

b) Child nutrition: UNICEF gives high priority to improving child nutrition. Its aid for child nutrition, which first took the form of supplementing child feeding began to expand in mid-1950s with the development of low-cost protein rich food mixes.

- provided provision of large doses of vit A in areas where xerophthalmia is prevalent
- enrichment of salt with iodine in areas of endemic goiter.
- provision of iron and folic supplements to combat anemia and enrichment of foods. More recently FAO, UNICEF and WHO have been encouraging the development of national food or nutrition policies that make provision for child nutrition.

c) Family and child welfare: The purpose is to improve the care of children, both within and outside their homes through such means as parent education, day care centres, child welfare and youth agencies and women's club.

d) Education - health co-operation: In collaboration with UNESCO, UNICEF is assisting India in the expansion and improvement of teaching unions in hds. Emphasis is placed on the

- UNICEF is promoting a campaign known as '4-2-1-1' campaign to encourage 4 strategies for a 'child health revolution':
 - 4 for growth checks to better monitor child development.
 - 2 for oral rehydration to treat all mild and moderate dehydration
 - 1 for breast feeding
 - 1 for immunisation against measles, diphtheria, polio, pertussis, tetanus & TB
- In short, UNICEF activities cover programmes dealing in child survival, protection and development; interventions like immunisation, improved infant feeding practices, child growth monitoring, homebased diarrhea management, drinking water, environmental sanitation, birth spacing, education of girls and income-generating activities for women.

UNICEF

UNICEF [United Nations International Children's Emergency Fund] is one of the specialized agencies of the United Nations. It was established in 1946 by the United Nations General Assembly to deal with rehabilitation of children in war ravaged countries. In 1953 when the emergency functions were over, the general assembly gave it a new name "U.N. Children's Fund". But retained the initials UNICEF. UNICEF's regional office is in Kathmandu. The region is known as the South Central Asian region which covers Afghanistan, Sri Lanka, India, the Maldives, Pakistan, Bhutan, Bangladesh and Nepal. The headquarters of the UNICEF is at United Nations, New York. UNICEF works in close collaboration with WHO and the other specialized agencies of the United Nations like UNFPA and UNESCO.

More recently, the tendency has been for UNICEF to turn away from campaigns for the eradication of specific diseases unless they are of direct benefit to mothers and children.

Greater attention is being given to the concept of the "whole child" meaning that assistance should hence focused not only to health and nutrition, as before, which are of immediate benefit to children, but also to the long term personal development and to the development of the countries in which they live. This approach is also known as 'country health programming' in which UNICEF is increasingly interested so as to meet the needs of children as an integral part of the country's development effort.

CONTENTS OF SERVICES

(a) Child health:

- UNICEF has provided substantial aid for the production of vaccines and sera in many countries.
- UNICEF has supported India's BCG vaccination programme from its inception.
- It has also assisted in the erection of a penicillin plant, near Pune; also a DDT plant; two plants of the manufacture of triple vaccine are located in India.
- UNICEF has also assisted environmental sanitation programmes emphasizing safe and sufficient water for drinking to household use in rural areas.