
UNICEF IN TODAY'S WORLD

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This article represents the role of the United Nations Children's Fund as a unique institution for the protection of the rights, interests and welfare of children. At this stage, the issue is not sufficiently researched. Today, however, the issue of the protection of children should be high major challenge on the agenda of the entire world community.

This article provides an analysis of the goals and objectives of UNICEF in the light of contemporary challenges. The main tasks of the United Nations Children's Fund are:

- the insurance of access to food for children and women. Food 73

POLIT.Challenges of science today, 5-9 April 2021

problem is a topical issue of today's world, mainly in the African and Asian regions. Children, who are living in these territories, experience malnutrition, hidden hunger and overweight. The situation is similar to pregnant women, that subsequently has a detrimental effect not only on women's health but also on health and development of babies;

- social protection for children during the COVID-19 pandemic. According to UNICEF data, as of November 2020, there were 715 million children living below the poverty line worldwide. This year that number could rise up to 857 million children [1];

- providing quality education in times of pandemic. Many children do not have access to digital technologies, including the Internet. These children live in rural areas in African, the Pacific and Latin American regions. Given that the world had, in fact, moved to distance education system during the pandemic, many children would not be able to receive quality education under the certain circumstances [2];

- vaccination of children all over the world. There is a number of different vaccines against coronavirus diseases invented in the world. However, there are at least two reasons why children cannot be vaccinated. The first reason is the vaccination of medical personnel, armed forces, teachers, people at risk, and only after that one has a chance to talk about vaccination of other categories, including children. The second reason is parental distrust of vaccines [2].

In addition to the above-mentioned challenges facing UNICEF at this stage, the Fund has a number of Sustainable Development Goals (SDGs) with

a long-term perspective. SDGs are aimed at providing quality education, affordable health care and equality for children, as well as, improving the world's environmental situation, combating child poverty and confronting child violence. The United Nations Children's Fund is actively working to achieve its primary objectives. It's necessary to highlight the tools used by UNICEF for these purposes. Among them is cooperation with national governments, non-governmental and local organizations, also, foundations for the realization of certain goals on-site (e.g. UNICEF in Sierra Leone is supporting the government in integrating gender-based violence services with the social protection response), establishment of various programmes to overcome some local problem (e.g. «Agenda for Action to Prioritize Children's Rights to Food»), awareness-raising campaigns (e.g. Immunization of children against COVID-19).

To combat global hunger, in 2019 UNICEF developed the «Agenda for Action to Prioritize Children's Rights to Food». The programme is based on five actions that are needed to reduce child hunger in the world. These include children in need, young people and parents to obtain food, setting affordable food prices by food producers and suppliers, as well as, ensuring the production of quality and healthy foods, taking into account the labelling of the quality mark, participation in this programme of social services, health-care systems and social organizations in order to inform people about the programme and its results. Moreover, information gathered, data analysis and tracking of progress to develop and respond to challenges on the ground are included. The innovative point in this field is a mobile application, created by the UN, which sounds as «SHARE THE MEAL». This can make a donation for food in any region in need.

In order to bridge digital gap of younger generation around the world, UNICEF has created Generation Unlimited Program. This program has its particular body to implement it. It consists of 5 elements, which function within their competence: Global Board, Partnership Forum, Secretariat, Leaders, Champions. The activities of the Global Board are to mobilize all resources and to maintain and monitor the partnership. The Partnership Forum is active in making key decisions, as well as, attracting new contacts all over the world. Secretariat is responsible for planning actions, involving young people in solving urgent problems, and allocating funds for a specific project. Leaders and champions act as advocates for the programme and mobilize stakeholders and organizations around the world [3].

These are just the smallest part of what the United Nations Children's Fund is doing to make the world a better place for children. The role of UNICEF is great, and the Fund's contribution to the future is immeasurable. Today some UN's bodies need to work mainly with governments, companies

and local organizations. At this difficult time for humanity, our world should be united not only to protect children, but also to build up common future.

References:

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