Unicef programme.

NUMBER OF CHILDREN REACHED

448 VERY VULNERABLE OUT OF SCHOOL CHILDREN



**ASIA,
THEME:** **SRI LANKA
PEACE AND
RECONCILIATION**



OVERVIEW

Following the end of the long running conflict in 2009, Sri Lanka is now focused on building peace and reconciliation.

Within schools, there is a recognition that the curriculum must be more inclusive to help build bridges and promote dialogue and understanding between different communities.

The Glasgow 2014 Commonwealth Games programme in Sri Lanka is using extracurricular activities, including music and sport, to bring together students from different ethnic and religious backgrounds. The programme also works with the Ministry of Education to develop a new approach to social cohesion and peace within the curriculum.

NUMBER OF CHILDREN REACHED

ABOUT **350,000** CHILDREN
BENEFITING FROM THE NEW
CURRICULUM IN PRIMARY SCHOOL

ACHIEVEMENTS



- ▶ A new unit for Peace Education and Reconciliation has been established, to oversee and coordinate peace-building work
- ▶ **18 Muslim, Sinhala and Tamil schools** in 6 districts have been linked through extracurricular activities
- ▶ Unicef and the Sri Lanka Commonwealth Games Association brought together **300 children** during the Queen's Baton Relay, to promote social cohesion through sport

SINGAPORE, BRUNEI

▶ see **International Initiatives**

CARIBBEAN, JAMAICA THEME: EDUCATION



OVERVIEW

In Jamaica, many children (particularly boys) drop out of school early, meaning fewer opportunities in employment or further education. Even those that remain in school often fail to develop the skills they need to succeed. Schools can be violent places, with bullying and corporal punishment commonplace.

The Glasgow 2014 Commonwealth Games programme in Jamaica used sport to encourage children, particularly boys, to remain at school, to develop leadership skills, create positive peer networks and for schools to be calmer and safer spaces.

Using a games-based curriculum, the programme introduced more playful ways of learning in classrooms that are often dominated by chalk-and-talk methods, and linked lessons taught on the field by trained coaches, back to the classroom.

The programme also supported at-risk young people to build self-esteem, communication skills, teamwork and resilience through a unique high-ropes 'challenge course'.

ACHIEVEMENTS



- ▶ Games-based curriculum for grades 1 to 3 completed and launched
- ▶ **285 male and female sports** coaches attended child protection training workshops
- ▶ National standards for playgrounds launched in October 2015

NUMBER OF CHILDREN REACHED

11,000 IN SCHOOLS AND COMMUNITIES





EASTERN CARIBBEAN

(ANTIGUA & BARBUDA, BARBADOS, SAINT LUCIA, DOMINICA, ST VINCENT & THE GRENADINES, TRINIDAD & TOBAGO, GRENADA, ST KITTS & NEVIS)

THEME: EDUCATION

OVERVIEW

In the Eastern Caribbean, an estimated 500,000 children live in poverty or in isolated rural areas and remote islands. These marginalised children often get a low quality education, with corporal punishment commonplace. This leads to children not fulfilling their potential, and leaving school without the skills needed to succeed.

The Glasgow 2014 Commonwealth Games programme in the Eastern Caribbean used sport to improve the quality and relevance of education. Capitalising on the popularity of cricket in the region, the programme partnered with the West Indies Cricket Board to promote cricket-based learning in schools. The programme also addressed violence by improving training for coaches, making sport a safer and more supportive place for children.

NUMBER OF CHILDREN REACHED

204,400

ACHIEVEMENTS

- ▶ **1,365 PE teachers** and curriculum officers trained to improve the delivery of PE
- ▶ **1,209 cricket coaches** trained on safeguarding children in sport
- ▶ **204,400 primary schoolchildren** now using cricket to strengthen numeracy and literacy skills



SPORT FOR DEVELOPMENT AND PEACE

Unicef and the Barbados Olympic and Commonwealth Games Association came together to celebrate the UN International Day of Sport for Development and Peace in 2017. They held a sports day for teams of children from communities with a history of violence. The children played together in games designed to strengthen unity and understanding.



