



SEVEN REASONS TO BECOME UNICEF'S 'SOCIO'

- In Peru, 60 babies are born every hour. UNICEF work with the state to guarantee that every birth is safe.
- 18 out of every 100 Peruvian children of less than five-year-old suffer from chronic malnutrition. UNICEF promotes the use of Zinc supplement to prevent cases of diarrheas and to reduce the chances to suffer of malnutrition.
- More than a million Peruvian children speak a different language than Spanish as their mother tongue. As a result, they need to be taught in their own language by teachers who can speak well their language. Accordingly, UNICEF supports the Ministry of Education in the training of teachers in Intercultural and Bilingual schools.
- In Peru, violence can impact children of any social group or any location (*urban or rural*). 33% of mothers hit their children as a means of discipline. UNICEF promotes the idea of nonviolent parenting and education.
- Peru is exposed to various natural disasters. UNICEF defends that the rights of children are respected in emergency situations. In that sense, UNICEF supports the implementation of a 'safe school' programme in 14 thousand educational institutions.
- 34 out of every 100 Peruvian children of less than five-year-old suffers from anemia. Micronutrient supplements have showed to be very successful in the prevention and treatment of childhood anemia. UNICEF has promoted this approach and it is now enforced by the Ministry of Education in 14 regions of Peru.
- The challenge of local and regional governments is to plan and budget with a greater focus on Children's rights. UNICEF supports them in strengthening the management skills of their social development professionals by offering them public management and budgeting courses. That will help them to improve their capacities to improve the quality and quantity of social spending.



BUENA ONDA 2014

¿What is 'Buena Onda'?

Buena Onda is a mobilization and fundraising campaign. UNICEF has been promoting this campaign for seven years now.

Buena Onda is a campaign for social mobilization as it invites Peruvians to take a moment daily to reflect on the situation of children in Peru.

Buena Onda is also a great opportunity to remember that the protection of child well-being is the responsibility of the entire society. It is an opportunity to commit to our protecting the human rights of a child and to defend the concept of equal opportunities of development in childhood.

¿What does "Buena Onda" propose in 2014?

This year, *Buena Onda* encourages Peruvians to join UNICEF and become 'socio'. This means committing to a fixed monthly contribution. This donation would go directly to the programs that UNICEF-Peru supports.

The choice of the amount to contribute is the choice of the person that joins UNICEF-Peru. There is no minimum or maximum amount that you have to contribute to join UNICEF and become 'socio'.

Joining UNICEF is very easy! **Simply call 0800-77-27-4 and mention the debit or credit card number out of which the monthly contribution will be taken.**

¿So there won't be noses and crayons?

Of course there will be! The *Narices Buena Onda*¹ and crayons are still part of our campaign. These can be acquired in various shopping centers that support our campaign. They can also be purchased during our events 'Take a Picture with a Celebrity' on the weekend in *Plaza Norte*.

Remember that every time that you buy a red nose or a box of crayons *Buena Onda*, you are participating in our campaign.

¹ Those are red noses that are sold in stores and that are associated with the event of Buena Onda.

¿Why collaborate with 'Buena Onda'?

Even if the national economy has been growing in the recent years, there are still inequities between different social financial classes. Those inequities specially affects children living suburbs and rural areas, and even more those living in indigenous communities.

It is as a result of those inequities that thousands of children have difficulties to fully develop their cognitive, physical and emotional potential. If those were overcome, every single child could follow its own personal path and participate in the development of its community, its region and its country.

As shown in many successful interventions that UNICEF has introduced, UNICEF promotes public policies that guarantee human rights of children and reduce the gap between the rights of children of lower and higher economic classes. The funds collected via *Buena Onda* allow UNICEF to continue sharing its experience in the field and working hand in hand with the Peruvian state to eliminate national inequities.

UNICEF's interventions are part of the Cooperation Programme² that it maintains with the Peruvian state. This programme has four core sub-programmes: Child Survival and Development, Education of Higher Quality and Greater Equity, Child Protection against Violence, Exploitation and Abuses, and Public Policies³.

Every sol collected in BUENA ONDA 2014 will be invested in the interventions that UNICEF currently has in the Amazons, Apurímac, Ayacucho, Cusco, Loreto y Ucayali regions.

This year, Buena Onda starts on Tuesday, June 10th and finishes on Sunday, July 20th with a TV show live from the shopping center Plaza Norte presented on América Televisión.

¿What are the roles of the public faces of this campaign?

UNICEF tends to bring together many public personalities to support its campaign. They have an important role in promoting its message of protection of the human rights of children, granted in the Convention of the Rights of the Child.

In this 7th edition of Buena Onda, the representatives of the campaign are Mónica Sánchez, actress and UNICEF ambassador, and the actor Marco Zunino.

They are joined by two young artists, Mayra Couto and André Silva, that are in charge to motivate children in the contest between high schools, La Onda de mi Cole.

² Programa de Cooperación

³ Supervivencia y desarrollo infantil; Educación con calidad y equidad; Protección de niños, niñas y adolescentes frente a la violencia, explotación y abuso; y Políticas públicas

¿Can businesses collaborate with 'Buena Onda'?

Of course! Everyone can join and collaborate in a variety of ways with our campaign.

This year the businesses that are supporting the campaign are: América, Plaza Norte, Cencosud, Centro Suizo Relojero, Corporación Radial del Perú, Grupo El Comercio, Saga Falabella, Gloria, ISA, Media Networks, Metro, Oechsle, Plus Tv, Publicis, Pulp y Wong.

Buena Onda also counts on the collaboration of: Alfa Tv, Bruno Tarnecci, Bruño, D1 Pura Calle, Daniel Lazo, Cedapp, Escuela de fútbol Oscar Ibáñez, Bonzalo Calmet, Kalimba, Mad Science, MagicoGato, Notaria Benvenuto, Noticias Perú, Radio Moda, Radio Planeta, Telemark, Teatro La Plaza, La Tarumba, Warma Llaki.

¿How to keep informed on UNICEF's activities and Buena Onda's events?

Visit our websites and follow us on twitter and facebook.

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