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## Unicef launches 'teach respect' campaign

KUALA LUMPUR: The United Nations Children's Fund (Unicef) is asking schools, and private and non-governmental organisations to support its "Teach Respect" campaign by promoting its two new public service announcements (PSAs).

Unicef Malaysia representative Hans Olsen said the campaign called on parents, teachers and adults to teach children to respect other kids through education and by

example.

"Children's opinions and actions are influenced by what adults around them think, do and say.

"When they observe prejudice, they may grow up believing this is how life must be.

"As adults, we are role models. It is sometimes said that 'children don't do what you tell them to do but what you do yourself'.

"We must set good examples to ensure our children grow up with positive attitudes and behaviours," he said at a video preview of the two PSAs here yesterday.

The 30-second PSAs in English and Bahasa Malaysia will be released on air (television) on Nov 14, and online ([www.unicef.my](http://www.unicef.my)) in conjunction with Universal Children's Day, which falls on Nov 20.

Produced by Story Me Studios, both PSAs, illustrate how children unknowingly discriminate against other children who are different from them.

Olsen said: "As important as it is for children to understand that they have rights that need to be respected, they must also understand that with these rights, there is a need for them to also respect the rights of their peers."

He added there was a need to raise awareness and acceptance of children's rights to grow up free of discrimination.

"Just as prejudice and discrimination can destroy children's childhood, a protective environment and a just society can help children grow with dignity and happiness into self-confident adults."

The UN Committee on the Rights of the Child identified 53 grounds of discrimination against children based either on their identity or the identity of their parents.

Among the grounds are gender, race, ability, family background and income, geographical location, citizenship and human immunodeficiency virus (HIV) status.

"By promoting healthy relationships, we can prevent bullying and support children in developing social skills, understanding and respect, social responsibility and citizenship."