OVERVIEW

Children make up nearly half of Belize's population and almost half of them live below the poverty line. Many children don't have the chance to go to school, or get the protection they need.

The Glasgow 2014 Commonwealth Games programme in Belize used the universal appeal of sport to connect to the hardest-to-reach populations, providing them with a safe and protective environment to learn important life skills.

ACHIEVEMENTS

- ▶ 1,600 children took part in summer camps, learning new life skills
- ▶ *Ending Violence Against Children* toolkit developed
- ▶ *Beat a Pan, Not a Man* documentary



NUMBER OF CHILDREN REACHED

5,469

BEAT A PAN, NOT A MAN

Four out of ten murders in Belize happen on the south side of Belize City. Children living in this area desperately need the chance to play in a safe space. As a result, the Steel Pan programme was born, with the tag line Beat a Pan, Not a Man. This innovative programme uses music and dance to engage children, while teaching them about violence prevention, gender and equality.

"When the band started everyone was a bit shy. Now, they are very expressive, mature and outspoken." **Facilitator**

"I have been coming here for a few years. It's better to come here than to be on the streets ... to learn new things."
Paul, age 12





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AMERICAS, THEME:

GUYANA EDUCATION



OVERVIEW

Suicide is the leading cause of death among young people aged 15 to 24 in Guyana. Teen violence, including bullying and harassment of girls, seems to be on the rise. Linked to this, only seven out of ten children complete primary school.

There is a lack of extracurricular activities (such as music, drama, and sport) and few opportunities to develop technical and vocational skills, particularly for the most vulnerable children.

The Glasgow 2014 Commonwealth Games programme in Guyana used sport and cultural activities to build children's personal, social and emotional character, while promoting healthy and positive lifestyles. Learning from the programme was used to develop an updated Health and Family Life curriculum, for all schools across the country.

ACHIEVEMENTS



- ▶ Revision of Health and Family Life national curriculum
- ▶ Upgraded facilities in **18 schools, 2 detention centres, 2 communities, and 1 state care centre**
- ▶ Training for more than **200 teachers**, regional and district Education Officers, detention officers and community workers to implement programme

NUMBER OF CHILDREN REACHED

4,200

BAHAMAS, CANADA

- ▶ see **International Initiatives**

A CHILD SINGS

Sarah is a 14-year-old student at Port Kaituma's only secondary school. She struggled to manage her anger.

"For me I didn't care what people said. If it was something I didn't like, either I would fight them or tell them off."

According to one of Sarah's teachers, there was very little optimism that she could turn her life around. That was until the introduction of the Glasgow 2014 Commonwealth Games programme. Sarah was now able to write her own song lyrics, which gave her an alternative outlet to express the issues that bothered her. And gave her teachers the chance to begin talking about those issues.

"I love the programme. I can sit and talk about anything and not be judged for it."

OCEANIA, PACIFIC ISLANDS

(FIJI, SAMOA, SOLOMON ISLANDS, TONGA, AND VANUATU)



THEME: EDUCATION, EMPOWERMENT AND CHILD PROTECTION

OVERVIEW

In 2015 and 2016, Cyclone Pam and Cyclone Winston, the two strongest storms ever to make landfall in the Southern Hemisphere, hit the Pacific Islands. The storms affected nearly one million people, including 450,000 children. Unicef responded with immediate life-saving emergency aid that complemented long-term development programmes.

One such programme was the Glasgow 2014 Commonwealth Games programme Just Play, designed to promote the well-being of children through participation in sport. Recognising the important role sport can play in emotional recovery after an emergency, Unicef teamed up with the Oceania Football Confederation in a six-month programme using football to help children recover from the disaster and to deliver psychosocial care.

Just Play trains teachers and delivers sessions in schools and communities, to promote active lifestyles, empower girls and disabled children, improve access to education and improve child protection.

ACHIEVEMENTS



- ▶ More than **350 coaches** trained
- ▶ **94% of teachers** reported less truancy and **298 children** have returned to school
- ▶ **385 teachers** and community workers trained in emergency response

NUMBER OF CHILDREN REACHED

20,804 CHILDREN





OCEANIA, THEME:

PAPUA NEW GUINEA CHILD PROTECTION



OVERVIEW

Most children in Papua New Guinea are not registered at birth, which means they struggle to access health services and education as they grow up. In addition, 70% of children experience violence at home.

The Glasgow 2014 Commonwealth Games programme leveraged two big sporting events – the Pacific Games and the U-20 FIFA Women’s World Cup – to raise awareness and address these issues head on.

During the Pacific Games baton relay, Just Play festivals were held along the route. These festivals integrated messages on health and wellbeing, gender equality, social inclusion and child protection, as well as provided opportunities to register children’s births.

During the U-20 FIFA Women’s World Cup, community activities and social media shared important messages about ending violence against women and children.

ACHIEVEMENTS

- ▶ 22 Just Play festivals delivered
- ▶ 144 teachers and 24 health workers trained
- ▶ 10,800 children had their births registered.



NUMBER OF CHILDREN REACHED

8,745

NAURU, TUVALU, KIRIBATI,
NEW ZEALAND, AUSTRALIA

▶ see **International Initiatives**

EUROPE, SCOTLAND THEME: CHILDREN'S RIGHTS



OVERVIEW

When children have their rights respected, their talents are nurtured and they are able to thrive. The Glasgow 2014 Commonwealth Games programme gave every child in Scotland an opportunity to learn about their rights through an educational website, the Child Rights Launchpad.

The interactive space-themed website enabled children aged 3 to 18 to discover 42 of their rights under the UN Convention on the Rights of the Child. With the aid of images, videos and stories, children are able to immerse themselves in rights, and develop a detailed understanding of these rights in Scotland and around the world.

The website gives children the chance to create their own avatar, to play a traditional game from Commonwealth countries, and a 'talk to me' function so children can hear the website's content read aloud by children from across Scotland.

Child Rights Launchpad forms part of Unicef UK's Rights Respecting Schools programme.

ACHIEVEMENTS



- ▶ More than half of schools in Scotland are Rights Respecting Schools, and more than one in three are registered with the Child Rights Launchpad
- ▶ Teachers have reported increased tolerance and acceptance in class, as well as further rights-based learning
- ▶ Child Rights Launchpad won Silver in the Digital Impact Awards for Best Use of Digital by a Charity, NGO or NFP in 2015

LAUNCHPAD FOR GLOBAL CITIZENS

The children in lower primary at St Monica's Primary School have been using Launchpad through an interactive whiteboard. Their teacher explains the benefits of Child Rights Launchpad.

"We find that the children are thinking more of what can they do to help children ... They're thinking more as active global citizens."

NUMBER OF CHILDREN REACHED

380,000

 CHILDREN ENGAGED WITH CHILD RIGHTS

**UK,
THEME:**

**SCOTLAND
MATERNAL AND NEWBORN
HEALTH AND WELL-BEING**



OVERVIEW

The second legacy of the Glasgow 2014 Commonwealth Games programme in Scotland is aimed towards building loving and nurturing relationships between new parents and their baby.

Baby, I Love You is a baby book given free to all new mothers in Scotland within 10 days of the birth of their child. It uses a simple rhyme-story to encourage new parents to read and develop nurturing relationships with their new baby. It is also available online in an audio version narrated by Unicef UK's Ambassador Ewan McGregor.

ACHIEVEMENTS

- ▶ More than **160,000** books given to new mothers since 2014
- ▶ All **14 Scottish Health Boards** engaged in the initiative
- ▶ Translated in Urdu, Mandarin and Polish, Scotland's three most prominent second languages



FACE LIGHTS UP

Lisa Westwater, a young mother from Glasgow, was thrilled to receive her baby book from her health visitor.

"The book is lovely and my baby and I love to read it every morning! We feel very fortunate to live in a country which offers great support and free resources for babies, young children and families."

Craig Oglivie, a new father from Edinburgh, also appreciates *Baby, I Love You*: "Our baby loves the book, his face lights up every time we read it to him."

NUMBER OF CHILDREN REACHED

MORE THAN 160,000

CYPRUS, MALTA ▶ see **International Initiatives**





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INTERNATIONAL INITIATIVES SEYCHELLES, CYPRUS, NAURU, SCOTLAND, TUVALU, MALTA, MAURITIUS, SINGAPORE THEME: VIOLENCE PREVENTION AND SAFEGUARDING

OVERVIEW

Sport can educate and empower children. It can help children build essential life skills and better futures. Sport can improve educational quality, academic achievement, school readiness and attendance.

Sport can promote healthy behaviours, increase knowledge and change beliefs about the prevention and treatment of diseases.

Sport can help build peaceful communities by teaching conflict resolution, while helping heal children and communities affected by war. But, sport can only do this if it is delivered in a safe and supportive environment.

Eight Commonwealth Games Associations are involved in a unique global pilot, supported by the Glasgow 2014 Commonwealth Games. They are working together to develop simple guidance to cover the following key safeguarding areas:

- ▶ Safeguarding policy framework
- ▶ Assessing the risk to children
- ▶ Simple procedures for dealing with concerns about a child's safety
- ▶ Identifying local organisations to support safeguarding
- ▶ Awareness raising and education of coaches, staff, children and parents



The policy guide developed through the pilot has already been shared with all the Commonwealth Games Associations in Africa.

When complete, this guidance on how to best make sport safer for children, will be made available for the whole Commonwealth Games movement, benefiting children in every Commonwealth country, from Brunei Darussalam to Kiribati.

INTERNATIONAL INITIATIVES: BAHAMAS, NORTHERN IRELAND, AUSTRALIA

THEME: RESPECTING, PROTECTING AND PROMOTING HUMAN RIGHTS

OVERVIEW

As part of our shared commitment to respect, protect and promote human and child rights in all Commonwealth Games and Commonwealth Youth Games, the legacy of Glasgow 2014 is providing support to the organisers of the Bahamas 2017 Commonwealth Youth Games, the Gold Coast 2018 Commonwealth Games and the Belfast 2021 Commonwealth Youth Games, to:

- ▶ Identify where human rights might be put at risk by staging a Games, and develop plans to address this
- ▶ Facilitate exchanges of learning between host nations in different contexts; and
- ▶ Promote human and child rights-awareness among key groups that might be affected



The Commonwealth Games is leading the way in making their Games the most rights respecting in the world, inspiring other sporting events, cities and countries to follow.

Ultimately, the project will develop guidance for any future host of the Commonwealth Games, or any other major sporting event, benefitting children from Canada to New Zealand.

BAHAMAS 2017 AND CHILD RIGHTS

The Bahamas 2017 Commonwealth Youth Games was the first global sporting event for young people to have its own Human and Child Rights Policy, establishing a benchmark for any future youth games. In addition, the organising team, with support from Unicef UK, developed a Child Safeguarding Policy and Plan, nominated a safeguarding lead, and deployed more than 60 safeguarding officers during the Games themselves, helping to make sure participants and spectators were safe from exploitation and abuse.



CLOSING

With millions of children across the Commonwealth benefiting from these programmes the partnership between Unicef and the Commonwealth Games has achieved its objective to Put Children First and change children's lives.

Thanks to this partnership, babies are being born safely in Lesotho, girls are being empowered in Tonga, children are enjoying better education in Barbados, pupils are helping to build peace in Sri Lanka, children are safer in sport in Malta, and violence is being reduced in Belize.

Unicef is proud to be part of this ground-breaking partnership that has taken the power of sport to new heights, thanks to the Commonwealth Games.



**FOR EVERY
CHILD IN
DANGER**



In 2014, Unicef and the Commonwealth Sports Movement came together, united by a ground-breaking ambition:

To transform children's lives by reaching children in every part of Scotland, and in every Commonwealth Country by the next Games.

To date, the partnership has

- ▶ reached more than **11.7 million children**
- ▶ planned or delivered programmes in all **52 countries**
- ▶ benefited more than **540,000 children** in Scotland
- ▶ raised **£6.5 million** for children across the Commonwealth

